

The 2015 International Recovery and Citizenship Conference

Achieving Equity and Justice in Recovery

Thursday, May 14

**Panel: *A Call to Action: Creating Systemic Change –
From Local Action to Global Transformation***

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Ottawa Charter for health promotion

- The World Health Organization definition of health: **Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.**
- Health is a resource for everyday life, **not the objective of living.**
- Health is a **positive concept** emphasizing social and personal resources, as well as physical capacities.
- Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy life-styles **to wellbeing in, and with the communities.**



Ottawa Charter for health promotion (1986)

The Ottawa Charter's 5 action strategies

1. Build healthy public policy
2. Create supportive environments
3. Strengthen community actions
4. Develop personal skills
5. Reorient health services



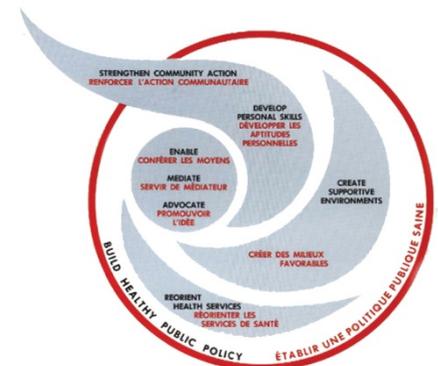
Ottawa Charter for health promotion

The Ottawa Charter's 5 action strategies



1- Build healthy public policy

Health promotion goes beyond health care. It puts health on the agenda of policy makers **in all sectors and at all levels**, directing them to be aware of the health consequences of their decisions and to accept their responsibilities for health.



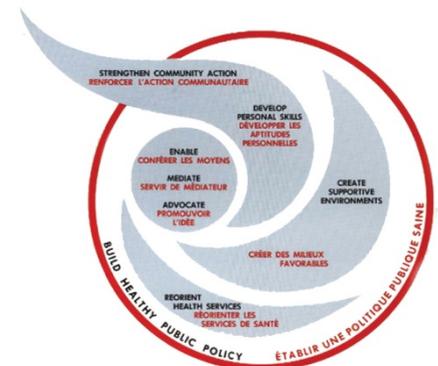
2- Create supportive environments

Changing patterns of life, work and leisure have a significant impact on health. Work and leisure should be a source of health for people. The way society organizes work should help create a healthy society. Health promotion generates **living and working conditions** that are safe, stimulating, satisfying and enjoyable.



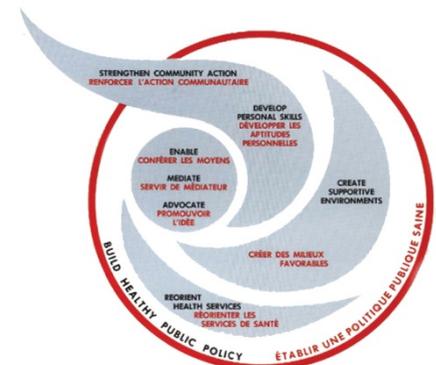
3- Strengthen community actions

Health promotion works through concrete and effective community action in setting priorities, making decisions, planning strategies and implementing them to achieve better health. At the heart of this process is the **empowerment of communities** – their ownership and control of their own endeavours and destinies.



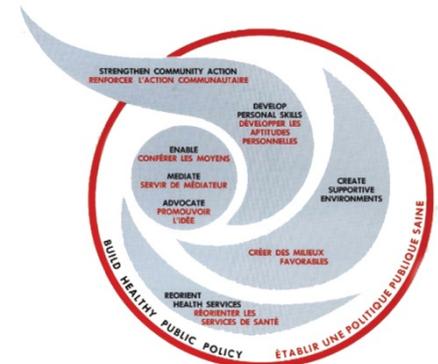
4- Develop personal skills

Enabling people to learn, throughout life, to prepare themselves for all of its stages and to cope with chronic illness and injuries is essential. This has to be facilitated in school, home, work and community settings. Action is required through educational, professional, commercial and voluntary bodies, and within the institutions themselves.

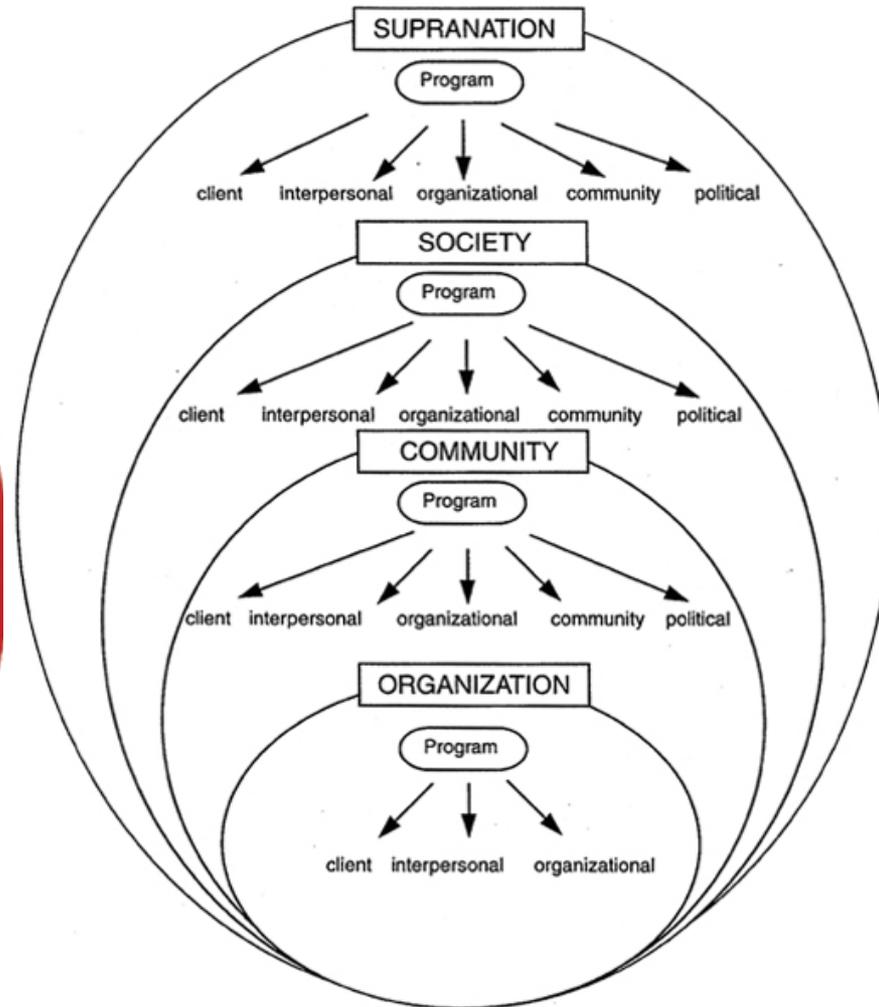
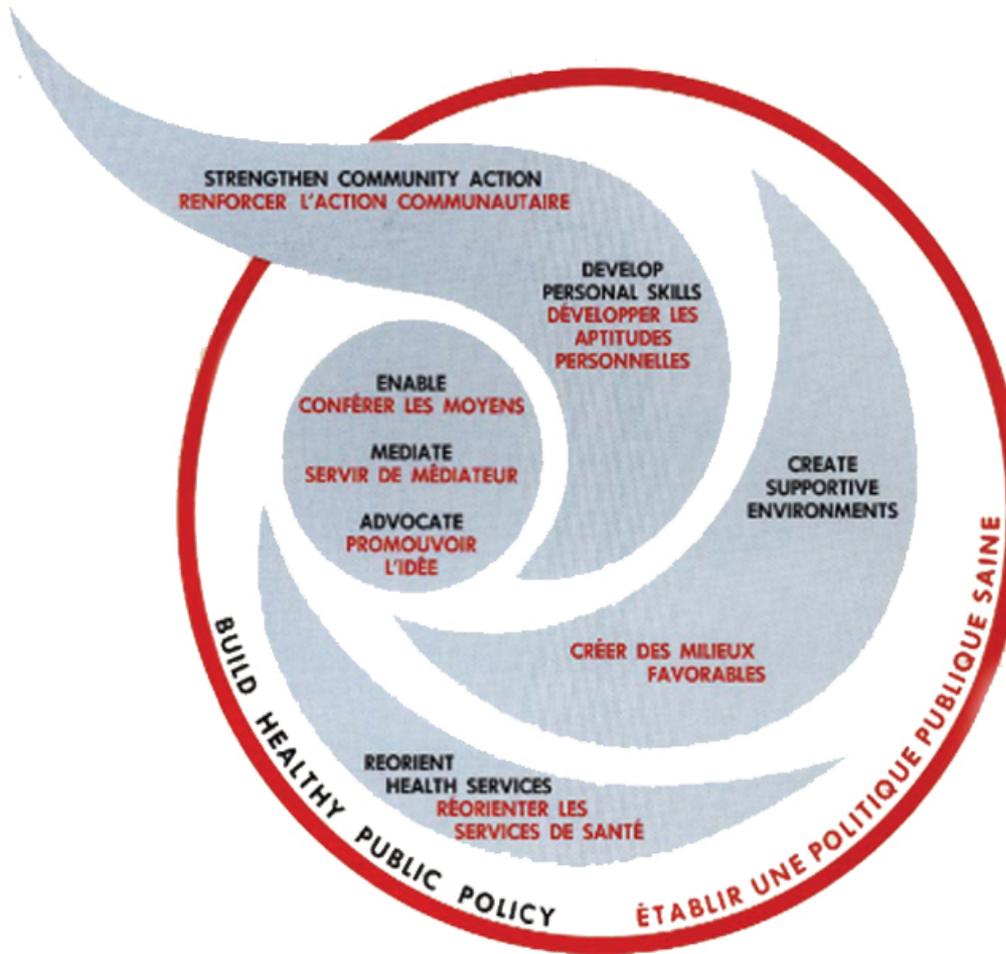


5- Reorient health services

The responsibility for health promotion in health services is shared among individuals, community groups, health professionals, health service institutions and governments. They must work together towards a health care system which contributes to the pursuit of health. The role of the health sector must move increasingly in a health promotion direction, **beyond its responsibility for providing clinical and curative services.**



Health promotion and the “Ecological Approach”



The Ecological Approach

There are five distinct types of potential targets of an ecological intervention:

- individuals
- small groups
- organizations
- communities
- societies

The Ecological Approach

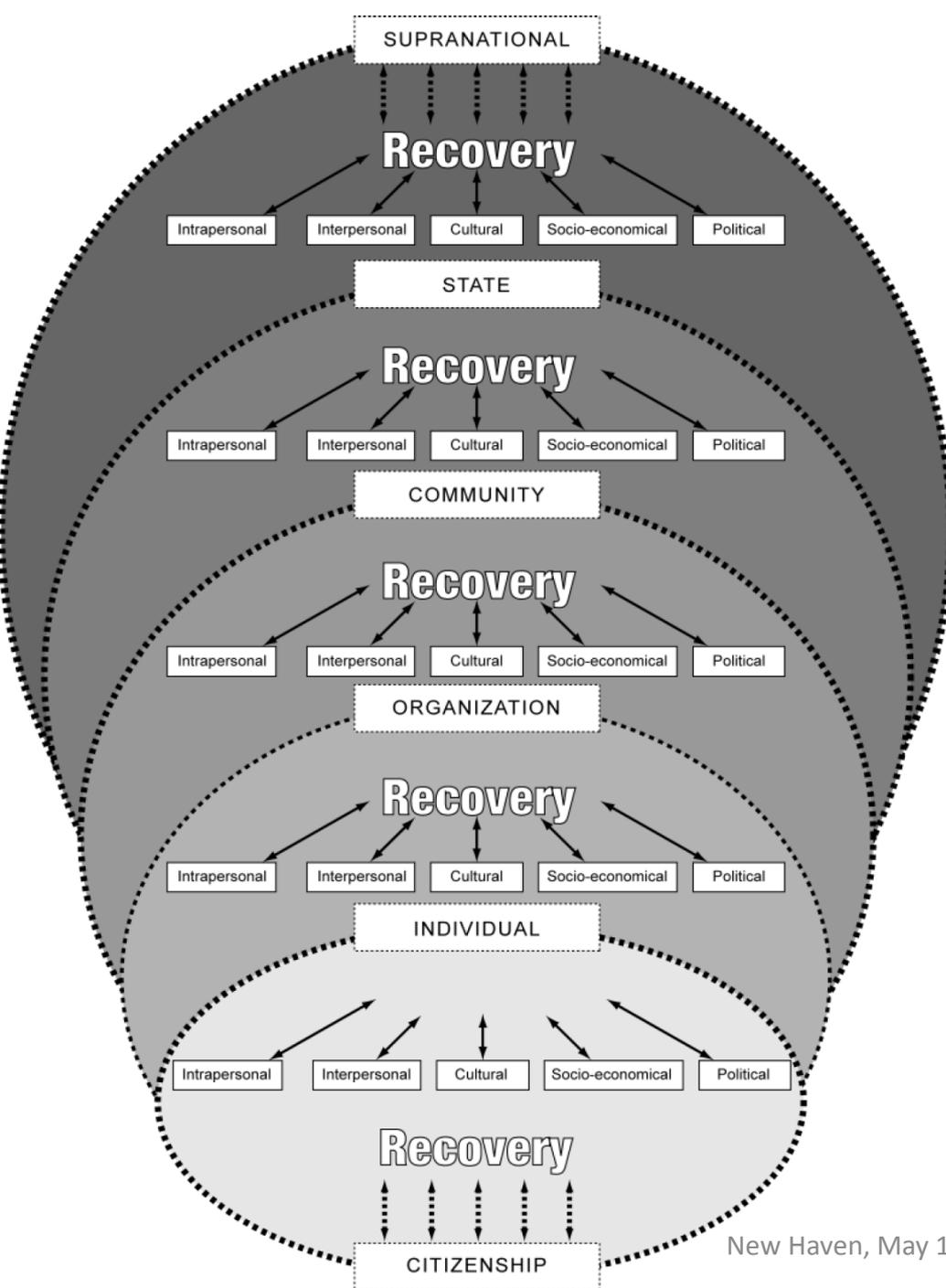
- Two broad classes of relationship exist between potential targets. A first type refers to the direct transformation of one or many aspects of a given target, for example to change intrapersonal determinants of an individual (e. g.: building personal skills), or to bring structural changes among his/her community (e. g.: strengthening community actions).
- The other type of intervention involves the creation of a network among two or several targets.

The Ecological Approach

Combining 2 of the 5 action strategies: the individual's influence over community action - citizenship

1. Build healthy public policy
2. Create supportive environments
3. **Strengthen community actions**
4. **Develop personal skills**
5. Reorient health services



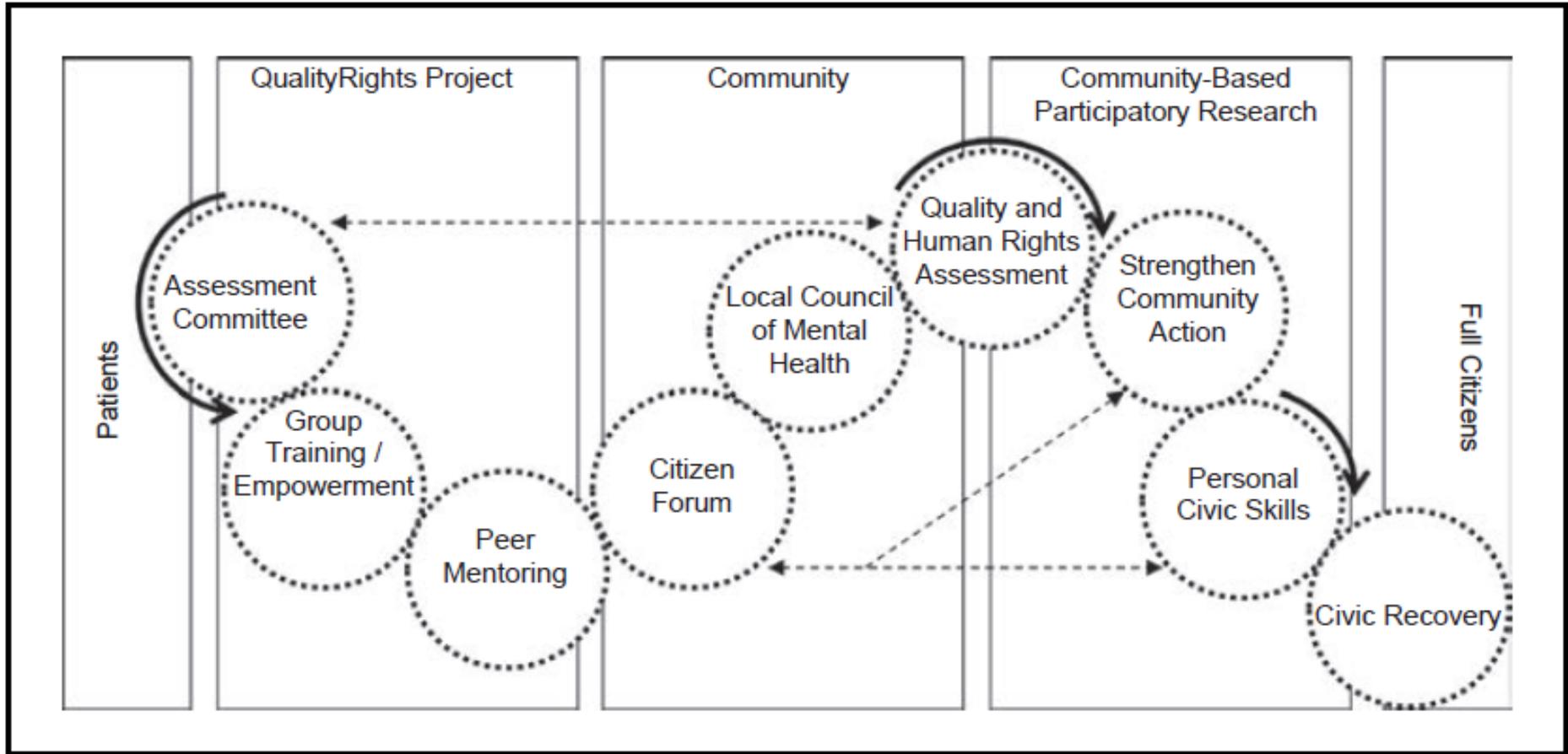


The Global Model of Public Mental Health – 2009

Pelletier J. F., Davidson L., Roelandt J. L. (2009) Citizenship and Recovery for Everyone: A Global Model of Public Mental Health. *International Journal of Mental Health Promotion*, 11(4):45-53.

From patients to full citizens

Figure 4 From patients to full citizens through a Local QualityRights project



The Global model of public mental health – 2013

"Outstanding Paper of the Year 2014", *Journal of Public Mental Health*

New Haven, May 14, 2015

- An approach that focuses primarily on individuals is not sufficient in creating access to the valued roles which those individuals will be able to occupy in community settings. Instead, public intervention and debate are required to promote and monitor the bond of citizenship that connects people to their communities.
- Being able to refer to international conventions and human rights standards is a key component of a genuine global approach that is supportive of individuals and communities in their quest for recovery and full citizenship.
- The Global Model was inspired by the ecological approach in health promotion programs, adding to that approach the individuals as agents of mental health policies and legislation transformation.