

PART ONE

Terms

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Abstinence

Refraining from the use of drugs, alcohol, tobacco, and other substances or habits that tend to harm the body. May also refer to refusing to engage in sex behaviors that may put individuals at risk for early pregnancy or diseases such as HIV/AIDS and other sexually transmitted infections (STIs).

Abstinence Violation Effect (AVE)

Part of Marlatt and Gordon's 1985 model of the relapse process involving a cognitive-emotional reaction that includes (a) guilt from relapsing and engaging in an undesired behavior (e.g., smoking) after quitting smoking or changing the behavior (e.g., smoking cessation), which is discrepant from the new self-image (e.g., a nonsmoker); and (b) an attribution that the relapse episode was due to personal weakness. This usually results in perceptions of decreased self-efficacy in considering readopting a desired health behavior (Cormier, 2002; Parks, Anderson, & Marlatt, 2001; Shiffman et al., 1996). In addition to smoking, AVE can be experienced among binge eaters (Grilo & Shiffman, 1994) and people with other addictive disorders. See *Relapse Prevention*.

Access to Health Care

The ease with which individuals or groups of people obtain health care or health services in a given community. Individuals with reliable health insurance, a regular provider for health care, and higher income may have easier access to quality health care, because of their ability to pay for service, while those with inadequate health insurance and low socioeconomic status may have limited access to health care (Bodenheimer, & Grumbach, 2002; McKenzie, Pinger, & Kotecki, 2002; U.S. Department of Health and Human Services, 2000). Health educators look at access to health care in terms of transportation, location of facility, hours of operation, cost and

financing (including health insurance), and social, ethnic, language, and geographical concerns that may help or hinder individuals in obtaining health care.

Accreditation

A process carried out by educational and medical institutions and organizations for quality assurance. Accreditation attempts to ensure quality of care in medical facilities such as hospitals, and academic quality in educational institutions such as colleges and universities. The process is conducted by an external accrediting body and is based on predetermined standards to certify that the requirements for academic or health care excellence are met either permanently or for a period of time.

Acculturation

The process of making modifications in one's own culture to incorporate behavior patterns, traits, or new ideas from another culture. Acculturation takes place when a person moves to a new culture and is being socialized into that culture.

Action Plan

A list of detailed steps to be taken to accomplish a specific goal, followed by an outline or timetable designed to accomplish each step listed. See *Timeline*.

Administrative Assessment

A review of prevailing policies, resources, and circumstances in communities or organizations to determine which of them help or hinder the development of a health promotion and education program. The procedure includes resource assessment, setting a timetable for activities, and budgeting (Green & Kreuter, 1999). It focuses on the assignment of the resources and responsibilities for implementing and evaluating the proposed program or project.

Adverse Health Effect

Any change in body function resulting from unsafe levels of exposure to substances such as chemicals or pollutants in the environment that can be detrimental to human health or might lead to disease or some type of health problem.

Affective Domain

A category for classifying learning objectives that emphasize feeling and emotion, from the simplest outcomes to the most complex: personal interests, attitudes, values, appreciation, and methods of adjustment. Knowledge is more effective in shaping health-related behavior when combined with affective associations (Anderson & Krathwohl, 2001; Butler, 2000).

Example: (*learning objective stated in the affective domain*) “By the end of this session, the student will be able to verbalize personal feelings about taking medication for hypertension.”

Affective Learning

Learning associated with beliefs, self-worth, appreciations, and values during which learners are emotionally and actively involved in the learning experience and in relating to others. It can be opposed to cognitive learning (Himsl & Lambert, 1993). See *Affective Domain* and *Cognitive Learning*.

Agent

An organism or object that transmits disease from the environment to the host or from one person to another. “The cause of the disease or health problem, the factor that must be present in order for the disease to occur” (McKenzie, Pinger, & Kotecki, 2002, p. 595). In health education and promotion, the term may also be applied to persons such as village and community health workers, community elders, teachers, and health educators who communicate health messages or act as channels through which ideas and innovations are transmitted to potential consumers. See *Host*.

Examples: The human immunodeficiency virus (HIV), which causes acquired immunodeficiency syndrome (AIDS); the tick that carries the virus for Colorado tick fever; and the mosquito that carries the infection for malaria are all etiological agents.

Air Pollution

The contamination of air by pollutants (smoke, ash, dust, pollen, acid condensates, etc.), including carcinogenic substances that cause discomfort to people and can be hazardous to health when breathed.

Alma Ata Declaration

A statement released by the World Health Assembly at the International Conference of Primary Health Care meeting in Alma Ata, Kazakh Soviet Socialist Republic (now Kazakhstan), on September 12, 1978. Its aim was to commit all member countries of the World Health Organization (WHO) to the incorporation of lifestyle and behavioral factors and improvement of the environment into the principles of health for all by the year 2000. Primary health care was the principal thrust of the declaration, but it also incorporated community participation in an effort to protect and promote the health of all the people of the world (Bunton & Macdonald, 1992). The declaration affirmed that health is a fundamental human right that should be made attainable for all people and that individuals have a right to participate in planning their health care.

At-Risk Groups

Groups or populations who, due to certain common existing economic, social, and environmental factors or behavioral characteristics, may be prone to a certain disease or condition.

Examples: Coal miners or coal workers; parenteral drug users; homosexuals and heterosexuals with multiple partners; employees in a clinical laboratory; persons practicing anal intercourse

Attitudes

Favorable or unfavorable evaluative reactions or dispositions toward a situation, a person, or a group, as expressed in one's beliefs, feelings, or behavior (Rajecki, 1990). An attitude that a person holds toward hypertension, for example, will influence behavior intentions with respect to the problem.

Example: "I like high-fat foods."

Because attitudes may be either positive or negative, there are times when helping people change attitudes is as important as helping them change behavior.