FS304 Key Terms

**Advisory Boards**: Groups of individuals that represent stakeholders and members of the target population.

**Advocacy**: Organizations or groups collectively conducting activities to steer the public to consider a particular type of injury a public health issue, instead of a personal problem.

**Advisory Group or Committee**: A group representing the community that offers suggestions and/or technical assistance.

**CDC**: Abbreviation for the Centers for Disease Control and Prevention, which serves as the national focus for developing and applying disease prevention and control, environmental health, and health promotion and health education activities designed to improve the health of the people of the United States. The CDC is one of the major operating components of the Department of Health and Human Services.

**Choking**: Blocking the airway internally by a foreign body or object.

**Coalition**: Formed when two groups come together to work toward common goals and objectives.

**Drowning**: The process of experiencing respiratory impairment from submersion/immersion in liquid.

**Education**: Process of changing behavior in such a way as to reduce unintentional injuries.

**Epidemiology**: A branch of medical science that deals with the incidence, distribution, and control of disease in a population.

**Evaluation**: Ongoing process that begins as soon as the idea for an injury prevention program is conceived, interweaving with program activities throughout the life of the program and ending after the program is finished.

**Fall-Related Injury**: An injury precipitated by a fall and caused by striking an injury-producing surface.

**Fall**: An event that results in a person coming to rest on the ground or other lower level precipitated by a misstep such as a slip, trip, or stumble; from loss of grip or balance; from jumping; or from being pushed, bumped, or moved by another person, animal, or inanimate object or force.
Formative Evaluation: The process of testing program plans, messages, materials, strategies, or modifications for weaknesses and strengths before they are put into effect. Formative evaluation is also used when an unanticipated problem occurs after the program is in effect.

Intentional Injuries: Injuries that result from purposeful human action whether directed at oneself (self-directed) or others (assaultive), sometimes referred to as violent injuries. Examples of intentional acts include homicides, suicides, assaults, and arson.

Impact Evaluation: The process of assessing the program's progress toward its goals. The purpose is to learn about changes in the target population’s knowledge, attitudes, and beliefs, which may lead to changes in injury prevention.

Injury: Damage or harm to the body or to property.

Legislation: Making rules (as laws) that have the force of authority by virtue of their promulgation by an official organ of a state or other government organization.

Lobbying: Process of trying to influence policymakers in favor of a specific cause

Mission Statement: A narrative statement describing the focus of the program, which often includes the program intent and philosophy.

Objectives: Specific statements of short-term application that are usually measurable. Objectives may include activities that have a specific time limit or timeline for completion, and the expected results of each activity.

Outcome Evaluation: The process of measuring whether a program met its ultimate goal of reducing morbidity and mortality due to injury.

Pandemic: Occurring over a wide geographic area and affecting an exceptionally high proportion of the population.

Goals: Provide long-term direction for the program. They are broad statements that present the overall intent or desired outcome of a program or project.

Pathophysiology: The physiology of abnormal states, or the change of function that accompanies a particular syndrome or disease (injury).

Poison: Any substance with a chemical action that causes harm if it gets into the body. Harm can be mild or severe, and severely poisoned people may die.

Policy: Course of action to guide present and future decisions
**Prevention:** Active process of creating conditions and fostering personal attributes that promote the well-being of people.

**Primary Data:** Data that is collected directly from people.

**Process Evaluation:** The mechanism for testing whether the program's procedures for reaching the target population are working as planned. Process evaluation should begin as soon as the program is put into action and continue throughout the life of the program.

**Qualitative Data:** Data that is expressed in words or pictures. Qualitative data are read or observed in order to determine general patterns.

**Quantitative Data:** Data that is measured and expressed in numbers. Data collection methods can be analyzed through statistics.

**Regulate:** To govern or direct according to a rule.

**Risk Factor:** A characteristic that increases the likelihood of a person becoming a victim of an unintentional injury.

**Risk Mitigation:** Anticipating potential hazards within a community and facilitating interventions to diminish adverse outcomes.

**Risk Prevention:** Anticipating potential hazards within a community and facilitating interventions to prevent occurrences.

**Risk Sequencing:** Process of examining the chain of events that lead to a preventable occurrence.

**Risk:** Vulnerability for harm or damage (injury) to life, property, or community vitality.

**Secondary Data:** Data that someone else has collected and is being used for a purpose that is secondary to their original purpose.

**Strangulation:** External compression of the airway, caused by an object.

**Suffocation:** Obstruction of the airway, caused by an external object that blocks the nose and mouth.

**Unintentional Injuries:** Injuries that are judged to have occurred without anyone intending harm to be done; in many settings these are termed "accidental injuries." Examples of unintentional injuries may include motor vehicle crashes, falls, poisonings, burns, suffocation, and drowning.