

The Ottawa Charter for Health Promotion has faced criticism, with some arguing that it is no longer relevant to current health challenges, its action modalities are outdated, and it is ineffective, inefficient, utopian, and therefore non-operational. However, we believe the Charter remains a pertinent response to today's major challenges. Its levers are proven effective and efficient, and it can serve as an integrative framework capable of accommodating contextual and scientific developments in public health. Therefore, it is not time to abandon it but rather to intensify its deployment.