

Healthy Communities Glossary

EurasiaHealth/AIHA Healthy Communities Toolkit

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Action Plan (План мероприятий)	A plan of specific actions necessary to accomplish in order to meet a certain objective. Action plans answer the questions of <i>what</i> to do, <i>how</i> , <i>when</i> , and <i>who</i> is responsible.
Brainstorming (Мозговой штурм)	Small group technique in which members of the group share ideas about a particular problem without any comments or criticism. All ideas are recorded for a later discussion. Brainstorming is used for generating new ideas without judgments and is designed to give all participants equal chance for input.
Coalition (Коалиция)	A union of organizations and individuals representing different community interests, who put together their material and human resources and work together to achieve a common goal.
Community (Сообщество)	A group of people defined by common physical, geographical, administrative, or social boundaries, and who share common interests.
Evaluation – process and outcome (Оценка процесса и результатов)	A concerted effort to collect and analyze data that assesses the effectiveness of the program or project that is being evaluated. Evaluation is an inseparable part of any strategic planning and program implementation. Process evaluation is sometimes called monitoring.
Facilitator (Координатор группы)	A peer within the group who acts as the leader of the group and directs the group's work. The facilitator is responsible for assuring a smooth working process, makes sure all participants are following small group ground rules, that the group stays on the assigned task and group functions properly.
Focus Group (Фокусная группа)	Small group technique in which the group leader asks members of the group a set of earlier formulated questions on a particular topic. Key points of the discussion are recorded for further examination. The purpose is to collect information about a specific group's feelings or thoughts on a defined topic. This technique is used to study community attitudes about specific health problems or the acceptability of proposed interventions.
Goal (Цель)	One of several general long-term aims necessary to reach in order to fulfill the mission. Compared to objectives, goals are less specific and set for longer periods of time and involve major steps or components of a specific program.

Mission (Миссия)	A concise declaration describing an improved state of community health towards which the organization is striving, the target population for whom the project is aimed, the composition of the project team and overall methods that will be used to achieve the stated goals. The written statement usually is agreed upon as a consensus statement by all members of the team.
Nominal Group (Номинальная группа)	Small group technique in which interaction between group members is minimized, i.e., the group exists only "in its name," <i>nominally</i> . This method is used for achieving consensus among group members by an independent and sometimes secret vote on a list of pre-selected items. Each group member votes for several items on the list. The items that received the most votes of all group members are the points of consensus and are prioritized highest.
Objectives (Задачи)	One of several concrete tasks necessary to complete in order to achieve a broader goal. Compared to goals, objectives are more specific and short-term. Objectives have to meet SMART criteria.
Outcome indicator (Показатель результата)	Quantitative measurement of some predefined variable indicating effectiveness of intervention. It allows determination of whether the defined objective was met, and how well.
Output (or process) indicator (Показатель процесса, или промежуточных результатов)	Quantitative or qualitative measurement of variable indicating if the intervention is being implemented according to the strategic plan. It allows determination of whether or not the timeline is followed, and the resources allocated appropriately.
SMART Criteria (Критерии СКРД)	Criteria used when formulating objectives. Objectives should be Specific, Measurable, Attainable, Realistic, and doable in a realistic Timeframe.
Strategic Planning (Стратегическое планирование)	A process of defining short and long-term goals, a sequence of actions to achieve them, a timeline for completion, and specific individuals who will be responsible for completing the actions.
Sustainability (Устойчивость)	Ability of a community project to function effectively for a prolonged period of time and to continue successful projects and institutionalize them.
SWOT Analysis (Анализ ССБУ)	Analysis of Strengths, Weaknesses, Opportunities, and Threats to the community or a specific component of a strategic plan both from the inside and outside the community.
Vision (Видение)	Concise declaration describing the ideal improved state of community health toward which the organization is striving. It states the long-term purpose of the project.