# CAN Glossary of Terms

**Advocacy:** the act or process of supporting a cause or proposal: the act or process of advocating.

— ("Advocacy", n.d.).

**Committee:** a body of persons delegated to consider, investigate, take action on, or report on some matter.

— ("Committee", n.d.)

**Community Action Network (CAN)-Healthy Start:** The Community Action Network serves as the primary liaison between Healthy Start and the community. The primary purpose is to achieve collective impact: an innovative and structured approach to making collaboration work across government, business, philanthropy, non-profit, health organizations and citizens to achieve significant and lasting social change. The goals for the Healthy Start CAN are to: reduce preterm births, decrease low birth weight, improve maternal health, increase breastfeeding, reduce SIDS & other related deaths, increase partner involvement, and strengthen family resilience.

— (The Jackson-Hinds Comprehensive Health, n.d.)

**Data**:

### Quantitative:

- Quantitative data can be counted, measured, and expressed using numbers.
- Qualitative data can be categorized based on traits and characteristics
- Quantitative data is statistical and is typically structured in nature – meaning it is more rigid and defined. This data type is measured using numbers and values, making it a more suitable candidate for data analysis.

### Qualitative:

- Qualitative data is non-statistical and is typically unstructured or semi-structured. This data isn't necessarily measured using hard numbers used to develop graphs and charts. Instead, it is categorized based on properties, attributes, labels, and other identifiers.
- Qualitative data can be used to ask the question "why." It is investigative and is often open-ended until further research is conducted. Generating this data from qualitative research is used for theorizations, interpretations, developing hypotheses, and initial understandings.
- Qualitative data is descriptive and conceptual.

— (Pickell, 2021)

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**Discrimination:** an intentional or unintentional act that adversely affects employment opportunities because of race, color, religion, sex, disability, marital status, national origin, or other factors such as age

— (*Emory Institutional Statement on Diversity*, 2020)

**Equity:** the guarantee of fair treatment, access, opportunity and advancement for all, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups. The guiding principle of equity acknowledges that there are underserved and underrepresented populations and that fairness regarding these unbalanced conditions is needed to assist equality in the provision of effective opportunities to all groups.

— (*Emory Institutional Statement on Diversity*, 2020)

**Evaluation:** a process that critically examines a program. It involves collecting and analyzing information about a program's activities, characteristics, and outcomes. Its purpose is to make judgments about a program, to improve its effectiveness, and/or to inform programming decisions.

— (*Evaluation: What Is It and Why Do It?*, n.d.)

**Fiduciary:** is a person or organization that acts on behalf of another person or persons, putting their clients' interest ahead of their own, with a duty to preserve good faith and trust.

— (Kagen, n.d.)

**Goal:** defines the result that an organization seeks to produce. It describes the purpose, outcome, or activity that must be accomplished. Goals are an observable and measurable end result having one or more objectives to be achieved. Goals are typically broad in scope.

— (Bujak & P., 2015)

**Health Inequities:** occur when unfair social policies and practices deny groups of individuals the opportunity for optimal health, either through a lack of resources that promote health or through increased exposure to risk factors for disease. Health inequities are differences in health outcomes that are avoidable, unfair, and unjust. When these differences occur because of someone's race or ethnicity, they are called racial inequities.

— (Boston Public Health Commission, n.d.)

**Historically Underrepresented:** refers to groups who have been denied access and/or suffered past institutional discrimination in the United States and, according to the Census and other federal measuring tools, includes:
- African Americans
- Asian Americans
- Hispanics or Chicanos/Latinos
- Native Americans.

This is revealed by an imbalance in the representation of different groups in common pursuits such as education, jobs, and housing, resulting in marginalization for some groups and individuals and not for others, relative to the number of individuals who are members of the population involved.

— (*Emory Institutional Statement on Diversity*, 2020)

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**Inclusive:** including everyone *especially*: allowing and accommodating people who have historically been excluded (as because of their race, gender, sexuality, or ability)

— (*Inclusive*, n.d.)

**Infant Mortality:** the death of an infant before his or her first birthday. The infant mortality rate is the number of infant deaths for every 1,000 live births.

— (Centers for Disease Control and Prevention, n.d.)

**Maternal Morbidity**: includes unexpected outcomes of labor and delivery that result in significant short- or long-term consequences to a woman's health

— (Centers for Disease Control and Prevention, n.d.)

**Measurable:** capable of being measured able to be described in specific terms (as of size, amount, duration, or mass) usually expressed as a quantity Science is the study of facts—things that are measurable, testable, repeatable, verifiable. It's important to have measurable goals, so that you can track your progress and stay motivated. Assessing progress helps you to stay focused, meet your deadlines, and feel the excitement of getting closer to achieving your goal.

A measurable goal should address questions such as:
- How much?
- How many?
- How will I know when it is accomplished?

— (*Measurable*, n.d.)

**Mission and Vision:**
- *Mission* — An organization's mission describes the overall purpose of the organization. It paints a picture of what the organization currently is and will be doing for the next one to three years. The mission statement describes what you do, who you do it for and the benefit that it provides.
- *Vision* — vision statement pertains to where the company or organization hopes they will be going in the future if they can fulfill their mission. The vision should be worded so that it provides guidance and inspiration. It's a forward-thinking statement that should be fulfilled in the five- to 10-year time frame.

— (Eisenstein 2021)

**Outcomes:** the measurement and evaluation of an activity's results against their intended or projected results. Outcomes are what you hope to achieve when you accomplish the goal.

When outcomes are reached new goals or objectives may need to be set, but when outcomes are not achieved it may be time to reassess.

— (*What Is the Difference Between an Objective, Goal, and Outcome?*, n.d.)

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**Public Health:** promotes and protects the health of people and the communities where they live, learn, work and play. From conducting scientific research to educating about health, people in the field of public health work to assure the conditions in which people can be healthy. That can mean vaccinating children and adults to prevent the spread of disease. Or educating people about the risks of alcohol and tobacco. Public health sets safety standards to protect workers and develops school nutrition programs to ensure kids have access to healthy food.

Public health works to track disease outbreaks, prevent injuries and shed light on why some of us are more likely to suffer from poor health than others. The many facets of public health include speaking out for laws that promote smoke-free indoor air and seatbelts, spreading the word about ways to stay healthy and giving science-based solutions to problems.

— (*What Is Public Health?*, n.d.)

**Social Determinants of health (SDOH):** the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

SDOH can be grouped into 5 domains:
1. Economic Stability
2. Education Access and Quality
3. Health Care Access and Quality
4. Neighborhood and Built Environment
5. Social and Community Context

Social determinants of health (SDOH) have a major impact on people's health, well-being, and quality of life. Examples of SDOH include:
- Safe housing, transportation, and neighborhoods
- Racism, discrimination, and violence
- Education, job opportunities, and income
- Access to nutritious foods and physical activity opportunities
- Polluted air and water
- Language and literacy skills

SDOH also contributes to wide health disparities and inequities. For example, people who don't have access to grocery stores with healthy foods are less likely to have good nutrition. That raises their risk of health conditions like heart disease, diabetes, and obesity — and even lowers life expectancy relative to people who do have access to healthy foods.

— ("Social Determinants of Health", n.d.)

**Social Justice:** an inclusive and diverse community that challenges injustice, affords equitable access to resources and affirms and appreciates our differences as members of the community. It depends on four essential goals: human rights, access, participation, and equity. Social justice can't be achieved without these four principles.
- *Human rights*
  The connection between social justice and human rights has strengthened over the years. It has become clear to activists and governments that one can't exist without the other. When a society is just, it protects and respects everyone's human rights. This connection is essential since human rights are recognized globally. Various treaties help keep governments accountable.
- *Access*

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Being able to access essentials like shelter, food, and education is crucial for a just society. If access is restricted based on factors like gender, race, or class, it leads to suffering for individuals, communities, and society as a whole. Social justice activists work to increase and restore access, giving everyone equal opportunities for a good life.

- *Participation*
  Social justice isn't possible if only some voices are heard. Unfortunately, that's often what happens and the voices of the marginalized and vulnerable are silenced. Even when society tries to address problems, solutions won't work if those most affected can't participate in the process. Participation must be encouraged and rewarded so that everyone – especially those who haven't had a chance before – can speak.
- *Equity*
  Many people believe that "equality" is one of the principles of social justice, but it's actually "equity." What's the difference? Equity takes into account the effects of discrimination and aims for an equal outcome. There's a graphic that demonstrates this well: three people are trying to see over a fence. One of them is already tall and able to see – they represent the most privileged in society. The other can just barely see and the last person – the most vulnerable in society – can't see at all. "Equality" gives everyone one box to stand on, even though the tallest person doesn't need it and it still doesn't allow the shortest person to see. "Equity" doesn't give the privileged person any boxes. Instead, the middle person gets one box and the last gets two. Now, everyone is at an equal level.

— (*What Does Social Justice Mean?*, n.d.) (*Emory Institutional Statement on Diversity*, 2020)

**Synergy:** combined action or operation; a mutually advantageous conjunction or compatibility of distinct business participants or elements (such as resources or efforts).

— (*Synergy*, n.d.)

**Underserved:** characterizes underserved, vulnerable, and special needs populations as communities that include members of minority populations or individuals who have experienced health disparities.
- Latino populations
- African American populations
- AI/AN populations
- Refugees
- Individuals with limited English proficiency (LEP)
- Young adults and postsecondary graduating students who do not have coverage options through a parent's plan, a student plan, or an employer plan
- New mothers and women with children
- Individuals with disabilities
- Medicaid-eligible consumers who are not enrolled in coverage despite being eligible for Medicaid

Underserved populations include consumers who share one or more of the following characteristics:
- Receive fewer health care services
- Encounter barriers to accessing primary health care services (e.g., economic, cultural, and/or linguistic)
- Have a lack of familiarity with the health care delivery system
- Face a shortage of readily available providers

— (*Serving Vulnerable and Underserved Populations*, n.d.)

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**Underrepresented Group:** describes a subset of a population that holds a smaller percentage within a significant subgroup than the subset holds in the general population. Specific characteristics of an underrepresented group vary depending on the subgroup being considered. Underserved populations are ones that are disadvantaged in relation to other groups because of structural/societal obstacles and disparities.

— (*Underrepresented Group*, n.d.)

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