

Appendix 3

Glossary

Activity

A specific event or action.

Campaign

Goal-oriented attempt to inform, persuade, or motivate behavior change in a well-defined audience. A campaign provides benefits to the individual and/or society, typically within a given time period, by means of organized communication activities.

Channels

Three categories of communication channels are interpersonal, community, and mass media. Interpersonal channels include one-to-one communication. Community channels reach a group of people within a distinct geographic area or reach a group that shares common interests or characteristics. Community-based media, community-based activities, and community mobilization are all forms of community channels. Mass media channels, which can reach large audiences quickly, include television, radio, newspapers, magazines, outdoor/transit advertising, and direct mail.

Community Mobilization

A process through which action is stimulated by a community itself, or by others, that is planned, carried out, and evaluated by a community's individuals, groups, and organizations on a participatory and sustained basis to improve health. In addition to improving health, the community mobilization process also aims to strengthen the community's capacity to address its health and other needs in the future. A participatory process of communities identifying and taking action on shared concerns.

Formative Research

Research studies conducted during the initial stages of program and message development. Includes reviews of existing research studies, pretesting concepts and messages, or trying out a program on a small scale before full implementation.

Gender Equality

The same status, rights, and responsibilities for women and men.

Gender Equity

The quality of being fair and right. Addresses imbalances. A stage in the process of achieving gender equality.

Indicator

An interim measure used to track progress toward achieving objectives.

Intervention

A health communication implementation that takes place within a given time.

Key Influencers

Influential people in the primary audience's social network, such as friends, relatives, religious leaders, and traditional healers.

Long-Term Identity

A unique set of associations that represent what the product, service, or behavior stands for in the minds of the audience.

Media Advocacy

The strategic use of mass media to advance a social or political policy initiative. Attempts to reframe community-based public dialogue and to increase support from the public in general and community policy and decision-makers in specific for public health policies.

Outcome Evaluation

A type of evaluation that determines whether a particular intervention had the desired impact on the intended audience's behavior, that is, whether the intervention made a difference in knowledge, skills, attitudes, beliefs, behaviors, and health outcomes. Also called impact or summative evaluation.

Positioning

In the context of strategic design, positioning means presenting an issue, service, or product in such a way that it stands out from other comparable or competing issues, services, or products and is appealing and persuasive. Positioning creates a distinctive and attractive image, a perpetual foothold in the minds of the intended audience.

Program

A plan or system under which action may be taken toward a goal. In the context of this book, "program" refers to a broad health-related effort with long-term goals, perhaps national in scope, usually generated or at least endorsed by the government. A health program may include various projects and strategies focusing on issues, such as health care service delivery, service provider training, commodity supply, clinic infrastructure, communication, and research. Examples are FP, HIV/AIDS, integrated health services, and child immunization.

Project

A specific plan or design scheme. In the context of this book, "project" refers to a subset of a health program in which a portion of the program is implemented, such as a specific child immunization project under a broader maternal and child health program. Other projects under this program might focus on breastfeeding, nutrition, and prenatal and postnatal care, for example.

Public Policy Advocacy

The effort to influence public policy through various forms of persuasive communication. Public policy includes statements, policies, or prevailing practices imposed by those in authority to guide or control institutional, community, and sometimes individual behavior.

Segmentation

This process involves dividing the audience into smaller groups of people who have similar communication-related needs, preferences, and characteristics. Each audience segment requires tailored messages that will be meaningful to the audience members.

Segmentation entails subdividing an overall population into similar subgroups in order to better describe and understand each subgroup, predict behavior, and formulate the appropriate messages and programs to meet specific needs.

Social Capital

The resources embedded in social relations among persons and organizations that facilitate cooperation and collaboration in communities.

Strategic Approach

Describes the overarching direction that guides the choice of messages, channels, tools, management components, and indicators to achieve desired goals.

Strategic Communication

A process based on a combination of data, ideas, and theories integrated by a visionary design to achieve verifiable objectives by affecting the most likely sources and barriers to behavior change, with the active participation of stakeholders and beneficiaries.

Strategic Communication Tools

The various tactics used to conduct messages through the channels. They include advocacy; advertising; promotion; IPC enhancement, event creation and sponsorship, community mobilization; publicity; and entertainment vehicles, such as television or radio programs, folk dramas, songs, or games that provide entertainment and educational messages simultaneously.

Strategy

A careful plan or method; the art of devising or employing plans toward a goal.

In the context of this book, a “strategy” is the health communication strategy that includes subsections describing the situation, the audience, behavior change objectives, the strategic approach, key message points, channels, management and evaluation plans.