

SECTION 4

Glossary of Terms

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Audiences or target groups are those people whom you want to reach with the heart health program.

Activity is any specific action to be taken within a certain program.

Approach is the health promotion strategy you decide to use in the program. Approaches include awareness raising, education, environmental support and policy change.

Awareness raising is an approach that includes: health communication to increase general knowledge about heart health e.g. mass mailings, distribution of pamphlets and booklets, telephone hotlines, mass communication campaigns (e.g., television, radio and newspapers) and community events like contests, races, and fairs.

Channels are the sites where the activities will take place, e.g., schools, worksites, health care settings, etc.

Components are the major programs in the overall Heart Health Project.

Comprehensive Heart Health Planning includes a number of dimensions:

- The community is involved in the process to build on existing strengths and networks in a population based approach
- A number of known risk factors are used in programming
- Different audiences are reached through various channels
- Programs use a variety of approaches in a sequential way
- Overall there is a synergy between programs
- Strategies to promote sustainability are used.

Education is a health promotion approach with an objective of skill development and/or some measure of behavioral change. It includes activities like classes and self-help groups, worksites and school programming and train the trainer programs.

Environmental support is a health promotion approach that refers to changes in the physical and social environments, which help to create a healthy society and support things like healthy public policy. For example, promotion of physical activity in a community is facilitated when there are bicycle paths and walking trails, improved street lighting and lower crime rates. A second definition includes indirect programming where programs are directed to an audience, e.g. health professionals who then promote the heart health behaviors to their audiences/clients.

Evaluation involves a review of activities, strategies and actions that have been performed. Evaluation answers the question; ‘did this work as well as we had hoped?’ It involves a feedback loop because evaluation is connected directly to making changes in goals or strategies in order to improve the program or program effectiveness.

Goals are what the program is designed to accomplish. In the Logic Model, the goal is the overall planned effect, impact or result. There can be different levels of goals, such as project goal, program goals, long term and short-term goals.

Guiding principles are statements of values that guide planning and decision-making.

Implementation objectives are the activities needed to achieve the program objectives.

Indicators are the specific, usually behavioral ways to assess if an objective has been achieved.

Long range planning is usually planning for a 2-5 year period. Long range planning involves the major direction of the organization and helps to organize services to promote it.

Mission statement is a precise agreed-upon statement of the reason an organization exists. It describes an organization’s primary thrust or purpose.

Objectives are clear, realistic and measurable steps being taken in order to reach an overall goal within a given time period.

Outcomes are the difference that will be made by each initiative. For example, changes that will be made in policies, practices, levels of programming, individual behavior, levels of satisfaction with services, etc.

Policy is an umbrella term that includes a number of activities such as work to advance the interests of groups in a community, changes in the practices or rules, which operate at an institution, or changes in public policy.

Population based approach aims to produce a large effect on the reduction of cardiovascular disease by creating a small risk reduction in a large number within the population. A population approach includes all people living in the community; not just those who are considered at highest risk.

Program evaluation aims to assess the effectiveness and cost effectiveness of a program while it is still going on in order to ensure accountability and the best use of the available resources.

Program goals are the broad statements about what a specific program is to accomplish in order to move closer toward attaining the overall project goals.

Program Logic Model is an illustrative and descriptive chart showing linkages between program activities and expected effects.

Project goals are the broad statements of intention about what the project is to accomplish in order to realize the mission.

Risk factors describe behaviors that negatively impact on health in a general population. They are classified on the basis of their focus: smoking, unhealthy eating and physical inactivity. When more than one risk factor is addressed in an activity, the approach is considered to be a multi-risk factor approach.

Short term or operational planning is usually done for a one-year period to identify specific programs and projects. The purpose is to organize the activities to ensure that the objectives of the first year of a long-term plan will be achieved.

Strategic planning is a process used to identify a direction over a certain time frame, frequently 5 years.

Strategy is a set of actions, which remain fairly constant over the life of the project. (E.g., develop resources for specific risk factors.)

Vision is the long-term purpose to which all goals, objectives and strategies contribute over time