Appendix 4

Glossary

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Adjusted rate
A summary rate constructed for comparing groups differing in some important characteristic. Because there are many kinds of adjusted rates, no one formula applies. An adjusted rate is calculated by use of statistical procedures that remove the influence of differences in population distributions so that populations can become comparable on certain characteristics in their demographic compositions. Rates are adjusted according to a standard, usually a state or national population. Adjustments are used frequently to control for differences in population characteristics such as age, race, or sex.

Age-race-sex
A designation referring to population subgroups, often used in describing rates specific to, or that have been adjusted for, these factors. Each subgroup consists entirely of individuals who share a common age, common race, and common sex.

Attitude
A relatively constant feeling, predisposition, or belief directed toward an object, person, or situation.

Attributable risk
A measure of association that provides information about the excess risk of disease in a population in which some risk factor is present compared with a population in which that risk factor is absent. The measure is calculated as the difference between the incidence rate of the group in which a risk factor is present and the incidence rate of the group in which a risk factor is absent.

Behavior
An action that has a specific frequency, duration, and purpose, whether conscious or unconscious.

Belief
A statement or thought, declared or implied, intellectually or emotionally accepted as true by a person or group.

Bias
An error or effect in any stage of program planning, implementation, or evaluation that distorts results.

Brainstorming
A problem-solving technique that encourages all members of a group to contribute ideas.

Cause of death	The disease, injury, or other condition that resulted in or contributed significantly to an individual's death, or the circumstances surrounding the prognosis of the disease or incident in which injuries were inflicted; may refer specifically to the event or condition identified on the death certificate as the cause of death.
Chronic disease	A disease marked by long duration or frequent recurrence. Examples are diabetes, cancer, hypertension, and heart disease.
Community	An entity for which both the nature and the scope of a public health problem, as well as a capacity to respond to that problem, can be defined. In most instances, the community can be defined as a geopolitical unit, such as a county, city, town, or neighborhood.
Community health education	Community health education is the application of methods that result in the education and mobilization of members in actions for resolving health issues and problems that affect the community. These methods include group process, mass media, communication, community organization, organization development, strategic planning, skills training, legislation, environmental measures, policy making, and advocacy.
Contributing factors	Behavioral or environmental factors that have a potential for affecting health behaviors. These factors can be categorized as motivators, enablers, or reinforcers.
Crude rate	A measure of disease, health problems, or some other event in a population during a given time. Crude rates are calculated by dividing the number of events occurring in a total population during a particular time by the total population at risk during that time.
Dependent variable	The condition or characteristic assumed to depend on or be caused by some other condition or characteristic (the independent variable) (e.g., rate of dependent variable skin cancer is determined to some extent by levels of UV light exposure).

Diagnosis	Information that designates or describes a health problem for the purpose of planning and evaluating interventions or establishing a prognosis.
Diffusion theory	People adopt new ideas at different rates: some immediately, some never, and most at varying points in between. According to the diffusion theory, individuals can be categorized as innovators, early adopters, early majority, late majority, and laggards. With respect to adapting new ideas, individuals may pass through five stages: awareness, interest, trial, decision, and adoption. These factors can be used to identify points in time when different communication methods and channels are more or less effective.
Educational diagnosis	The delineation of factors that motivate, enable, or reinforce a specific health behavior.
Educational tool	Any material, such as a bulletin board, leaflet, or videotape, designed to aid learning and teaching through sight and sound; term is used interchangeably with educational and audiovisual aids.
Enabler	Any characteristic of the environment, such as accessibility and availability of resources, that brings about an individual's or group's health behavior; any skill a person, organization, or community needs to perform a health behavior.
Epidemiology	The study of the extent, distribution, and causes of a health problem among a defined population.
Evaluation	Evaluation is broadly defined as the comparison of an object of interest against a standard of acceptability. Evaluation is a process of determining a phenomenon's merit and assessing the extent of its success in achieving a predetermined objective. It usually includes at least the following steps: formulating objectives, identifying criteria to be used in measuring success, collecting data/information, and determining and explaining the degree of success.
Evaluation research	Using rigorous scientific methodology to produce evidence in support of a research hypothesis and to demonstrate a cause-effect relationship between the educational intervention and the outcome. The objective is to obtain knowledge that applies to similar groups in other settings.

Formative   Evaluation that produces information used during the developmental and operational stages of a program to improve the program.

Health   A state of complete physical, mental, and social well-being and not merely the absence of disease and infirmity.

Health communication   The crafting and delivery of messages and strategies, based on consumer research, to promote the health of individuals and communities.

Health education   A health education program is a planned combination of activities developed with the involvement of specific populations and based on a needs assessment, sound principles of education, and periodic evaluation using a clear set of goals and objectives.

Health information   Health information is the content of communications based on data derived from systematic and scientific methods as they relate to health issues, policies, programs, services, and other aspects of individual and public health that can be used for informing various populations and in planning health education activities.

Health promotion   The combination of educational and environmental supports for actions and conditions of living conducive to health.

Health promotion and disease prevention   Health promotion and disease prevention activities are designed to improve personal and public health through a combination of strategies, including those that change behaviors, health education, health protection measures, risk factor detection, health enhancement, and health maintenance.

Health problem   Any condition of being unsound in body, mind, or spirit that affects the quality of life of an individual or population.

Healthy lifestyle   A healthy lifestyle is a set of health-enhancing behaviors, shaped by consistent values, attitudes, beliefs, and social and cultural forces.

Icebreaker program	An activity conducted during a meeting to help participants get acquainted. The activity is usually informal, creative, and unrelated to the purpose of the meeting.
Impact evaluation	An evaluation that assesses the overall effectiveness of a program in producing favorable cognitive, belief, and behavioral effects in the target population. Impact evaluation is designed to determine whether a project's objectives have been achieved and whether observed changes in the population can be attributed to program efforts.
Incidence	Number of new cases of a disease or other event occurring during a given period. (Compare with prevalence.)
Incidence rate	The number of new cases of a disease or other health problem occurring over a particular time per 1,000, 10,000 or 100,000 population at risk. The population at risk includes the total population minus the population already inflicted with the disease or health problem.
Independent variable	A characteristic or condition under study that is assumed to precede or influence the appearance of another characteristic or condition (the dependent variable). For example, the rate of lung cancer depends on the independent variable smoking cigarettes.
Intervention	The part of a strategy, incorporating method and technique, that actually interacts with an individual or population.
Interviewer bias	Intentional or unintentional influence exerted by an interviewer in such a way that the actual or interpreted behavior of respondents is consistent with the interviewer's expectations.
Likert-type scale	A type of scale that attempts to standardize subjective responses on a survey questionnaire through ranked response categories such as "strongly agree," "agree," "disagree," and "strongly disagree."
Mean	An average computed by summing the values of several observations and divided by the number of observations. The mean of 2, 3, 4, 6, 7 and 8 is 30/6 = 5.

Median	An average that represents the middle value when all values are arranged in ascending order. If there are nine values, the median is the fifth one.
Mode	An average representing the most frequently observed value in a collection of data.
Morbidity rate	The incidence of nonfatal disease or some other health problem in a population during a specified time. Morbidity rates are calculated by dividing the number of reported cases of disease by the total population at risk.
Mortality rate	The incidence of death among a particular population during a period of time. Mortality rates are calculated by dividing the number of fatalities among a population by the total population.
Motivators	Personal preferences (knowledge, values, beliefs, or attitudes) of an individual or group that either support or inhibit health behavior.
Nominal group technique	A priority-setting technique in which participants identify and rank items by total points to indicate which items are of highest priority to the group.
Objectives	Defined as results of specific activities or outcomes to be achieved over a stated time. Objectives are specific, measurable, and realistic statements of intention. Objectives state *who* will experience *what change or benefit* and *how much* change is to be experienced in *what time*.
Obtrusive measures	Methods of data collection that involve or impinge upon the individuals being studied so that they are aware of being measured, tested, or assessed.
Open-ended question	A type of question that does not limit a respondent's answer to preselected choices. The respondent is free to answer using his or her own words.
Outcome evaluation	An assessment of changes in health status indicators, such as morbidity and mortality, for a specified population.

Participant observer   A method of gathering data during which the researcher participates in a phenomenon of interest to learn about it.

Pilot test   A test of a data collection instrument on a group as similar as possible to the group on which the instrument will actually be used. A pilot test assesses the clarity, sequence, length, and appropriateness of the instrument.

Population at risk   All those people who might have been affected with a disease or other health problem or by their behavior or other characteristics have a greater chance for developing a disease/health problem, whether or not they become affected.

Posttest   Measurement of a given variable after an intervention is completed.

Pretest   Measurement of a given variable before an intervention begins.

Prevalence   A measure of all cases of disease or other health problems that exist at a given time. It includes both new and old cases of disease. (Compare with incidence.)

Prevalence rate   The number of existing cases of a disease at a particular time per 1,000, 10,000, or 100,000 population at risk.

Priorities   Alternatives ranked according to some criterion or criteria such as effectiveness, value, or importance.

Process evaluation   An ongoing examination of both what is delivered and how it is delivered, including program conception, staff, methods and activities, and effectiveness and efficiency in reaching the target group.

Program   A set of planned activities designed to achieve specified objectives over time.

Program effectiveness   The extent to which program objectives are attained as a result of program activity.

Program efficiency   The proportion of resources used in the actual attainment of objectives relative to the total resources expended.

Program evaluation   A systematic assessment of the planning, implementation, and effectiveness of a specific program.

Qualitative data   Verbal, narrative, or pictorial data that are collected by observation, discussion, and interview and do not always readily lend themselves to quantification. Such data are often presented descriptively.

Quantitative data   Objective information that can be given a numerical value, such as test scores, reading ability, income, morbidity prevalence, mortality rates, and behavioral risk factor prevalence.

Rate   A measure of the probability of an occurrence of a particular event within a particular population. Rates are calculated with a basic formula:

$$(X/Y) \times K$$

X = number of events of interest observed in a population during a specific time interval

Y = population at risk during time interval

K = a constant value, usually 100, 1,000, or 100,000 by which the rate is expressed, e.g., deaths per 1,000 population.

Relative risk   A mathematical expression of the likelihood that an event will occur in the presence of a certain risk factor as compared with the likelihood that it will occur in the absence of that factor. It is calculated as the ratio of the incidence of some disease or health problem in one group in which the risk factor is present to the incidence of that same disease or health problem in another group in which the risk factor is absent.

Reliability   The degree to which measured results can be replicated.

Response rate   The number of completed interviews or questionnaires divided by the number of eligible respondents.

Reinforcers   Incentives or punishments that encourage or discourage desired health behaviors.

Risk	A probability that an event will occur, e.g., that an individual will become ill or die within a stated time or at a particular age.
Risk factors	Characteristics of human biology and genetics, behavior, and the social and physical environment that contribute to health problems.
Semi-structured interviews	Personal interviews in which general interview content is guided by some predetermined agenda, but specific questions are formulated in the context of the interview conversation.
Specific rate	A rate computed for a particular population group, such as age, race, and sex groups.
Stages of behavior change model	Individuals move through a series of stages (precontemplation, contemplation, preparation, action, maintenance) as they progress toward their goal of adopting or altering a behavior pattern or lifestyle.
Standard	A criterion against which objectives are measured; a minimum level of performance used to judge the level of quality.
Statistical significance	The unlikeliness that observed phenomena, such as differences in behavior before and after an intervention, can be explained by chance alone.
Strategy	A plan that anticipates barriers and accounts for resources in relation to achieving a specific objective.
Structured interview	Personal interviews in which both the questions and the choices for answers are predetermined.
Summative evaluation	Evaluation that emphasizes a final judgment of program effectiveness, usually rendered after the fact.
Surveillance	An ongoing system to collect information.
Target group	The group of individuals an intervention is intended to affect.

Unobtrusive measures	Methods of data collection that do not affect or impinge upon the individuals being studied, such as reviewing medical records or other documentation. Subjects may be unaware that they are being assessed.
Unstructured interview	Personal interviews with a general interview goal but a flexible format that allows respondents free reign in the responses they provide and allows the interviewer to investigate any part of the interview more fully.
Validity	The extent to which a method measures what it purports to measure.
Variable	A logical set of attributes or characteristics. Sex, for example, is a variable comprised of the attributes male and female.