

For  
Positives

(b) Argue the benefits of applying the Ottawa Charter to ONE health promotion initiative.

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- \* As the rates of skin cancer are increasing a greater need for health promotion programs, (Eg. Dark Side of Tanning) is ~~becoming more~~ <sup>at a higher demand.</sup>
- \* Developing Personal Skills - ~~As~~ In schools have a greater focus on skin cancer, when looking at cancers (Eg. PDHPE classes) increased awareness from an earlier age means better care will be taken.
- \* Creating Supportive Environment - Through the encouragement of the surrounding environment (friends, family, peers) people are more likely to take "Dark Side of Tanning" campaign seriously. (Eg) Use of sunblock via everyone.
- \* Reorientation Health Services - Through use of campaigning and support of health services (Eg. Lecturers (G-12)) people are more likely to gain access to information about harms of skin cancer. (Eg) Pamphlets.
- \* Strengthening Community Action - encouragement of community awareness through campaigning. (Eg) Free sunblock at beaches, encourages community support of skin cancer prevention + awareness.
- \* Building Healthy Public Policy - ~~gaining~~ <sup>gaining</sup> government support + funding can lead to a greater sources of promotion. For Example: T.V advertisements, build board. Also encouragement of government to support idea such as free sunblock + shaded areas of beach to gain more awareness.

End of Question 22