

Towards Zero and the Ottawa Charter

- Teacher notes



Stage 6 resource overview

This resource is aimed at Stage 6 PDHPE – HSC course students and teachers. It is to support the *PowerPoint Towards Zero and the Ottawa Charter*.

Assumed knowledge is:

- Stage 6 PDHPE preliminary course (Core 1)
- Stage 6 PDHPE HSC course Core 1, Focus questions 1 and 2

This resource uses the following websites and initiatives:

- [Towards Zero](#) campaign
- [Road Safety Plan 2021](#)
- [Transport for NSW](#)
- [Centre for Road Safety](#)

This resource has been developed in collaboration with Road Safety Education Officers from the NSW Department of Education Road Safety Program and teachers and students from Kellyville High School.

This activity relates specifically to the Stage 6 PDHPE syllabus:

- HSC Core 1: Health Priorities in Australia – What action areas are needed to address Australia’s health priorities?

All teaching and learning activities are suggestions.

It is the responsibility of the teacher to deliver teaching and learning that best suits the needs of the students in their class.

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The syllabus

What actions are needed to address Australia's health priorities?

<p>Students learn about:</p> <ul style="list-style-type: none"> • health promotion based on the five action areas of the Ottawa Charter <ul style="list-style-type: none"> – levels of responsibility for health promotion – the benefits of partnerships in health promotion, eg government sector, non-government agencies and the local community – how health promotion based on the Ottawa Charter promotes social justice – the Ottawa Charter in action 	<p>Students learn to:</p> <ul style="list-style-type: none"> • argue the benefits of health promotion based on: <ul style="list-style-type: none"> – individuals, communities and governments working in partnership – the five action areas of the Ottawa Charter • investigate the principles of social justice and the responsibilities of individuals, communities and governments under the action areas of the Ottawa Charter <p style="text-align: center;">critically analyse the importance of the five action areas of the Ottawa Charter through a study of TWO health promotion initiatives related to Australia's health priorities</p>
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Objectives and Outcomes

Objectives	HSC Course Outcomes
<p>A student develops:</p> <ul style="list-style-type: none"> • knowledge and understanding of the factors that affect health 	<p>A student:</p> <p>H1 describes the nature and justifies the choice of Australia's health priorities</p>
<ul style="list-style-type: none"> • a capacity to exercise influence over personal and community health outcomes 	<p>H4 argues the case for health promotion based on the Ottawa Charter</p>
<ul style="list-style-type: none"> • an ability to apply the skills of critical thinking, research and analysis 	<p>H14 argues the benefits of health-promoting actions and choices that promote social justice</p> <p>H15 critically analyses key issues affecting the health of Australians and proposes ways of working towards better health for all</p> <p>H16 devises methods of gathering, interpreting and communicating information about health and physical activity concepts</p>

ACTIVITY 1. Things to consider....

1. What is the Ottawa Charter?

The Ottawa Charter for health promotion is the most widely used health promotion framework and was developed after the World Health Organisation held an international conference on health promotion in 1986. It is the first of its type to consider all the determinants of health and not just see health as the absence of disease.

2. List and define each of the five action areas.

Build healthy public policy – health promotion policy combines diverse but complementary approaches, including legislation, fiscal measures, taxation and organisation change. Health promotion policy requires the identification of obstacles to the adoption of healthy public policies in non-health sectors and the development of ways to remove them.

Create supportive environments – the protection of the natural and built environments, and the conservation of natural resources must be addressed in any health promotion strategy.

Strengthen community actions – community development draws on existing human and material resources to enhance self-help and social support, and to develop flexible systems for strengthening public participation in, and direction of, health matters. This requires full and continuous access to information and learning opportunities for health, as well as funding support.

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.

Reorient health services – the role of the health sector must move increasingly in a health promotion direction, beyond its responsibility for providing clinical and curative services. Reorienting health services also requires stronger attention to health research, as well as changes in professional education and training.

3. Define “critically analyse”.

To add a degree or level of accuracy, depth, knowledge and understanding, logic, questioning, reflection and quality to. [NESA](#)

Revise how to answer this question using the appropriate resources for writing responses used by the class and/or school. Eg. [ALARM](#).

ACTIVITY 2: Why is road safety a priority health issue?

Suggested discussion points to review from Core 1 Health Priorities in Australia

How are priority issues for Australia's health identified?

- Identifying priority health issues
 - social justice principles: each year over two-thirds of fatalities in NSW occur on country roads
 - priority population groups: Males are more than 2x more likely to die on our roads than females
 - prevalence of condition: transport crashes are the third leading cause of death from injury in Australia
 - potential for prevention and early intervention: behavioural factors such as speeding, fatigue and drink driving are the leading causes of fatalities on NSW roads
 - costs to the individual and community: costs the community over seven billion dollars per year

What are the priority issues for improving Australia's health?

- Groups experiencing health inequalities
 - Aboriginal and Torres Strait Islanders: the age standardised rate of injury death for Indigenous Australians was nearly twice that of non-indigenous Australians. Transport crashes were the second most frequent external cause of death for Indigenous Australians.
 - socioeconomically disadvantaged people: low SES are more likely to be killed in crashes than high SES
 - people in rural and remote communities: over two thirds of fatalities in NSW occur on country roads
- High level of preventable chronic disease, injury and mental health problems
 - Injury is a major contributor to mortality, morbidity and permanent disability in Australia.

ACTIVITY 3: The trends...

1. Identify the initial trend you can see in this graph.

Deaths on our roads have been steadily decreasing.

2. List strategies that have been implemented since the 1960's.

(All strategies are listed at the back of this document)

3. Classify the strategies identified in the table according to the 5 action areas of the Ottawa Charter.

- Students create and complete their own table OR
- Teacher/ students download [The Trends - drag and drop activity](#) to complete OR
- Use class matching activity listed at the back of this resource on pp 14-21
- Discuss observations as a class or through an online forum.
- Examples to consider may include:
 - Which area of the Ottawa Charter had the most strategies? Why?
 - Could some strategies fit in more than one category? Why?
- Where would the following initiatives fit best? Provide reasons for your decision.
 - NSW Road Safety Strategy 2012-2021
 - Road Safety Plan 2021
 - Future Transport Strategy 2056

These initiatives fit across all 5 action areas of the Ottawa Charter. They use a holistic approach to health promotion that combines developing personal skills, building healthy public policy, strengthening community action, creating a supportive environment and re orienting health services.

4. What do you notice about initiatives from 1960 -1980 compared to 1990's onwards?

Initiatives from 1960-1980 focused on using rules, laws and punishment to change the behaviours of drivers. For example the introduction of demerit points and fines for not wearing seatbelts in the 1980's.

From 1990 initiatives took a more holistic approach and this reflected the principles of the Ottawa Charter. Examples include the launch of the NSW Road Safety Strategy 2012 -21, The Road Safety Plan 2021 and the Future Transport 2056 Strategy.

ACTIVITY 4: The Road Safety Plan

Students visit the [Towards Zero](#) website to answer the questions.

1. Identify NSW's road safety targets.

The NSW government have set ambitious but achievable targets to reduce road fatalities and serious injuries on NSW roads. This reflects the government's commitment to make NSW roads the safest in Australia.

The first target is to reduce fatalities by at least 30% from 2008-2010 levels by 2021. Every 10 years after that new road safety targets will be set to continue the move Towards Zero. The ultimate aim is to have zero fatalities and serious injuries by 2056 on NSW roads.

2. Explain the road trauma challenge for NSW.

Our road network gives all of us access to work, school, friends, families and the services we need. For many, it's a workplace, and for all, it's a fundamental part of everyday life that keeps the economy moving. But sadly, lives are lost, and people are seriously injured on our roads, every day.

Each year, over two-thirds of fatalities in NSW happen on country roads. More than 70 per cent of the people who die on country roads are country locals. Males account for most of the fatalities and the fatality rate in country NSW is around 4 times the rate than in metropolitan NSW. The rate of serious injuries per year is not declining and the majority of these occur in metropolitan areas.

Behavioural factors in fatal crashes include speeding, tired drivers and riders, drink driving, seat belt non-usage, and illicit drugs being present. People who walk or ride a bicycle or motorcycle are vulnerable in a crash as the unprotected body can only tolerate so much force.

Car design makes a huge difference to your safety in a crash. Of those killed in cars on our roads, around 40 percent were in cars 15 years old or older compared to around 15 percent in cars less than 5 years old.

The challenge is to ensure all users of our roads, be they passengers, pedestrians, drivers, cyclists etc. are safe on our roads. The challenge is to reduce disadvantage from location, gender, socioeconomic status and behaviour.

3. Describe the Safe System approach.

The safe system approach is an internationally recognised approach that considers how people, vehicles, speeds and roads work together to make a safer system. Through the areas of safe roads, safe speeds, safe people and safe vehicles the system acknowledges:

- the human body has physical limits to withstanding the impact of a crash
- people make mistakes: but this shouldn't cost them their life.

Roads, roadsides, travel speeds and vehicles need to be designed to help avoid a crash or reduce the impact of a crash if it happened.

Road safety is a shared responsibility. We all need to make decisions with safety in mind, from the design of our roads and vehicles, investment, laws and education, to each road user acting safely every day.

4. Identify the six priority areas for action to reduce fatalities on NSW roads.

The six priority areas are:

- Saving lives on country roads
- Liveable and safe urban communities
- Using the roads safely
- Building a safer community culture
- New and proven vehicle technology
- Building a safe future

ACTIVITY 5: Looking at the data

Students use pages 8-9 of the [Road Safety Plan 2021](#).

1. Where do approximately two-thirds of fatalities in NSW occur every year?

On NSW country roads

2. Compare the fatality rates of males and females on our roads?

Male 71%

Female 29%

3. List the behavioural factors linked to NSW road fatalities in order of impact?

- Speeding 42%

- Fatigue 18%

- Drink driving 15%

- Seat belt non-usage 12%

- Illicit drugs present 9%

4. Where do the majority of serious injuries occur in NSW?

- In NSW metropolitan areas

ACTIVITY 6: Written response 1

Explain why reducing fatalities and serious injury on our roads is a priority health issue in NSW. (6 marks)

ACTIVITY 7: The Road Safety Plan and the Ottawa Charter

This activity gives students the opportunity to explore what areas of the Ottawa Charter are present in the initiatives outlined to support each area of the Road Safety Plan 2021.

Expert groups

- Divide class into six groups
- Issue each group with one of the Priority Areas from the Road Safety Plan 2021. This can be accessed by viewing online or a hard copy page
- Students read overview and “What we will do initiatives”
- Discuss as a group which Ottawa Charter action areas they best represent
- Record reasons for decision in own notes or a shared table
- Students then regroup to have a person from each Priority Area in the new group
- Information is shared so each Road Safety Plan Priority Area has relevant examples to support the Ottawa Charter components
- Students place their annotated Priority Area up on the wall or post in an online forum
- Discussion follows to confirm reasons for why certain initiatives put in OC areas.

Note that for an action area of the Ottawa Charter to be properly addressed in a health promotion initiative there must be many strategies that represent the area.

Road Safety Plan Priority Areas (page references)

1. Saving lives on country roads p12-13
2. Liveable and safe urban communities’ p 14-15
3. Using the road safely p16-17
4. Building a safer community culture p18-19
5. New and proven vehicle technology p 20-216. Building a safe future p 22-23

Road Safety Plan and the Ottawa Charter overview

	Building healthy public policy	Strengthen Developing personal skills community action	Strengthening Community Action	Create supportive environments	Reorient health services
Saving lives on country roads					
Liveable and safe urban communities					
Using the road safety					
Building a safer community culture					
New and proven vehicle technology					
Building a safe future					

ACTIVITY 8: Written response 2

Critically analyse the importance of the five action areas of the Ottawa Charters as demonstrated through road safety strategies to reduce the number of lives lost on NSW roads. (8 marks)

Resources for ACTIVITY 3

In class collaborative activity.

Classify the strategies in the table according to the 5 action areas of the Ottawa Charter.

1. Print p 14 – 21(overpage)
2. Cut into strips
3. Place action areas of the Ottawa Charter around the room.
4. Distribute strategy strips to students
5. Have students place the strategy under the action area of the Ottawa Charter that best suits.

Building Healthy Public Policy

Developing Personal Skills

**Strengthen
Community Action**

**Reorient Health
Services**

Create Supportive Environments

First sign posted speed limits

Earliest drink driving laws introduced

Licence demerit points system comes into effect

Wearing seatbelts compulsory (in vehicles with seatbelts)

Tougher drink driving laws, with legal blood alcohol limit reduced to 0.05

Demerit points and fines for not wearing seatbelts

Introduction of 40km/h High Pedestrian Activity Area program

Introduction of default 50km/h speed limit in all built-up areas across NSW

Tougher demerit penalties for mobile phone offences

Alcohol interlock devices mandatory for serious drink driving offenders

Expansion of road side and mobile drug testing

Children under 8 required to use an available approved child restraint or seatbelt

Helmets compulsory for motorcycle riders

First speed cameras introduced

Double demerit points during holiday periods

Bike helmets compulsory for bike riders

First vehicles fitted with airbags

Introduction of roundabouts

First installation of wire rope barriers

Graduated Licensing Scheme Introduced

Strengthening of compulsory restraint use for children aged 7 and under

Keep these 3 separate until the end of the activity.

Launch of the Road Safety Plan 2021

Launch of the NSW Road safety Strategy 2012-21

Launch of the Future Transport 2056 Strategy

Discuss where they might sit and why.

These three initiatives sit across all areas of the Ottawa Charter as they use the five strategies across the initiative to make roads safer for all users

SUGGESTED ANSWERS

OTTAWA CHARTER	INITIATIVES
<p>Building Healthy Public Policy</p>	<p>First sign posted speed limits</p> <p>Earliest drink driving laws</p> <p>Wearing seatbelts compulsory (in vehicles with seatbelts)</p> <p>Tougher drink driving laws, with legal blood alcohol limit reduced to 0.05</p> <p>Demerit points and fines for not wearing seatbelts</p> <p>Introduction of 40km/h High Pedestrian Activity Area program</p> <p>Introduction of default 50km/h speed limit in all built-up areas across NSW</p> <p>Tougher demerit points penalties for mobile offences</p> <p>Alcohol interlock devices mandatory for serious drink driving offenders</p> <p>Expansion of road side and mobile drug testing</p> <p>Children under 8 required to use an available approved child restraint or seatbelt</p> <p>Helmets compulsory for motorcycle riders</p> <p>First speed cameras introduced</p> <p>Double demerit points during holiday periods</p> <p>Bike helmets compulsory for bicycle riders</p> <p>Strengthening of compulsory restraint use for children aged 7 and under</p> <p>Launch of the NSW Road Safety Strategy 2012-21</p> <p>Launch of the Road Safety Plan 2021</p> <p>Launch of the Future Transport 2056 Strategy</p>

Developing Personal Skills	<p>Graduated Licensing System introduced</p> <p>Launch of the NSW Road Safety Strategy 2012-21</p> <p>Launch of the Road Safety Plan 2021</p> <p>Launch of the Future Transport 2056 Strategy</p>
Creating Supportive Environment	<p>First sign posted speed limits</p> <p>Earliest drink driving laws</p> <p>First vehicles fitted with airbags</p> <p>Tougher drink driving laws, with legal blood alcohol limit reduced to 0.05</p> <p>Introduction of 40km/h High Pedestrian Activity Area program</p> <p>Introduction of default 50km/h speed limit in all built-up areas across NSW</p> <p>Introduction of roundabouts</p> <p>First speed cameras introduced</p> <p>First installation of wire rope barriers</p> <p>Launch of the NSW Road Safety Strategy 2012-21</p> <p>Launch of the Road Safety Plan 2021</p> <p>Launch of the Future Transport 2056 Strategy</p>
Strengthen Community Action	<p>Launch of the NSW Road Safety Strategy 2012-21</p> <p>Launch of the Road Safety Plan 2021</p> <p>Launch of the Future Transport 2056 Strategy</p>
Reorient Health Services	<p>Launch of the NSW Road Safety Strategy 2012-21</p> <p>Launch of the Road Safety Plan 2021 and Future Transport 2056 Strategy</p>

Bibliography

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<https://towardszero.nsw.gov.au/roadsafetyplan>

<https://www.aihw.gov.au/reports-data/health-conditions-disability-deaths/injury/overview>

<https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/stage-6-learning-areas/pdhpe/pdhpe-syllabus>