

Critically Analyse the Importance of the 5 Action Areas of the Ottawa Charter through a study of TWO Health Promotion Initiatives related to Australia's Health Priorities –

1. S7 SAFER ROADS:

Developing Personal Skills:

- **Road Safety Education for Year 11 and 12 Students:**
 - Such education further implements the skills needed to be a cautious and responsible driver are further seen in action
- **“Don’t Rush” & “Clip Every Trip” Campaigns:**
 - These programs teach drivers that they should remain under the speed limit and always to use seatbelts when driving, as they are major life saving skills that can be used by an individual

Creating Supportive Environments:

- **Road Side Drug Testing:**
 - By increasing the Roadside Drug Testing, drivers who are driving under the influence are more regularly identified and taken off the roads, creating a safer environment for the driver, other vehicles and pedestrians
- **Road Rage Programs:**
 - There are programs that run in order to help people overcome road rage in order to minimize angry drivers on the road, whose frustration and impatience can cause a higher rate of accidents on roads as they are more likely to take risks

Strengthening Community Action:

- **School Zones:**
 - “Go 40 for me” signs and lollipop people are actions that are enforced by the community in order to encourage drivers to go slow and to keep children safe during school travel times
- **Websites:**
 - People create websites that offer alternate and safer speeds or traffic lights and stops signs, in order to create safer roads within their area

Reorienting Health Services:

- **School Zone Alert Systems:**
 - By making the lower speed limit during school times that is obvious to drivers. this is an increase in preventative measures in order to minimize road accidents involving children during this time
- **Black Spot Crash and Mass Action:**
 - These are to identify to drivers areas of high accident and high death rates. This is to warn them to be cautious in order to prevent further accidents from occurring in a high risk area
- **Australasian New Car Assessment Program:**
 - By assessing new cars before they are sold, manufacturers and the government are preventing accidents by keeping mechanically unsound cars off the road

Building Healthy Public Policy:

- **Road Toll Response Package:**
 - This is where government funding has been provided as a \$170 million investment to improve the quality of roads implementing more and more effective safety measures. E.g. safety barriers, pedestrian fences and timed 40km/h pedestrian zones
- **Child Restraint Evaluation Program:**
 - Legislation involving the mandatory evaluation of child restraints in order to ensure that all restraints purchased are safe and contain the appropriate warnings and correct use instructions

2. NSW REFUGEES:

Developing Personal Skills:

- Education of Health students, in relation to refugees' needs
- Classes e.g. Sudanese Men's Health Group, Arabic Women's Art Project, The Families First
- Free information sessions (Community Education Programme) which is run by Bilingual Community Educators, in relation to health care systems in Australia → so refugees can effectively use the health system, enabling them to gain better health

Creating Supportive Environments:

- Classes e.g. Sudanese Men's Health Group
- Consulting with refugee communities and health care providers on refugee health
- Clinics e.g. the Health Assessment for Refugee Kids, the Liverpool Paediatric Clinic
- Free clinics for those without Medicare

Strengthening Community Action:

- Training and support of health professions through various programmes
- Raising awareness of refugee health issues and priorities
- Refugee health promotions e.g. brochures

Reorienting Health Services:

- Health Checks (and information) for refugees
- RHS helps refugees with proper nutrition information for healthier living

Building Healthy Public Policy:

- Advocacy both for individual patients and for the needs of refugees more broadly, through input into policy and project development
- Refugees are eligible for Medicare (RHS helps them with this)
- Refugees can access some public health services (fees are reduced)
- RHS educates health staff about the laws pertaining refugee health