

## GLOSSARY OF COMMON TERMS USED IN HEALTH PROMOTION AND COMMUNITY SAFETY

### VALUES

Values are understood as moral principles. For example: the six values identified in Prince Edward Island's proposed health promotion framework are Sharing, Caring, Holistic Approach/Balance, Social Justice/Inclusion, Respect, and Choice.

### EQUITY

Equity is linked to the principle of social justice and means basing conduct on what is fair (Treasury Board of Canada, 2001). We strive to treat all people with respect and compassion, valuing differences of all types, including those created by culture, experience and gender. We create spaces and processes that encourage the participation of those affected by an issue in decision making. We work to improve the health of the entire population and to reduce health inequities among population groups.

### INTEGRITY

Integrity relates to the virtue of consistency, always practised with a view to doing justice (Treasury Board of Canada, 2001). We strive to be honest and transparent with colleagues, community members, and partners. We strive to follow through on commitments. Our integrity earns us the respect and trust of the community, of other partners, and of our colleagues.

### RESPECT

Respect is consideration toward someone or something both for its superiority and its intrinsic value (Treasury Board of Canada, 2001). We recognize and support the strengths and contributions of colleagues, community and other partners. We welcome and appreciate differences. We honour the contributions, space and opinions of

others. We strive to involve people in decision making. We seek to understand roles and responsibilities and recognize boundaries and opportunities. We try to be compassionate and caring.

### COURAGE

Courage means having strength in the face of danger or uncertainty. Our courage is reflected in how we strive to speak truth to power. We strive to defend the rights and facts that we know to be just and true. We use our courage to take risks and try new things, including presenting new ideas and suggesting new ways to get the work done.

### TRUTH

Truth refers to honesty and openness. Having this value means that we strive to deliver and receive difficult messages, with compassion, respect and understanding. We demonstrate our commitment to truth by the transparency in our processes, decisions and actions.

### STRIVING FOR EXCELLENCE

Excellence means seeking a higher degree of perfection in a specific field or skill area (Treasury Board of Canada, 2001). We strive to produce work that is useful and innovative. While striving for excellence, we allow for and learn from mistakes. We support growth and development with each other, within our organization, with funded groups and with other partners.

### UNITY

Unity enables a group to feel connected and to share interests and ideals. We are committed to the organization, to the work, and to each other. We strive to cooperate and support each other. We strive to share our knowledge,

skills, experiences, and power. While differences are welcome and appreciated, we strive to reach agreement and to stand united on decisions. We feel valued and understand our important contribution to the organization.

### TRUST

Trust means believing in the reliability, truth, ability and/or strength of someone or something. It is related to feelings of security. We strive to treat others with trust and to gain the trust of others. Trust fosters better relationships and greater cooperation. It allows our partners and our colleagues the freedom to speak openly and to know that we are listening. Trusting also means that we and those partners with whom we work feel secure and know that calculated risks can be taken in approaching the work with innovation and creativity.

### SOCIAL JUSTICE.

Distribution of the social and economic resources of society for the benefit of all people.

### VALUING DIVERSITY

Recognition and respect for the diversity of cultures, races, ethnicity, languages, religions, abilities, age, and sexual orientation; valuing all contributions of both women and men to the social, economic, and cultural vitality of society.

### WORKING TOGETHER

Building common interests and relationships as the basis for actions to achieve shared goals.

### CONFIDENTIALITY

Respecting the privacy of others.

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### ENTITLEMENT TO RIGHTS AND SERVICES

Recognition of universal entitlement to rights and services as set out in human rights covenants, charters, and legislation.

### OPPORTUNITIES FOR CHOICE

Respect for the right of individuals to make choices that affect their lives.

### COMMUNITY DEVELOPMENT

A process of empowering and enabling a community to obtain and use the skills to care for themselves, to determine what their own needs are, and to develop ways and means of meeting those needs.

### HEALTH

A resource for everyday life, the extent to which an individual or group is able, on the one hand, to realize aspirations and satisfy needs, and on the other hand, to change or cope with the environment. It is a positive concept emphasizing social and personal resources as well as physical capacities (WHO 1984).

### HEALTH PROMOTION

The process of enabling people to take control over, and to improve their health. It is not a stand alone program. It is the way we think about and take action on health matters. All health programs, activities, and resources must have the goal of developing the capacity of individuals, groups and communities to deal effectively with life's circumstances and challenges (WHO 1984).

### PUBLIC HEALTH

Public Health is an organized system of practice that offers the four essential elements of Public Health (health promotion, disease prevention, health protection, and healthy public policy) and its many programs and services in a comprehensive, multidisciplinary, efficient, and effective manner.

### POPULATION HEALTH

Population health refers to the health of a population. The population health approach focuses on the interrelated conditions and factors that influence the health of populations over the life course, identifies systematic variations in their patterns of occurrence, and applies the resulting knowledge to develop and implement policies and actions to improve the health and well-being of those populations.

### DETERMINANTS OF HEALTH

Determinants of health are the factors that determine the health of a population. They include: income and social status, social support networks, education, employment and working conditions, physical and social environments, biology and genetic makeup, personal health practices and coping skills, healthy child development, health services, gender and culture.

### ACTIVE LIVING

Active living is a way of life in which physical activity is valued and integrated into daily life. It goes beyond a traditional focus on individual lifestyle choices and emphasizes the physical and social environments where people live, learn, work, commute and play. These environments facilitate or

hinder peoples' ability and motivation to be active .

### ASSET

Asset is a skill(s), knowledge, resource(s), values and commitment of residents and communities (Kretzman and MacKnight, 1997).

### CAPACITY

Capacity is the power or ability to use one's own resources to achieve goals (Dodd and Boyd, 2000).

### COMMUNITY CAPACITY

The actual knowledge, skill sets, participation, leadership, and resources that a community group needs to effectively address local health issues and concerns.

### CAPACITY BUILDING

Capacity building is the strengthening of the ability of people, communities, and systems to plan, develop, implement and maintain effective health and social approaches.

### COMMUNITY

A specific group of people, often living in a defined geographical area, who share a common culture, values and norms, are arranged in a social structure according to relationships that the community has developed over a period of time. Members of a community gain their personal and social identity by sharing common beliefs, values and norms that have been developed by the community in the past and may be modified in the future. They exhibit some awareness of their identity as a group, and share common needs and a commitment to meeting them (WHO, 1998).

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### COMMUNITY MOBILIZATION

Community mobilization involves a health agency, be it government or non-government, motivating people in the community to support and participate in activities designed by the agency to accomplish its pre-determined social or behavioural change objectives.

### POLICY

A policy is a guiding principle or a plan of action agreed to by a group of people with the power to carry it out and enforce it (Dodd and Boyd, 2002).

### ADVOCATE

Someone who represents someone else or defends the cause of another.

### ADVOCACY

The act of appealing for change.

### JOINT ADVOCACY

Intervention by a group of individuals, agencies, organizations or institutions to bring about change.

### ANALYSIS

The process of bringing understanding and order to evaluation data by identifying themes or issues.

### ASSUMPTIONS

Ideas, beliefs, points of view and biases that you take for granted.

### CONFLICT OF INTEREST

A circumstance in which a person in a position to make decisions

that affect other people could receive some benefit for himself or herself or a family member.

### DIVERSITY

Having different and distinct characteristics or elements in a group, community or partnership. These can include differences in culture, race or attitudes.

### EMPOWERMENT

The process of gaining increased control over factors affecting one's own life.

### GUIDING PRINCIPLES

The fundamental beliefs that guide the operation of a program.

### GOALS

Broad general statements about what a group plans to accomplish. Goals should be clear, concise and realistic.

### OBJECTIVES

What you plan to do to achieve your goals. Objectives should be clear, concise and measurable.

### OUTCOMES

The results that the project expects as it reaches its goals and objectives. *Outcomes* can be short-, medium- or long-term, direct or indirect, intended or unintended. They are the changes projects hope and expect to see at the individual, project, community or system level.

### PARTICIPATORY PROCESS

A process based in and built around the experience of its participants. *Participatory processes* are committed to the idea that everyone can contribute and everyone can benefit from participating. Participants define

the issues and develop the strategies to address them.

### COMMUNICATION

The exchange of accurate, relevant information between or among individuals or organizations.

### INTERSECTORAL

Interaction among people in different sectors, such as the voluntary sector, the government sector and the professional sector.

### MULTIDISCIPLINARY

A group, event or approach in which the perspectives of participants reflect more than one discipline.

### CONFLICT RESOLUTION

A voluntary process for settling disputes or conflicts in a non-violent way which is mutually beneficial to those involved in the conflict.

### CONSENSUS

Agreement among all individuals or organizations involved in a decision.

### EXPERTISE RECOGNITION

Acknowledging the valuable contribution made by community members ensuring that policies and actions respond to real need.

### POWER SHARING

An approach to leadership through collaboration which replaces a top-down approach to power with one in which several or all participants in a group share authority and decision-making roles.

YOUR DEFINITIONS / YOUR QUESTIONS