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Glossary of Terms for Community
Assessment Tools

Glossary of Terms

For Uses with the Community Indicators List, Community Assets List and Assessment Tools

Community Asset: Factors that promote communities of excellence in tobacco control.

Community Indicator: Tobacco control related environmental or community level measures that provide a means to assess change at the community level rather than the individual level. Indicators represent intermediate goals of community-focused tobacco control programs.

Community: Refers to a geographically coherent place or a social unit in which there is an exchange among people who share common norms, values, and organizations. A community is not considered to be just the sum of its citizens, but rather the web of relationships between people and institutions that hold the community together.

Compliance: Refers to the degree to which a specific Community Indicator is institutionalized, as demonstrated by a measure of conformity.

Continuum of Strategies to Address Community Indicators: Refers to key public health strategies that may be implemented to address a specific Community Indicator. Strategies are ordered progressively from the least controlling to more controlling. The key strategies identified are Education/Awareness Campaign, which may incorporate more specific strategies of educational outreach, public relations and paid advertising; Voluntary Policy; Legislated Policy; and Enforcement. Some strategies are not appropriate for some Community Indicators. For example, legislated policies and enforcement would not be appropriate strategies to increase the proportion of smoke-free homes or cars. Therefore, the Community Indicators list does not identify every key strategy for each Community Indicator.

Cultural Diversity and Cultural Competency Assets: Community Assets that reflect the behaviors, attitudes and policies that enable effective work in cross-cultural situations within the community. Culture refers to patterns of human behavior that include the language,

thoughts, communications, actions, customs, beliefs, values and institutions of racial, ethnic, religious or social groups. Competence implies having the capacity to function effectively as an individual or organization within the context of the cultural beliefs, behaviors, and needs presented by individuals and the community.

Economic Indicators: Community Indicators that address financial incentives and disincentives that can be implemented to promote non-tobacco use norms.

Education/ Awareness Campaign: A public health strategy that refers to informing and increasing awareness using methods that may include, but are not limited to presentations, outreach visits, training, use of the Internet, dissemination of materials, public relations, or paid media.

Eliminate Secondhand Smoke Exposure Priority Area and Indicators: A priority area and Community Indicators that address efforts to reduce and eliminate tobacco smoke in various locations—workplaces, public places, day care centers, schools, private homes, autos and outdoor areas.

Enforcement: A public health strategy that refers to actions by an agency or organization authorized to ensure that there is compliance with a laws, ordinances or policies and to assess sanctions for non-compliance.

Legislated Policy: A public health strategy that refers to an official rule adopted by a governing body made up of representatives elected by the public, e.g. school board, city council, tribal council, board of supervisors, etc.

Media Attention: Extent to which the media covers local, state and national tobacco stories in the print and electronic media.

Media Campaign: Development and/or placement of paid advertising in outdoor, print, television, radio, Internet and other mediums.

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National Association of County and City Health Officials: A non-profit organization that serves nearly 3,000 local health departments; provides education, information, research and technical assistance to local health departments; and facilitates partnerships among local, state, and federal agencies in order to promote and strengthen public health. Their document, "Funding Guidelines for Comprehensive Local Tobacco Control Programs" may be found at the website: www.naccho.org

Non-traditional Partners: Individuals with personal interests or people representing community organizations that differ from the traditional health, education and social service agencies

Prevent Youth Initiation Priority Area: A priority area that refers to Community Indicators that address: 1) the provision of tobacco use prevention information to youths in schools and 2) efforts to reduce and control the sale, distribution and furnishing of tobacco products within the community.

Priority Area: A broad policy theme identified for organizing program planning and funding decisions. The priority areas are adapted from the planning frameworks used by the Centers for Disease Control and Prevention, Office on Smoking and Health and the California Department of Health Services, Tobacco Control Section. Together the priority areas act to change social norms around tobacco use. The priority areas are 1) Eliminate Secondhand Smoke Exposure; 2) Reduce Youth Initiation; 3) Promote Tobacco Cessation Services; and 4) Reduce Tobacco Industry Influences.

Promote Tobacco Cessation Services Indicators: Community Indicators that address the availability and provision of behavior modification – focused tobacco cessation services that are culturally and linguistically appropriate for the community.

Public Awareness: Degree that the members of the community are aware of the Community Indicator and its importance.

Public Health Service Clinical Guidelines for Treating Tobacco Use and Dependence: Standards for treating tobacco use and dependence based on a literature review and expert opinion. More information about the Guidelines is available from the Agency for Healthcare Research and Quality website: www.ahrq.gov.

Public Support: Degree that the members of the community hold attitudes and beliefs that support efforts to address the Community Indicator.

Reduce the Availability of Tobacco Indicators: Community Indicators that address the sale, distribution, sampling or furnishing of tobacco products within the community.

Reduce Tobacco Industry Influence Priority Area: A priority area that refers to Community Indicators that address and counter the tobacco industry's marketing practices and economic influence.

School-based Prevention Indicators: The School-based Prevention Community Indicators address the availability and provision of tobacco use prevention information to youths in school.

Social Capital Assets: Community Assets that address people and organizations working collaboratively in an atmosphere of trust to accomplish goals of mutual benefit.

Tobacco Control Funding Assets: The Tobacco Control Funding Assets reflect the extent funding is available for tobacco control activities.

Tobacco Marketing and Deglamorization Indicators: Community Indicators that address: 1) the marketing tactics used to promote tobacco products and their use, 2) the public image of tobacco companies, and 3) activities to counter the marketing, glamorization and normalization of tobacco use.

Voluntary Policy: Refers to an official rule that is adopted by an agency, organization or institution to address the practices, procedures, employees, users or beneficiaries of that agency, organization, or institution's services or products.