

## Social Networks Glossary

**Coaching** – In the context of this project, the process of preparing recruiters to approach their network associates; engage them in discussion about HIV transmission risk; recommend HIV counseling, testing; and help them access counseling and testing services. Ideally, coaching should include opportunities for role-play to build the recruiter’s skills and confidence.

**Confidential** – Requirement that all personally identifying records be kept secure in a locked file and that no information be released to anyone without signed authorization from the client.

**Engagement** – In the context of this project, the process of orienting, interviewing and coaching recruiters about the intent of, and their roles in a social networks project.

**Enlistment** – In this project, the process of identifying HIV-positive (or, in some cases, high-risk HIV-negative) persons and asking them to identify or recruit from their social, sexual, or drug-using networks persons who may be infected with HIV but not yet aware of their infection, in order to help them access HIV counseling, testing, and referral.

**Evaluation** – An in-depth analysis and comparisons designed to use quantitative, qualitative, and cost information to answer questions such as “Is the project effective?,” “Why is it effective?,” “How effective is it?,” or “Is it cost-effective?”

**Incentive** – tokens of appreciation (e.g., certificates, movie passes, transportation passes or tokens, phone cards, meal certificates) to encourage recruiters to refer their network associates for HIV CTR, and network associates for receiving their test results.

**Flow Diagram** – In the context of this project, a diagram or algorithm that depicts graphically, in detail, the steps involved in the process of enlisting HIV-positive (or, in some cases, high-risk HIV-negative) persons to identify or recruit from their social, sexual, or drug-using networks persons who may be infected with HIV but not yet aware of their infection, in order to help them access HIV counseling, testing, and referral.

**Goal** – A broad, long-term aim that defines accomplishment of an organization’s mission. For example, “Increase the number and proportion of HIV-infected African American injection drug users in the five zip codes with the highest prevalence of AIDS in Philadelphia who are aware of their infection and are receiving appropriate medical, prevention, and social services.”

## **Health Education/Risk Reduction –**

**Implementation Plan** – In the context of this project, a detailed plan, describing the procedures that will be used to achieve the goals and objectives of the project. The implementation plan serves as a protocol to guide the user in implementing the project.

**Interviewing** – In the context of this project, the process of working with recruiters to elicit information about network associates the recruiter thinks would benefit from HIV CTR (i.e., persons who the recruiter knows and believes may be at high risk for HIV).

**Logic Model** – As used in this document, a flow chart, map, or table that describes the main elements of an intervention and how they work together to achieve the project's goals. In general, a logic model will include a problem statement, description of inputs (resources), outputs (activities), outcomes (short-, intermediate-, and long-term), assumptions, and external factors. It does not provide the level of detail that would be found in a process flow diagram.

**Monitoring** – As used in this document, the simple description, counting, and tracking of processes or events, without in-depth analysis or comparisons. Monitoring will answer the questions “What?,” “Where?,” “When?,” and “How much or how many?,” but not “Is it effective?,” “Why is it effective?,” or “Is one approach more effective than another?”

**Monitoring and Evaluation Plan** – In this project, a plan, developed collaboratively by the contractors and CDC staff, for monitoring and evaluating the project.

**Network Associate** – A person who is a member of a recruiter's social network. May include persons with whom the recruiter has had sex or shared injection drug equipment, as well as family members and other relatives, friends, acquaintances, co-workers, persons with whom the recruiter uses non-injection drugs, or other social contacts of the recruiter.

**Network Diagram** – a diagram that depicts graphically, the links between and among persons in a social network.

**Objective** – A specific, quantifiable, realistic target that measures progress toward the accomplishment of a goal over a specified period of time. Includes *process objectives*, for example, “By September 30, 2004, provide HIV counseling and testing to at least 250 American injection drug users in the five zip codes with the highest prevalence of AIDS in Philadelphia; and *outcome objectives*, for example, “By September 30, 2004, at least 25 HIV-infected

African American injection drug users in the five zip codes with the highest prevalence of AIDS in Philadelphia, who were previously not aware of their infection, will have been tested for HIV, will know their test results, and will have been linked to medical, prevention, and social services.”

Outreach –

**Partner** – A person who has sex or shares injection-drug paraphernalia (e.g., needles, syringes, cookers, cottons) with another, whether known or anonymous; past or current; one-time or multiple-time; casual or intimate (“main”); occasional or regular.

**PCRS** – Partner counseling and referral services.

**Policies and Procedures** – Written, highly-detailed descriptions of the day-to-day, step-by-step actions that staff members should do to perform a given task.

**Prevention Counseling** – Guiding a client’s understanding of his or her perception of risk for becoming infected with HIV and developing a plan for reducing that risk for themselves and their partners.

**Recruiter** – In the context of this project, an HIV-positive (or, in some cases, high-risk HIV-negative) person who has been enlisted to identify or recruit from her or his social, sexual, or drug-using networks persons who may be infected with HIV but not yet aware of their infection, in order to help them access HIV counseling, testing, and referral services.

**Recruiter Approach** – In the context of this project, a recruitment approach whereby the recruiter approaches her or his network associates to engage them in discussion about HIV transmission risk; recommend HIV counseling, testing; and help them access counseling and testing services.

**Recruitment** – In the context of this project, the process of contacting persons who are likely to be infected, or at high risk for becoming infected, with HIV, in order to help them access HIV counseling, testing, and referral services.

**Social Network** – A collection of individuals and the links among, or ties between, them.

**Social Network Strategy** – In the context of this project, a peer-driven recruitment strategy whereby public health services (e.g., HIV CTR) are disseminated through a community by taking advantage of the social networks of persons who are members of the community. The strategy is based on the notion that individuals are linked together to form large social networks, and that infectious diseases, and behaviors, often spread through these networks.

**Target Population** – In this project, the population from which recruiters will be enlisted and to which the project is aiming to provide HIV counseling, testing, and referral.