GLOSSARY

absolute poverty

A fixed income point above which one is classified as not poor and below which one is classified as poor (compare *relative poverty*).

access

The ability to secure needed services and information at a quality, cost and level of accessibility that is culturally, economically and socially acceptable.

advocacy

Efforts by individuals or groups to gain political commitment and social acceptance in order to change laws, regulations, policy and organisational practices that impact on the ability of individuals, communities and populations to be healthy and to create essential conditions for health.

behaviour-change model of health education

Designed to encourage healthy choices and for people to take personal responsibility for their health decisions. Compare *client-centred model of health education*, *empowerment model of health education* and *traditional medical model of health education*.

behavioural approach to health

Underpins the types of health promotion that focus on risk factors and lifestyle behaviours.

behaviourist paradigm

The behaviourist paradigm is based on psychological theories to explain individual lifestyles and cognitive processes associated with behaviours.

biological approach to health

Explores the role of genes and risk markers and their interactions with other determinants of health.

biomedical approach to health

Sees health and illness in terms of an individual's medically defined pathology.

burden of disease

Burden of disease studies provide an assessment of the amount of ill health in a population measured in disability-adjusted life years (DALYs) arising from most diseases and injuries.

capabilities

Denote a person's opportunity and capacity to achieve goals that are valued and the freedom to achieve desired outcomes.

capacity building

The 'invisible hand of health promotion'—a set of processes that builds infrastructure, program sustainability and problem solving.

civic philosophy

Is based on the rights and responsibilities of an organisation with an interest in public health and its role as a citizen committed to the health of the society. It often involves reframing health as a human right.

client-centred model of health education

Seeks to strengthen patient autonomy and encourages their active participation in treatment and disease management. Compare *behaviour-change model of health education*, *empowerment model of health education* and *traditional medical model of health education*.

community action

Refers to collective efforts by communities that are directed towards increasing community control over the determinants of health, thereby improving health.

community building

A term that can be used interchangeably with *capacity building*, but which focuses directly on the capacity of the community rather than an organisation or workforce.

community development

The active involvement of people sharing in the issues that affect their lives by drawing on existing human and material resources to enhance self-help and social support.

community engagement

A strategy to work with diverse groups and communities—especially vulnerable population groups including those experiencing disadvantage and/or social exclusion—to increase their inclusion, particularly their access to health information and services.

competencies

The skills and knowledge that are generic to a discipline or profession; a combination of skills, knowledge and attitudes needed by an individual to perform their job at an appropriate level.

competency framework

A road map that provides structure and uniformity about the skills and knowledge for competencies.

consultation

A public process for the giving, getting and exchanging of information with interested stakeholders during policy development.

custodian

The responsible public administrator (or sometimes the administrator of a private enterprise with public or social goals). The custodian has a responsibility to ensure the organisation delivers what its stakeholders expect, within a civic philosophy that values equity, collective endeavour and health as a human right.

death rate

The number of deaths per million people in each year; the lower the mortality rate, the healthier is the population—this is the opposite logic from life expectancy.

depression

A group of illnesses characterised by excessive and long-term lowered mood, which causes significant ongoing distress and/or impairment.

determinant of health

A factor or characteristic that brings about a change in health, either for the better or for the worse (also see *distal determinant of health* and *proximal determinant of health*).

discourse

A set of ideas (often constituted as 'stories') that is both drawn on and shaped by individuals that provide meaning and justification.

disease prevention

Disease prevention is action that usually emanates from the health sector, dealing with individuals and populations identified as exhibiting identifiable risk factors, often associated with different risk behaviours (WHO 1998, p. 14).

distal determinant of health

A determinant of health that is distant either in time or place from the change in health status.

distal factors

Factors that are remote from the point of reference. For example, increasingly distal determinants of lung cancer are damage from second-hand tobacco smoke, availability and price of cigarettes, and tobacco control policies.

downstream public health interventions

Those at micro level including treatment systems, disease management and investment in clinical research.

ecological health

The outcome of complex interrelationships and interdependencies between human beings, the determinants of health, and the broader environment in which they exist.

empowerment

A process used to bring about personal, social and political change.

empowerment model of health education

A process that also facilitates or enables people to gain control over the determinants of their health, in order to improve their quality of life. Compare *behaviour-change model of health education*, *client-centred model of health education* and *traditional medical model of health education*.

environmental health

Those aspects of human health determined by physical, chemical, biological and social factors in the environment. Environmental health is about creating and maintaining environments which promote good public health.

environmental health justice

The right to a safe, healthy, productive and sustainable environment. Environmental health justice requires the pursuit of equal justice and protection in legislation, regulations, government policy and actions.

epidemic

The occurrence in a community or region of cases of an illness, specific health-related behaviour or other health-related events clearly in excess of normal expectancy. The community or region and the period in which the cases occur are specified precisely (Last 2001).

eugenics

Beliefs that improvements to a race or breed can be controlled through reproduction and natural selection.

evaluation

An assessment of the extent to which actions achieve a 'valued' outcome.

evidence-based medicine

The judicious use of current best evidence from health care research in the treatment and management of individual patients.

exegesis

The critical explanation and interpretation that is one of the fundamental tasks and skills of historians, and it is usually missing from heroic, individualised and decontextualised historical stories.

gini coefficient

A ratio between 0 and 1 used to measure income inequality. A value of zero corresponds to perfect income equality (everyone has the same income), while a value of 1 corresponds to perfect income inequality (one person has all the income, and the rest of the population has none).

globalisation

A set of processes leading to the creation of a world as a single entity, relatively undivided by national borders or other types of boundaries, such as cultural, economic and temporal boundaries.

goals

Also referred to as aims, these are statements about long-term outcomes or changes a program seeks to influence in terms of one or more determinants of health.

health

A resource that permits people to lead an individually, socially and economically productive life. It is a positive concept emphasising social and personal resources as well as physical capabilities.

health disadvantage

Concentrates on differences between distinct segments of the population, or between societies; it is often followed by analysis of those who are worst off, and so-called targeted programs from those most in need.

health education

Any combination of learning experiences designed to help individuals and communities improve their health by increasing their knowledge or influencing their attitudes.

health equity
The rights of people to have equitable access to services on the basis of need, and the resources, capacities and power they need to act upon the circumstances of their lives that determine their health.

health gaps
An approach that focuses on the differences between the worst off and everybody else; it leads to further examination of those in poorest health, as if those who are not the worst off enjoy uniformly good health.

health gradient
A perspective that examines the health differences across the whole spectrum of the population; it acknowledges a systematically patterned gradient in health inequities using measures of social stratification called equity stratifiers.

health inequality
An observable, often measurable difference in health status between individuals, groups or populations, whatever the cause.

health inequity
Those inequalities in health deemed to be unfair or stemming from some form of injustice.

health literacy
The knowledge gained from experiences, values and beliefs, attitudes that promote recognition and appropriate help-seeking, knowledge of health related issues including factors that create health and how to seek health information, the ability to recognise specific disorders, of self-treatments; and how to find professional help.

health promotion
The process of enabling people to take control over those factors that determine their health.

health policy
A formal statement or procedure within institutions (notably government) that defines priorities and the parameters for action in response to health needs, available resources and other political pressures.

Healthy Cities approach
Places urban health on the agenda of cities round the world to build a local constituency of support for public health and uses a broad-based, intersectoral model of governance that fosters political commitment to health and well-being in its broadest ecological sense. This approach requires a commitment to innovation and democratic community participation, and to the development of healthy public policy.

healthy public policy
An explicit concern for health and equity in all areas of policy and by an accountability for health impact, with aims to create supportive environments to enable people to lead healthy lives and the building of policies particularly in non-health sectors, to support health.

iatrogenesis
Refers to unintended or inadvertent adverse effects or complications caused by or resulting from treatment or advice from any health care provider.

incidence
The rate at which an event or circumstance occurs per unit of time, population or other standard of comparison.

indicator
A characteristic of a community or population that is subject to measurement (directly or indirectly) and can be used to describe one or more aspects of the health of that community or population (quality and quantity).

inequalities
Measurable differences or variations in some condition such as health or income levels.

inequities
Those inequalities that are deemed to be unfair or stemming from some form of injustice. Inequities involve relations of equal and unequal power (political, social and economic) as well as justice and injustice.

infant mortality rate

The number of deaths of infants under 1 year old in a given year per 1000 live births in that same year.

integrated health promotion

A program design that uses a mix of health promotion interventions across the upstream–downstream continuum and capacity-building strategies to address priority health and well-being issues.

intermediate determinant of health

A determinant of health that is at the 'midstream'; includes access to material resources and services, living and working conditions, education and transport.

intersectoral collaboration

Is a working relationship between different sectors of society which has been formed to take action that advances health outcomes, working more effectively, efficiently or sustainably than might be achieved by the health sector acting alone.

life expectancy

The average length of life for people in a community or population. Life expectancy at birth is an estimate of the number of years a person can expect to live, on average, assuming that death rates continue at levels that prevailed in the year of their birth.

lifestyle

A way of living based on identifiable patterns of behaviour that are determined by the interplay between an individual's personal characteristics, social interactions, and socio-economic and environmental living conditions (WHO 1998, p. 26).

lifestyle drift

Happens when governments start with a commitment to dealing with the wider social determinants of health but end up instigating narrow lifestyle interventions on individual behaviours, even where action at a governmental level may offer the greater chance of success.

low- and middle-income countries

Countries with income levels that cannot provide adequate preventive and curative health services, with poor individuals and households who cannot move from unhealthy surroundings, buy enough food or use the services that exist. LMICs usually do not have the political power needed to get better services.

market research

The collection and analysis of data, often from a particular target market.

maternal mortality rate

The number of maternal deaths within 42 days of the end of pregnancy, per 100,000 women who gave birth, divided by the number of live births (or by the number of live births plus foetal deaths) in that year.

mental health literacy

The ability to recognise specific disorders and know how to seek mental health information, recognise risk factors and causes, and have knowledge of self-treatment and of professional help available, as well as an attitude that promotes these skills and behaviours.

midstream public health interventions

Those at the intermediate level including lifestyle, behavioural and individual prevention programs.

multi-level health promotion

A program design that simultaneously addresses two or more outcome levels, such as individual, family or group, community, organisational or societal.

morbidity rate

The rate of incidence of disease or illness.

mortality rate

A measure of the number of deaths in a defined population, scaled to the size of that population per 1000 individuals per year.

new public health

An explicitly social and political approach to health development that emphasises knowledge to action on the social determinants of health, intersectoral action to support health, healthy public policy, environments for health, sustainable development and equity in health.

notifiable condition

An illness or disease that health workers must report to a government agency or registry for statistical purposes and to help reduce the incidence of the illness or disease.

objectives

Statements of change designed to achieve program goals.

old public health

A social movement of the nineteenth century that worked to improve living conditions through the development of physical infrastructure, including water, sanitation and housing, as well as policy and legislation to support and drive change.

partnership

Describes how organisations and community groups work. They evolve through a series of stages: formation, implementation, maintenance and accomplishment of goals for the purposes of cooperation and collaboration.

place

In situational and relational terms, place is defined as locality (the family, the natural environment) and also as the connections formed with and within those localities.

policy for advocacy

Policies developed by interest groups and NGOs as position papers and/or lobbying tools.

population health

An approach to health that aims to improve the health of the entire population, rather than individuals, and to reduce health inequities among and between specific population groups.

prevalence

The percentage of the population suffering from a disorder at a given point, or period, of time.

prevention

Primary prevention is about preventing illness or disease before it occurs and may include interventions such as health education, screening and immunisation. Secondary prevention seeks to arrest or retard existing conditions through timely treatment to minimise complications as well as maintain health and early detection.

primary care

An episode of care for diagnosis, treatment of illness or disease management, as well as an entry point into the health system for people who are seeking help.

primary health care

Community-based services based on the social model of health, guided by principles of equity, acceptability, cultural competence, affordability and universalism, and a commitment to community and health development. Primary health care incorporates essential health care made accessible at a cost a country and community can afford with methods that are practical, scientifically sound and socially acceptable as well as essential services for health including water and sanitation, housing, shelter, freedom from violence, and adequate food.

program logic

A term used when program plans ensure that all conceptual and technical elements of the program are linked through logical connection.

program plan

Plans designed to create effective and sustainable change by taking a structured approach to the logic of goals, objectives, strategies and outcomes.

proximal determinant of health

A determinant of health that is proximate or near to the change in health status. By 'near' one can mean near in either time or distance, but generally it refers to any determinant of health that is readily and directly associated

with the change in health status. Proximal determinants are also referred to as 'downstream factors' (see *distal determinant of health*).

psychosocial

The inter-relatedness of social perspectives with behavioural and psychological factors and an emphasis on more upstream interventions.

public health

A social and political concept aimed at improving health, prolonging life and improving the quality of life among whole populations through health promotion, disease prevention and other forms of health intervention.

public health systems

Organisations and arrangements by governments to manage policies, programs and services to protect and promote health, and prevent disease and illness.

public policy

Actions developed by governments and public authorities to address a given problem or an interrelated set of problems.

rapid review

A review of evidence that uses methods to accelerate traditional systematic review processes.

rational choice theory

Argues that all human action is rational and that people calculate the likely costs and benefits of any action before deciding what to do. It assumes that complex social phenomena are best understood by the individual actions of which they are composed and that social change results from individuals' actions.

reflective practice

Using critical reflection to demonstrate and deepen understanding of theories and principles that underpin practice, especially as it relates to health promotion, and re-evaluate practice by synthesising theories, principles, concepts, and experience. It arises from Paulo Freire's idea of authentic education, where people develop their power to perceive critically the way they exist.This involves learning through doing, problem posing, testing solutions, and reflecting on the effectiveness of solutions.

relative poverty

How wealth is distributed between the members of a society, and not about the absolute amounts held by each person. Thus a person could earn a lot, but relative to everyone else in the society earn very little (compare *absolute poverty*).

risk factor

A variable that potentially increases the susceptibility of developing a condition or disease. For example, physical inactivity and social isolation are risk factors for cardiovascular disease.

Robin Hood Index

The portion of the total community income that would have to be redistributed (taken from the richer half of the population and given to the poorer half) for the society to live in perfect equality. It is a measure of income inequality ranging from 0 (complete equality) to 100 (complete inequality).

settings

Spatial or physical locations or institutions such as schools or workplaces in which health promotion may be undertaken and which addresses institutionally determined norms and factors that impact on health such as bullying, discrimination and environments. Settings may be also classified as contextual (for example, cities, communities and villages) or as elemental (for example, workplaces, schools and homes).

social capital

Commonly defined in terms of the norms of trust and reciprocity and the level of social cohesion that operates in a society. Societies with high levels of trust in the community, a preparedness to help each other, and a general sense of belonging are thought to possess high levels of social capital.

social determinants of health

The fundamental structures of social hierarchy and the social, economic and politically determined conditions that result in good health, ill health or disease, and in which people grow, live, work and age.

social ecology

An ecological model that takes account of multiple factors in society that influence behaviours and outcomes for individuals.

social entrepreneurs

Champions who are skilled in leadership and work towards a shared vision of health as a priority. They find creative ways to bring people together from different sectors and help them understand issues from other people's perspectives; they seize opportunities to broker more effective political relations.

social epidemiology

The epidemiologic study of the social distribution and social determinants of states of health, implying that the aim is to identify socio-environmental exposures which may be related to a broad range of physical and mental health outcomes.

social exclusion

A social determinant of health related to systematic discrimination and exclusion from community life.

social inclusion

A method for social justice that is about increasing opportunities for people, especially the most disadvantaged, to engage and participate in community life.

social justice

An ethical concept based on human rights, equity, unfairness and inequity in society.

social marketing

The communication of key messages designed to influence behaviour change towards socially desirable goals.

social model of health/socio-ecological approach

An approach to health promotion and community development that addresses the broader determinants of health and acts to reduce social inequalities and injustices, with an emphasis on community engagement and participation and empowerment of individuals and communities.

strategic planning

A systematic programming of strategies from which action plans are developed.

strategic thinking

An imaginative approach to thinking about outcomes, envisioning potential futures that are significantly different from the past, and breaking away from doing 'business as usual'.

strategies

Also known as interventions, these are methods that are used, or actions that will be taken, to achieve the objectives of a program.

supportive environments

For health offer people protection from threats to health, and enable people to expand their capabilities and develop self reliance in health. They encompass where people live, their local community, their home, where they work and play, access to resources for health, and opportunities for empowerment (WHO 1991).

sustainability

Refers to continuation of aspects of health promotion such as issues, programs, changes or partnerships; sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

SWOT analysis

Group strategic planning that starts by considering the Strengths, Weaknesses, Opportunities and Threats faced in trying to achieve the group's goals. Weaknesses and Threats often involve features of the organisations in which these groups work.

systematic reviews

The use of explicit methodologies to finding and using research evidence to inform public health policy and practice.

traditional medical model of health education

Also known as the professional–patient model, it is concerned with compliance and raising awareness of health risk and encouraging behaviour change. Compare *behaviour-change model of health education*, *client-centred model of health education* and *empowerment model of health education*.

universalism

An approach to providing services funded centrally that are available to everyone, on the basis of need.

upstream public health interventions

Those at the macro level including government policies, global trade agreements and investment in population health research.

victim blaming

An attitude that holds a person wholly or partially responsible for their own health problems or social distress.

violence against women

Any act of gender based violence that results or is likely to result in physical, sexual or psychological harm or suffering to women including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life.

vital statistics

Life expectancy, morbidity and mortality rates for the general population, plus infant mortality and maternal mortality rates.

workforce development

The process of developing the capacity of the workforce through learning opportunities at individual, organisational and systems levels.