

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

A health promotion such as the Magraith foundation would benefit greatly if the Ottawa Charter was applied. The five action areas of the Ottawa Charter are developing personal skills, strengthening community action, building healthy public policy, creating supportive environments and reorienting health services.

The benefits of applying the action area of developing personal skills is that it allows women to be aware of the seriousness of breast cancer and learn how to check themselves. The Magraith foundation strengthens community action by allowing the community to hold events and fundraises to promote and make women aware of breast cancer. By doing so this is both helping the government in realising the importance of breast cancer and building healthy public policies and reorienting health service by helping women being able detect breast cancer early themselves or assists them in trying to prevent it from occurring.

End of Question 22