

Appendix A: Glossary

Adult learning theory: Principles based on research that shows that adults learn best when their learning is self-directed, fills an immediate need, involves the learner, is reflective, provides feedback, shows respect for the learner, draws on the learner's own experience, and occurs in a comfortable environment.

Brainstorming: Generating a list of ideas, thoughts, or alternative solutions around a particular theme or topic. In brainstorming, no idea is dismissed or criticized—anything offered by participants is written down.

Bridging: In training, the linking of one idea or activity to another. Effective bridging helps participants make connections, solidify their learning, and follow the flow of training activities.

Case studies: A teaching strategy that provides an opportunity for participants to apply abstract concepts or models to a real-life situation. Through the use of a hypothetical and familiar situation, participants move from knowledge to skill building.

Channel: Vehicle through which health communication is delivered to the intended audience; channels include interpersonal, small-group or organizational, and mass media.

Coalitions and partnerships: An organization of independent organizations who share a common goal, such as providing outreach to increase and provide breast and cervical cancer screening in a community.

Community: A group of people held together by geography or common background, traits, or interests. *See also* functional community and structural community.

Community analysis: A process that guides program planners in defining and describing intended audiences and the changes in these populations that are expected to be produced by outreach programs. Community analysis provides a *systematic* way of collecting information needed to make certain that program plans are developed with an appreciation of the needs, interests, values, and resources of and barriers faced by the intended audience.

Community forums: In this packet, a technique for collecting information for a community analysis. Community forums are meetings of knowledgeable individuals who discuss issues in the community.

Community health care system: In this packet, information that is part of a thorough community analysis. Community health care system information includes providers and organizations delivering health services in a defined geographic region.

Community health workers: Persons indigenous to their community who serve as a link between community members and the service delivery system. Community health worker programs are an outreach strategy used by several breast and cervical cancer early detection programs (BCCEDPs).

Community health status: In this packet, information that is part of a thorough community analysis. Community health status includes vital statistics, information about morbidity (illness and disease), risk factors, and years of life lost.

Community interventions: Outreach interventions that generally include multiple components, including mobilization of the community with formation and maintenance of a community advisory board.

Community social service system: Information that is part of a thorough community analysis. Community social service information includes participation in Federal programs and private health insurance, and locally generated programs.

Cultural sensitivity: Listening for and observing the “unspoken” in all communications and following up to understand each word that is spoken or gesture made. It is impossible to know all the unique cultural norms of any ethnic group.

Direct mail: An outreach strategy in which a piece of information is delivered by mail to an individual’s home or office (e.g., a letter from a physician encouraging a woman to get screened for breast or cervical cancer).

Facilitation: A teaching style based on the principles of adult learning. Facilitation helps participants learn information and build skills by actively engaging them in their own learning.

Faith-based interventions: Outreach initiatives implemented in places of worship.

Feedback: Information shared to complement an individual’s skills or help an individual improve his or her performance. Feedback is always given in a supportive manner.

Field observation: In this packet, a technique for collecting information for a community analysis. Field observation involves direct, firsthand observation of the community.

Focus groups: A technique for collecting information for a community analysis. Focus groups are planned discussion groups designed to collect unrehearsed opinions from community residents.

Formative research: Research completed early in a planning process (e.g., pretesting) to help guide planning and implementation of an outreach or communication initiative.

Functional community: Defined by the actions of people who identify with each other.

Group norms: Ground rules agreed upon by participants to help make a training a safe, comfortable, and productive learning environment.

Health action model: A model developed by the Centers for Disease Control and Prevention (CDC), which provides the framework for planning a comprehensive prevention program from a social marketing perspective.

Health communication: A range of activities intended to increase knowledge, promote positive changes in attitude, and increase screening behavior among the intended audience.

Health communication wheel: A graphic depiction of the nine-step process outlined by CDC for developing health communication initiatives.

Icebreaker: A warmup activity designed to help participants relax, get to know each other, and get ready to learn. An icebreaker is included in the Lesson Plans section of this manual.

Intended audience: In outreach initiatives, the individuals, service providers, and organizations that will be the focus of outreach programming. Intended audiences are usually determined through government mandates (e.g., legislation), organization or institution goals, and availability of funding.

Intercept interviews: A technique for collecting information for a community analysis. Intercept interviews are done by approaching individuals who appear to fit predetermined criteria and asking them to provide their opinions on a relevant topic.

Interpersonal strategies: Outreach strategies that involve direct, one-to-one interaction or communication with a client or others who are important to her.

Key informant interviews: A technique for collecting information for a community analysis. Key informant interviews are structured discussions that elicit specific information from several individuals with knowledge about a community.

Lesson plans: In this packet, a set of guidelines that provide guidance on facilitating a 6½-hour training.

Listening: An active process by which a trainer demonstrates—both verbally and nonverbally—that he or she is paying attention to the needs, concerns, and contributions of participants.

Lectures: A quick and easy way to cover content that is new or unfamiliar to participants. Because adults learn most effectively when they participate actively in their learning, lectures are kept to a minimum in this training.

Measurable objectives: Provide a clear description of what is intended to be accomplished within a specific period of time. Measurable objectives answer the question, “Who will do what by when?”

Media strategies: Media-based outreach initiatives that aim to change health-related behaviors, such as encouraging women to get screened for breast or cervical cancer.

Open-ended questions: Questions that cannot be answered with a simple “yes” or “no.” Open-ended questions are a simple way for trainers to acknowledge that participants have valuable information and experience to share.

Outreach: A range of activities within a community aimed at creating a supportive environment for screening, bringing women in for screening, and supporting rescreening.

Paolo Freire: A Brazilian educator, founder of popular education, and developer of the empowerment approach to education.

Process evaluation: Evaluation that aims to understand how the program is working and to identify areas for improvement.

Provider interventions and community health center interventions: Outreach strategies in which providers encourage their patients to seek screening for breast and cervical cancer.

Sample surveys: A technique for collecting information for a community analysis. Sample surveys are the most complex method for collecting community analysis information, and involve defining the population, designing a system for selecting a representative sample of the population, collecting and analyzing data, and developing estimates of how collected information applies to the population as a whole.

Short-term evaluation: Evaluation aimed at measuring program effectiveness (i.e., whether or not a program met its objectives).

Small-group work: A teaching strategy that provides an opportunity for participants to work together to accomplish a specific task.

Social-ecological model: A model, proposed by K. R. McLeroy and colleagues, which provides a systems perspective for community outreach. The social-ecological model promotes a comprehensive outreach approach that occurs at multiple levels of the community (i.e., individual, network, organizational, community, and policy) simultaneously.

Statistical information: Reviewing statistical information is a technique for collecting information for a community analysis. Relevant statistical information may include records of births, deaths, marriages, education, occupation, income, household characteristics, and so forth.

Structural community: A legal structure defined geographically or legally by government.

Structural community characteristics: Information that is part of a thorough community analysis. Structural community characteristics include geographic identifiers, information about business and commerce, demographic characteristics, and information about the social and political structure.

Target audience: In health communication, the group of people for whom a message is intended.

Time management: The process by which a facilitator covers content in the time allotted in a way that meets participants' needs.

Workplace interventions: Outreach initiatives implemented through the workplace and aimed at employees, clients, customers, or members.