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WP1 DIALOGUE AND PARTICIPATION GLOSSARY AND TERMINOLOGY

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ASSET

Action Plan on SiS Related Issues in Epidemics and Total Pandemics

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V2	Draft	16/08/2014	NCIPD/Team	Incorporating suggestions from online discussion in the CoP (improving terms, adding a new “Communications” category)
V3	Draft	26/09/2014	NCIPD/Team	Incorporating new corrections and suggestions from online discussion to all terms, and especially to the new “Communications” category.
V4	Draft	30/09/2014	NCIPD/Team	Incorporating suggestions from partners, made in Online Meeting 1
V5	Draft	26/10/2014	NCIPD/Team	Adding terms linking the Glossary and TELL ME project, selected in collaboration with other partners



V6	Draft	23/12/2014	NCIPD/Team	Incorporating suggestions from WP2 leaders, made during the online meetings 2 and 3 (which aimed to improve the glossary through the knowledge, gained in WP2)
VF	Final Version	15/02/2015	NCIPD/Team	Including new terms from drafts of WP2 reports, provided by the WP2 leaders.



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1. EXECUTIVE SUMMARY

1.1 The Glossary of Terminology in the context of T1.2 Capacity Building

The main aims of T1.2 Capacity Building were to build a common approach to problems among partners from different disciplinary, geographical, and cultural backgrounds, and to pave the way for a deeper cooperation and integration among Action members. These objectives were accomplished through collaboration among partners on a common Glossary of Terminology (hereafter referred to as “Glossary”), which includes terms and concepts from all fields, relevant to ASSET. The work involved the active participation of all partners in discussions in the Community of Practice (CoP) Glossary Section and Forum. To further facilitate communication, three online meetings were organized. The discussions, centered on the contents of the Glossary, allowed for the exchange of knowledge and points of view among partners with very different backgrounds like epidemiology, defence research, communications, gender studies etc. Each partner is expert in part of the terminology and hence contributed uniquely both to the Glossary and to the knowledge of the other partners. In this way, the work on the Glossary of Terminology fit well into the objectives of T1.2 Capacity Building.

1.2 Methods in developing the Glossary

Term selection: Terms were selected from all topics relevant to ASSET. The topics were first chosen, using as a framework the topics of research, outlined in ASSET’s Work Package 2 – Study and analysis. They were further refined and expanded through discussion and the advice of other participating partners.

Definition selection: To formulate term definitions, a mix of sources was used, where the definitions had to first and foremost correspond to the definitions in trustworthy sources. Sometimes the wording was changed for better quality, and using more popular sources, if these sources kept the accuracy of the definition. All definitions were first proposed by NCIPD and then discussed and edited by all partners.

Building a common approach among parthers: To build a common approach, the team of the National Centre of Infectious and Parasitic Diseases (NCIPD) chose an inclusive strategy, where everyone could participate in the coining of Glossary terms through comments in the Community of Practice (Glossary Section and Work Package 1 Forum), e-mails, and participation in online conference calls.

1.3 Steps in the development of the Glossary

First, a preliminary draft of the Glossary with about 300 terms was prepared by the NCIPD team. The terminology spanned the topics, relevant to ASSET, and outlined in WP2 Study and Analysis. Each member of the NCIPD team worked on carefully selecting the terms for a specific topic, relevant to ASSET, which should be included in the Glossary. The terms were then defined through taking into consideration a number of qualitative sources, as well as the experience of the NCIPD team members in the field of epidemiology.

After that, the Glossary was uploaded in the Glossary Section of the CoP, using a special Glossary Widget, incorporated in the Moodle platform. With this widget, the contents of the Glossary are searchable, grouped



into categories (Basic epidemiology, Gender studies etc.), and with active links to reference sources. Also, it is possible for partners to comment and give feedback under each term.

After uploading the terms, NCIPD provided ample time for partners to look through them and give feedback on problematic ones. Terms that merited further live discussion were identified during this period of commenting/editing and were included in the agenda of an online meeting, where, everyone was invited to join. All partners gave useful suggestions during the online meeting, which were recorded and incorporated in the Glossary. In addition, as ASSET benefits from knowledge and results, developed in the TELL ME project, NCIPD took special care to create a logical link between the Glossary and TELL ME results. To this end a side team was initiated during the online meeting where, with the help of TELL ME experts and UMFCO, partners identified terms from TELL ME, which were then included in the Glossary.

Further on, in response to useful comments from the Scientific Coordinator of ASSET in the CoP Forum, an additional category (Communication) was added, and the Glossary was expanded

As a final improvement of the Glossary, suggested by the Scientific Coordinator, NCIPD carried out two more online meetings. The objective of these meetings was to improve the Glossary through the knowledge, gained as a result of the work on Work Package 2 – Study and Analysis. To this end, the WP 2 Task Leaders and everyone else were invited to share their knowledge. The last two online meetings, while technically expanding the period of work on the Glossary into the timeframe of WP2, contributed to improvement of a number of terms and the introduction of new terms to the Glossary.

In this way, through an all inclusive strategy, carefully selected categories, and using feedback and knowledge both from TELL ME and WP2, a Glossary of about 400 terms was created. It is comprehensive and relevant to the work on ASSET and developed in collaboration and agreement among partners

The online version of the Glossary remains open to additions of new terms throughout the ASSET project. All partners are authorised to add new terms in the Glossary section of the CoP platform. With regard to cases, when additional changes to already existing terms are deemed necessary, the partner authorized to edit terms in the Glossary section of the CoP platform (NCIPD) may introduce the changes, but only after careful consideration and with approval from other partners. In any case, introducing changes to terms in the Glossary section of the CoP platform will only be done with the aim of improving the understanding among partners on these terms. While changes may improve clarity, it is not expected that they alter the meanings of terms, which have already been defined through consideration of good sources, and after careful scrutiny by all partners.

1.4 Glossary References

Many different sources were used in the Glossary, and sources are listed under the respective terms in Annex I. Examples of useful sources, found and used during our work are the WHO website and documents, the ECDC website and documents, the TELL ME project website and documents, NIH Medline Plus, gMerriam-Webster Dictionary



2. ANNEXES

ANNEX 1: Glossary and Terminology

Annex 1 to this Report provides a “frozen” version of the online Glossary, with all the changes introduced until 13/02/2015. Terms are in alphabetical order.

A

Absolute risk reduction (risk difference, excess risk)

The change in risk of a given activity or treatment in relation to a control activity or treatment. It is the inverse of the number needed to treat.

Accountability

Accountability is one of the prerequisites of democratic or good governance. It entails holding elected or appointed officials, charged with a public mandate, responsible and answerable for their actions, activities and decisions. It is the role of civil society to hold those in public office accountable. Liability is a specific form of accountability, which is based on more formalized expectations, developed through rules, contracts, legislation and similar relationships based on legalistic standing.

Note: Transparency and accountability are interrelated and mutually reinforcing concepts. Without transparency (unfettered access to timely and reliable information on decisions and performance) it would be difficult to call public sector entities to account. Unless there's accountability (mechanisms to report on the usage of public resources and consequences for failing to meet stated performance objectives, transparency would be of little value. (1)

(1) United Nations Economic and Social Council, Definition of basic concepts and terminologies in governance and public administration, UNESCO Report, E/C.16/2006/4

Acculturation

A process of cultural transformation initiated by contacts between different cultures. At a global level, acculturation takes place as societies experience the transforming impact of international cultural contact. The global trend towards modern economic organization and developed market economies has been accompanied by a process of cultural transformation. Individuals experience acculturation when their social roles and socialization are shaped by norms and values that are largely foreign to their native culture. (1)

(1) Glossary of communication, University of Jyväskylä

Acquired Immunity

Immune defence that develops following exposure to a pathogen (e.g. bacterium or virus) or vaccine. It involves the production of specific defensive blood cells (lymphocytes) and proteins (antibodies), and provides lasting immunity based on the experience or 'memory' of previous exposure.



Active listening

Process of analyzing and evaluating what another person is saying in an effort to understand the speaker's feelings or the true meaning of the message. (1)

(1) Glossary of communication, University of Jyväskylä

Active public

People who are aware of a problem and will organize to do something about it. (1)

(1) Glossary of communication, University of Jyväskylä

Acute

Of abrupt onset, in reference to a disease. Acute often also connotes an illness that is of short duration, rapidly progressive, and in need of urgent care.

Acute Disease

Acute conditions are severe and sudden in onset. This could describe anything from a broken bone to an asthma attack. A chronic condition, by contrast is a long-developing syndrome, such as osteoporosis or asthma. Note that osteoporosis, a chronic condition, may cause a broken bone, an acute condition. An acute asthma attack occurs in the midst of the chronic disease of asthma. Acute conditions, such as a first asthma attack, may lead to a chronic syndrome if untreated. (1)

(1) NIH Medline Plus: Acute vs. Chronic Conditions

Ad hominem

A fallacy that attacks a person rather than the argument itself. This is also referred to as "name calling".(1)

(1) Glossary of communication, University of Jyväskylä

Adjuvant

A pharmacological and/or immunological agent that modifies the effect of other agents. Adjuvants may be added to vaccines to modify the immune response by boosting it so it produces a higher amount of antibodies and confers longer lasting protection, thus minimizing the amount of injected foreign material. Adjuvants may also be used to enhance the efficacy of vaccines by helping to subvert the immune response to particular cell types of the immune system, for example by activating the T cell response.

Adverse effect

A harmful or abnormal result. An adverse effect may be caused by administration of a medication or by exposure to a chemical and be indicated by an untoward result such as by illness or death.

Aerosol

A fine spray or mist. Medications in aerosol form can be administered via a nebulizer and inhaled.

Age-adjusted mortality rate

Mortality rate that takes into account the age structure of the population to which it



refers. Used to compare mortality in populations with very different age structures. (1)
(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Age-specific mortality rate

Mortality rate in a specific age group.

Agenda-setting

Function of mass media to the relative importance of our attitudes on issues. The perceived importance of issues is related to the attention given to those issues by the media. (1)

(1) Glossary of communication, University of Jyväskylä

Agent Based Social Simulation System

This is a computational method for simulating the actions and interactions of artificial agents within a virtual environment. Artificial agents are autonomous decision-making entities whose behaviours during the simulation of a social phenomena may help to explore different outcomes for phenomena which we might not be able to view in real life. If applied to pandemics, it would allow us to observe the emergence of effects at the macroscopic level, thus providing information, models and tools for a better approach to such a worldwide health issue. (1)

(1) TELL ME Project: Flu from A to Z.

Airway

The path that air follows to get into and out of the lungs. The mouth and nose are the normal entry and exit ports for the airway. Entering air then passes through the back of the throat (pharynx) and continues through the voice box (larynx), down the trachea, to finally pass through the bronchi.

Alert threshold

In the field of infectious disease outbreaks, the critical number of cases (or indicator, proportion, rate, etc.) that is used to sound an early warning, launch an investigation at the start of an epidemic and prepare to respond to the epidemic.

Anthrax

A serious bacterial infection caused by *Bacillus anthracis* that occurs primarily in animals. Humans become infected when the spores of *B. anthracis* enter the body by contact with animals infected with *B. anthracis* or from contact with contaminated animal products, insect bites, ingestion, or inhalation. Aerosolized ("weaponized") spores of *B. anthracis* can potentially be used for biological warfare and bioterrorism. Inhalation typically involves hemorrhagic mediastinitis (bleeding into the mid-chest), rapidly progressive systemic (bodywide) infection, and carries a very high case fatality rate. Gastrointestinal anthrax is much rarer but is also associated with a high case fatality rate. The pulmonary form of anthrax is an emergency and calls for early continuous IV antibiotics (such as penicillin in combination with streptomycin). Bioterrorism agent category A – anthrax is a biologic threat for terrorism and the lethal effects of anthrax is be "very high."



Antibody

An immunoglobulin, a specialized immune protein, produced in response to the introduction of an antigen into the body, and which possesses the remarkable ability to combine with the very antigen that triggered its production. The production of antibodies is a major function of the immune system and is carried out by a type of white blood cell called a B cell (B lymphocyte). Antibodies can be triggered by and directed at foreign proteins that can be part of a microorganism structure or produced as a toxin. Some antibodies are auto-antibodies and home in against our own tissues.

Antigenic drift

A minor change in surface antigens that results from point mutations in a gene segment. The accumulation of mutations within the genes that code for antibody binding sites results in a new strain of virus particles, which cannot be inhibited as effectively by the antibodies that were originally targeted against previous strains, making it easier for the virus to spread throughout a partially immune population. Antigenic drift may result in epidemics, since the protection from past exposures to similar viruses is incomplete. Drift occurs in all three types of influenza virus (A,B,C).

See also: Antigenic shift

Antigenic shift

The process by which two or more different strains of a virus, or strains of two or more different viruses, combine to form a new subtype having a mixture of the surface antigens of the two or more original strains. The term is often applied specifically to influenza, as that is the best-known example, but the process is also known to occur with other viruses. An antigenic shift may result in a worldwide pandemic if the virus is efficiently transmitted from person to person.

See also: Antigenic drift

Antimicrobial resistance (AMR)

Antimicrobial resistance occurs as a result of microbes, such as bacteria and viruses, changing in ways that reduce or eliminate the effectiveness of the drugs used to treat the infections they cause. Antimicrobial resistance can develop from the use of antimicrobials in humans, animals, or plants (antimicrobials include antibacterial drugs, antibiotics, antivirals, antifungals and antiparasitic drugs). The overuse and/or inappropriate use of antimicrobials make the development and spread of resistance more likely. This is why the prudent use of antimicrobials is very important.

Antitoxin

An antibody produced in response to and capable of neutralizing a specific biologic toxin such as those that cause diphtheria, gas gangrene, or tetanus. Antitoxins are used prophylactically and therapeutically.

Antiviral agent (Antiviral, Antiviral Drug)

Prescription medicines (pills, liquid or an inhaled powder) used specifically for treating viral infections. Specific antivirals are used to target specific viruses and, unlike most



antibiotics, they inhibit the target pathogen development (its capability to multiply and reproduce), instead of destroying it.

Argumentum ad populum

Argumentum ad populum is a mistaken argument that sustains the fact that a proposition is true because many or most people believe it. This may be exemplified by the following sentence used in some types of communication: "If many believe so, it is so."

Assessment

A systematic or non-systematic way of gathering relevant information, analysing and making judgment on the basis of the available information.

Asynchronous communication

Also known as non simultaneous communication. Communication during which participants engage in the process at different times, such as bulletin boards or e-mail.

(1)

(1) Glossary of communication, University of Jyväskylä

Attack rate

An attack rate is defined as the proportion of those who became ill after a specified exposure over a specified period of time. The numerator is new cases of disease during a specified period; the denominator is the population at risk.

Attitude(s)

Learned predisposition to respond favorably or unfavorably toward an object. Stable clusters of feelings, beliefs, and behavioral intentions toward specific objects, people, or institutions. A construct said to be composed of affective (feeling), cognitive (thoughts), and connotative (behavioral) components; internal feelings about some object; composed of opinions, beliefs, and values. Evaluative disposition, feeling, or position about oneself, others, events, ideas, or objects. (1)

(1) Glossary of communication, University of Jyväskylä

Audience.

A group of individuals attending to a common media. They receive communication from the same source, but are not active participants and do not communicate with each other. Collection of individuals who have come together to watch or listen to someone or something, such as to listen to a speech. (1)

(1) Glossary of communication, University of Jyväskylä

Autonomy

A concept found in moral, political, and bioethical philosophy. Within these contexts, it is the capacity of a rational individual to make an informed, un-coerced decision. In moral and political philosophy, autonomy is often used as the basis for determining moral responsibility and accountability for one's actions. In medicine, respect for the autonomy of patients is an important goal, though it can conflict with a competing ethical principle, namely beneficence. Autonomy is also used to refer to the selfgovernment



of the people.

Avian influenza (bird flu)

Avian flu, also known as “bird flu”, is an infection caused by avian influenza A viruses. These influenza A viruses occur naturally among birds. Wild birds worldwide get flu A infections in their intestines, but usually do not get sick from flu infections. However, avian influenza is very contagious among birds and some of these viruses can make certain domesticated bird species, including chickens, ducks, and turkeys, very sick and kill them.

Most avian influenza viruses do not cause disease in humans. However, some are zoonotic, meaning that they can infect humans and cause disease. (1)

(1) TELL ME Project: Flu from A to Z

B

Baseline assessment

Is an assessment performed during the design phase of a surveillance plan of action. It provides information on the existing situation, forms the basis for the development of the plan of action, and provides baseline data against which prospective changes in the surveillance system are progressively assessed or measured.

Baseline data

Data or measurements collected at the outset of implementation of a surveillance system or of strengthening activities, or a set of indicators that have been identified to monitor and evaluate the performance of a surveillance and response system. For example, the baseline mortality rate (or non-crisis mortality rate) is Mortality rate before the crisis. (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Basic reproduction number (sometimes called basic reproductive rate, basic reproductive ratio and denoted R_0)

The average number of persons infected by a single disease source. In other words, this is the number of expected secondary infections resulting from a single infectious case. Another way to explain R_0 is the number of people who are expected to be infected by one person who has the disease in question.

Belief

An expectation about the way some event or sequence of events will occur. Conviction or confidence in the truth of some-thing that is not based on absolute proof. (1)

(1) Glossary of communication, University of Jyväskylä

Beneficence

A concept in research ethics which states that researchers should have the welfare of the research participant as a goal of any clinical trial. The antonym of this term, maleficence, describes a practice which opposes the welfare of any research



participant. The concept that medical professionals and researchers would always practice beneficence seems natural to most patients and research participants, but in fact, every health intervention or research intervention has potential to harm the recipient. There are many different precedents in medicine and research for conducting a cost–benefit analysis and judging whether a certain action would be a sufficient practice of beneficence, and the extent to which treatments are acceptable or unacceptable is under debate.

Best practices

A best practice is a method or technique that has consistently shown results superior to those achieved with other means, and that is used as a benchmark.

Best practices should demonstrate a positive and tangible impact on improving the living environment of people, should be based on partnership between the public, private and civil society sectors and should be socially, economically and environmentally sustainable. (1)

(1) United Nations Economic and Social Council, Definition of basic concepts and terminologies in governance and public administration, UNESCO Report, E/C.16/2006/4

Bias

A systematic deviation of results or inferences from the truth or processes leading to such systematic deviation; any systematic tendency in the collection, analysis, interpretation, publication, or review of data that can lead to conclusions that are systematically different from the truth. In epidemiology, does not imply intentional deviation.

Biological Attack

Biological attack is the intentional release of a pathogen (disease causing agent) or biotoxin (poisonous substance produced by a living organism) against humans, plants, or animals. An attack against people could be used to cause illness, death, fear, societal disruption, and economic damage. An attack on agricultural plants and animals would primarily cause economic damage, loss of confidence in the food supply, and possible loss of life. It is useful to distinguish between two kinds of biological agents:

- Transmissible agents that spread from person to person (e.g., smallpox, Ebola) or animal to animal (e.g., foot and mouth disease).
- Agents that may cause adverse effects in exposed individuals but that do not make those individuals contagious to others (e.g., anthrax, botulinum toxin) (1)

(1) Fact sheet from the National Academies and the U.S. Department of Homeland Security 2004 : https://www.dhs.gov/xlibrary/assets/prep_biological_fact_sheet.pdf

Biological Threat Agent

“Biological threat agents are microorganisms such as bacteria, rickettsia, fungi, viruses and toxins, that cause infections leading to incapacitation or death of people, domestic animals and/or destruction of crop plants.”(1) Biological agents are not biological weapons. Merely possessing biological agents with the theoretical potential to cause harm is insufficient; the toxins or microorganisms need to be “weaponized”, i.e. prepared and disseminated effectively to their target.”(2)

(1) FFI FACTS

(2) Ackerman, G.A. and Moran, K.S. (2006), p.3



See also: Biological Weapon

Biological Disaster

Disaster caused by the exposure of living organisms to germs and toxic substances.

(UN DHA)

Biological Hazard

Processes of organic origin or those conveyed by biological vectors, including exposure to pathogenic micro-organisms, toxins and bioactive substances, which may cause the loss of life or injury, property damage, social and economic disruption or environmental degradation. Examples of biological hazards include outbreaks of epidemic diseases, plant or animal contagion, insect or other animal plagues and extensive infestations.

Biological warfare (BW)

(Also known as germ warfare) The use of biological toxins or infectious agents such as bacteria, viruses, and fungi with intent to kill or incapacitate humans, animals or plants as an act of war.

Biological weapons

biotechnological weapon or bioweapon: "Microbial or other biological agents, or toxins whatever their origin or method of production, of types and in quantities that have no justification for prophylactic, protective or other peaceful purposes; Weapons, equipment or means of delivery designed to use such agents or toxins for hostile purposes or in armed conflict "(1).

Biological weapons are complex systems that disseminate disease-causing organisms or toxins to harm or kill humans, animals or plants. They generally consist of two parts – a weaponized agent and a delivery mechanism. In addition to strategic or tactical military applications, biological weapons can be used for political assassinations, the infection of livestock or agricultural produce to cause food shortages and economic loss, the creation of environmental catastrophes, and the introduction of widespread illness, fear and mistrust among the public (2).

Biological warfare is the intentional use of disease-causing micro-organisms or other entities that can replicate themselves (e.g. viruses, infectious nucleic acids and prions) against humans, animals or plants for hostile purposes. It may also involve the use of toxins: poisonous

substances produced by living organisms, including micro-organisms (e.g. botulinum toxin), plants (e.g. ricin derived from castor beans) and animals (e.g. snake venom). If they are utilized for warfare purpose, the synthetically manufactured counterparts of these toxins are biological weapons. (OCHA)

Entomological (insect) warfare is also considered a type of biological weapon. This type of warfare is distinct from nuclear warfare and chemical warfare, which together make up NBC, the military acronym for nuclear, biological, and chemical (warfare or weapons), all of which are considered "weapons of mass destruction" (WMDs). None of these fall under the term conventional weapons which are primarily effective due to their destructive potential. Biological weapons may be employed in various ways to gain a strategic or tactical advantage over the enemy, either by threats or by actual deployments. Like some of the chemical weapons, biological weapons may also be useful as area denial weapons. These agents may be lethal or non-lethal, and may be targeted against a single individual, a group of people, or even an entire population.



They may be developed, acquired, stockpiled or deployed by nation states or by nonnational groups. In the latter case, or if a nation-state uses it clandestinely, it may also be considered bioterrorism. There is an overlap between BW and chemical warfare, as the use of toxins produced by living organisms is considered under the provisions of both the Biological Weapons Convention and the Chemical Weapons Convention. Toxins and psychochemical weapons are often referred to as midspectrum agents. Unlike bioweapons, these midspectrum agents do not reproduce in their host and are typically characterized by shorter incubation periods.

(1) Biological Weapons Convention, Article I: <http://disarmament.un.org/treaties/t/bwc/text>

(2) The United Nations Office at Geneva - What are biological and Toxin Weapons ?

[http://www.unog.ch/80256EE600585943/\(httpPages\)/29B727532FECBE96C12571860035A6DB?OpenDocument](http://www.unog.ch/80256EE600585943/(httpPages)/29B727532FECBE96C12571860035A6DB?OpenDocument)

See also “Biological Threat Agent”

Biosafety

Biosafety: Biosafety refers to the development and implementation of administrative policies, microbiological practices, facility safeguards, and safety equipment to prevent the transmission of potentially harmful biologic agents to workers, other persons, and the environment. Containment is used to describe safe methods, facilities, and equipment for managing infectious materials in the laboratory where they are being handled or maintained. Risk assessment of the work to be done with a specific agent determines the appropriate biosafety practices (1)

(1) The white house Office of science and technology policy :

<http://www.whitehouse.gov/administration/eop/ostp/nstc/biosecurity>

Bioterrorism

Terrorism involving the intentional release or dissemination of biological agents that are harmful to humans. These agents may be in a naturally occurring or a humanmodified form. For the use of this method in warfare, see Biological warfare. Biological diseases and the agents that might be used for terrorism have been listed by the US Centers for Disease Control and Prevention. (CDC)

These agents include viruses, bacteria, rickettsiae (microorganisms that have traits common to both bacterial and viruses), fungi, and biological toxins. Bioterrorism agents can be separated into three categories, depending on how easily they can be spread and the severity of illness or death they cause. Category A agents are considered the highest risk and Category C agents are those that are considered emerging threats for disease.

Category A agents pose high risk to national security because they can be easily disseminated or transmitted from person to person; cause high mortality, with the potential for major public health impact; might cause public panic and social disruption; and require special action for public health preparedness. Examples of Category A diseases include anthrax, botulism, plague, smallpox (variola), tularemia, and viral hemorrhagic fevers due to filoviruses (e.g., Ebola, Marburg) and arenaviruses (e.g., Lassa, Machupo)

Category B agents are moderately easy to disseminate; cause moderate morbidity and low mortality; and require specific enhancements of the diagnostic capacity and enhanced disease surveillance. Examples of Category B diseases include Brucellosis, Epsilon toxin of *Clostridium perfringens*, food safety threats (e.g., *Salmonella* species,



Escherichia coli O157:H7, Shigella), Glanders (*Burkholderia mallei*), Melioidosis (*Burkholderia pseudomallei*), Psittacosis, Q fever, Ricin toxin from *Ricinus communis* (castor beans), Staphylococcal enterotoxin B, Typhus fever (*Rickettsia prowazekii*), Viral encephalitis due to alphaviruses (e.g., Venezuelan equine encephalitis, eastern equine encephalitis, western equine encephalitis) and water safety threats (e.g., *Vibrio cholerae*, *Cryptosporidium parvum*).

Category C agents are emerging pathogens that could be engineered for mass dissemination in the future because of their availability; ease of production and dissemination; and potential for high morbidity and mortality and major health impact. Examples of Category C diseases include Nipah virus, Hantavirus, tickborne hemorrhagic fever and encephalitis viruses, Yellow fever, and Tuberculosis (multidrug-resistant TB).

The act of bioterrorism can range from a simple hoax to the actual use of biological weapons, also referred to as agents. Biological agents may be used for an isolated assassination, as well as to cause incapacitation or death to thousands. If the environment is contaminated, a long-term threat to the population could be created. The use of biological agents is not a new concept, and history is filled with examples of their use. In addition, an accidental release of biological agents is possible.

Botulinum toxin

A toxin produced by the bacterium *Clostridium botulinum* that is the most poisonous biological substance known. Botulinum toxin acts as a neurotoxin. It binds to the nerve ending at the point where the nerve joins a muscle, blocking the release by the nerve of the chemical acetylcholine (the principal neurotransmitter at the neuromuscular junction), preventing the muscle from contracting. The result is weakness and paralysis of the muscle. The muscle atrophies. The blockage of acetylcholine release is irreversible. Very small amounts of botulinum toxin can cause botulism in one of two ways. One way is by ingesting the toxin itself (food borne botulism), as in canned foods. The other way is by infection with the bacterial spores that produce and release the toxin in the body (infectious botulism). The infection may occur in the intestine (intestinal botulism), as in a newborn (infant botulism), or deep within a wound (wound botulism). There is more than one type of botulinum toxin. Different strains of the bacteria produce eight distinct neurotoxins. All eight types have a similar molecular weight and structure, consisting of a heavy chain and a light chain joined by a disulfide bond (most publications recognize only seven types; there are eight if the subtypes of C, C1 and C2, are counted as separate types). All eight types act in a similar manner. Only types A, B, E and F are known to cause botulism in humans. Botulinum toxin is Bioterrorism agent category A.

Botulism

See Botulinum toxin.

Brucellosis

An infectious disease, also known as undulant fever, characterized by rising and lowering (undulant) fever, sweating, muscle and joint pains, and weakness. Brucellosis is caused by the bacterium *Brucella*, which can be transmitted in unpasteurized milk from cattle, sheep, and goats; cheese made from this unpasteurized milk; and contact



with diseased animals. Antibiotics are used to treat Brucellosis. Brucellosis is Bioterrorism threat category B.

Bubonic plague

See Pestis.

Business Continuity

Effective and useful survival. Business continuity is a biological and psychological imperative for individuals ("instinct of survival") and an economic and cultural imperative for communities, at least at local level (see also "social capital"). The imperative can be less evident and weaker once one moves to the national level. It is by definition weak in "new" or "fragile states", and in short-lived institutions, especially in trans-cultural ones. It needs to be fostered by strong leadership, team building, clear mission statements, etc. (Loretti, 2005).

C

Campaign

In advertising, a large number of ads that stress the same theme and appear over a specified length of time. (1)

(1) Glossary of communication, University of Jyväskylä

Capacity

A combination of all the strengths and resources available within a community, society or organization that can reduce the level of risk or the effects of a disaster. Comment: Capacity may include physical means, institutional abilities, societal infrastructure as well as human skills or collective attributes such as leadership and management. Capacity also may be described as capability. (ISDR)

Capacity development

Capacity development is the process by which individuals, organizations institutions and societies develop abilities to perform functions, solve problems and set and achieve objectives. A fundamental goal of capacity building is to enhance the ability to evaluate and address the crucial questions related to policy choices. It is addressed at three inter-related levels: individual, institutional and societal.

The report by the HEG Expert group "Science, H1N1 and Society" stresses on the need for better communication of science and open access to scientific information and research results (1), which can be considered a prerequisite for capacity building at the societal level.

(1) HEG Expert Group, Science, H1N1 and Society: Towards a more pandemicresilient society, HEG Expert Group, June 2011

Case definition

A set of diagnostic criteria that must be fulfilled in order to identify a case of a particular disease. Case definitions can be based on clinical, laboratory, epidemiological, or combined clinical and laboratory criteria. When a set of criteria is standardized for purposes of identifying a particular disease, it is referred to as "standard case



definition". A surveillance case definition is one that is standardized and used to obtain an accurate detection of all cases of the targeted disease or condition in a given population, while excluding the detection of other similar conditions.

Case-fatality rate (Case-fatality ratio, CFR, lethality)

The proportion of persons with a particular condition (e.g. patients) who die from that condition. The denominator is the number of persons with the condition; the numerator is the number of cause-specific deaths among those persons. Traditionally it is expressed as the number of people dying from a specific disease from 100 diagnosed with this disease for a certain period.

Catastrophe/cataclysm

Disasters of special magnitude (although there has been no known attempt at quantification yet). The term has a "narrative", descriptive value and, mostly, an advocacy purpose. Conceptually, it relates best to reconstruction activities.

Cause-specific mortality rate

The mortality rate due to a specific disease (e.g. cholera) or phenomenon (e.g. violence). (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Change agent.

Individual who exerts influence on opinion leaders to adopt an innovation. (1)

(1) Glossary of communication, University of Jyväskylä

Chaos and/or extreme instability

Situations of high-mortality risk, where there is the "likelihood of 300% or plus increases in morbidity and mortality" (S. Hansh, 2001).

Chemical Accident

Accidental release occurring during the production, transportation or handling of hazardous chemical substances. (UN DHA)

Chemical Weapons

As defined by Article II of the Convention on the Prohibition of the Development, Production, Stockpiling and Use of Chemical Weapons and on Their Destruction: "Chemical Weapons" means the following, together or separately: (a) Toxic chemicals and their precursors, except where intended for purposes not prohibited under this Convention, as long as the types and quantities are consistent with such purposes; (b) Munitions and devices, specifically designed to cause death or other harm through the toxic properties of those toxic chemicals specified in subparagraph (a), which would be released as a result of the employment of such munitions and devices; (c) Any equipment specifically designed for use directly in connection with the employment of munitions and devices specified in subparagraph (b). (OCHA)

Child mortality rate



The number of children under five years of age dying per 1000 live births in a given year (1).

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Chronemics

The study of how people perceive, structure, and use time as communication. (1)

(1) Glossary of communication, University of Jyväskylä

Chronic Disease

A chronic disease is one that lasts for a long time. During that time, it may be constantly present, or it may go into remission and periodically relapse.

Acute vs. Chronic Disease

Acute conditions are severe and sudden in onset. This could describe anything from a broken bone to an asthma attack. A chronic condition, by contrast is a long-developing syndrome, such as osteoporosis or asthma. Note that osteoporosis, a chronic condition, may cause a broken bone, an acute condition. An acute asthma attack occurs in the midst of the chronic disease of asthma. Acute conditions, such as a first asthma attack, may lead to a chronic syndrome if untreated. (1)

(1) NIH Medline Plus: Acute vs. Chronic Conditions

Civil defense

The system of measures, usually run by a governmental agency, to protect the civilian population in wartime, to respond to disasters, and to prevent and mitigate the consequences of major emergencies in peacetime. The term "civil defense" is now used increasingly. (UN DHA)

Civil defense organization

Any organization that, under the control of a government, performs the functions enumerated in paragraph 61 of Additional Protocol I to the Geneva Conventions of 1949.

Civil military Cooperation (CIMIC)

The coordination and cooperation, in support of the mission, between a military commander and civil actors, including the national population and local authorities, as well as international, national and non-governmental organizations and agencies.

Civil Military Coordination (CMCoord)

The dialogue and interaction between civilian and military actors in humanitarian emergencies that is necessary to protect and promote humanitarian principles, avoid competition, minimize inconsistency, and when appropriate pursue common goals. Basic strategies range from coexistence to cooperation. Coordination is a shared responsibility facilitated by liaison and common training. (OCHA)

Civil society

Civil society is a vital component of governance and decentralization, the one component that is supposed to vigilantly hold those in power accountable and to



promote democracy. Simply put, civil society is that sphere of action independent of the State, within the realm of private sector and civil organizations, capable of stimulating resistance to and change in undemocratic regimes. Civil society organizations include non-governmental organizations, professional and private sector associations and trade unions. They also include families, churches, neighborhood groups, social groups and work groups. The capability and strength of civil society depends on the operation of such organizations.(1)

A problem with civil society in the context of epidemics and pandemics, identified by the HEG Expert Group Report, is that “civil society remains mostly the ‘weak part of the picture’ or an obstacle to good implementation of measures, ‘something to be ‘educated’ and ‘informed’”, most solutions include improved communicating to civil society but no real involvement of its relevant parts in the evaluation and management of the crisis.”. The report raises a number of questions, like: “What processes, pathways or organizational networks could be developed to facilitate interactions with civil society?” and “What could be done to improve civil society’s long term resilience with respect to pandemics”, and suggests possible solutions, such as novel organisational or participatory ways to improve interaction, educational aspects, improvement of fast access to trustworthy information and increased knowledge of cultural and group-specific aspects of perceiving and managing threats. (2)

(1) United Nations Economic and Social Council, Definition of basic concepts and terminologies in governance and public administration, UNESCO Report, E/C.16/2006/4

(2) HEG Expert Group, Science, H1N1 and Society: towards a more pandemic-resilient society, Final Report, 2011

Clarification (communication technique)

“Clarification” facilitates the self-understanding underlying, through oral communication, the emotions associated to content. This is clear both at oral and nonoral communication. “I can see in your eyes that you’re worried”; “From your words I can feel you’re uncertain about what I’m saying”.(1)

(1) TELL ME Project

Closed-ended questions

Closed-ended questions limit the answers of the respondents to response options provided on the questionnaire.

Advantages: time-efficient; responses are easy to code and interpret; ideal for quantitative type of research

Disadvantages: respondents are required to choose a response that does not exactly reflect their answer; the researcher cannot further explore the meaning of the responses

(1) TELL ME Project: Flu from A to Z

Cluster

An aggregation of cases of a disease, injury, or another health condition in a circumscribed area during a particular period without regard to whether the number of cases is more than expected (often the expected number is not known). A cluster refers to a grouping of health-related events that are related temporally and in proximity. Typically, when clusters are recognized, they are reported to public health



departments in the local area. If clusters are of sufficient size and importance, they may be re-evaluated as outbreaks.

Cluster sampling

A sampling design commonly used in retrospective mortality surveys when comprehensive lists of individual households cannot be obtained. Clusters are groups of households of which the first is chosen at random, and the remainder by a rule of proximity (e.g. second closest). In a cluster mortality survey, 30 or more clusters are usually sampled from the target study population, and each cluster usually contains at least 30 households. (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

CNN Factor

Alleged emotional influence of massive and direct television coverage and consequent mass public pressure on governmental decision-making in humanitarian emergency situations ("CNN got us into Somalia, and CNN got us out"). Informed observers tend to challenge this view and hold that media follow government policy steps rather than the other way round (Leitenberg, 1997:16). (FEWER)

Collaborative governance

Collaborative governance brings public and private stakeholders together in collective forums with public agencies to engage in consensus-oriented decision making. After reviewing many cases of collaborative governance across a range of policy sectors, Chris Ansell and Alison Gash identify critical variables that will influence whether or not this mode of governance will produce successful collaboration. These variables include the prior history of conflict or cooperation, the incentives for stakeholders to participate, power and resources imbalances, leadership, and institutional design. They also identify a series of factors that are crucial within the collaborative process itself. These factors include face-to-face dialogue, trust building, and the development of commitment and shared understanding. We found that a virtuous cycle of collaboration tends to develop when collaborative forums focus on "small wins" that deepen trust, commitment, and shared understanding.(1)

(1) Ansell C., Gash A. Collaborative Governance in Theory and Practice, Journal of Public Administration Research and Theory, 18:4, 543-571

Collaborative style.

A problem-solving approach to conflict situations where consulting with affected parties is considered important.(1)

(1) Glossary of communication, University of Jyväskylä

Command and Control

Command and control is a military-derived term that refers to "the exercise of authority and direction by a properly designated commander over assigned and attached forces in the accomplishment of the mission", as described by the US DoD Dictionary of Military and Associated Terms. In management, it refers more generally to the maintenance of authority with somewhat more distributed decision making. The TELL



ME project believes that this top-down approach is no longer tenable in health management since it has not adapted to the stream of information that flow through our interconnected world.

New and more appropriate communication strategies require a participatory governance, where different stakeholders are involved and engaged in a two-way dialogue.

(1) TELL ME Project: Flu from A to Z

Communicable period

The time during which an infectious agent may be transferred directly or indirectly from an infected person to another person, from an infected animal to humans, or from an infected person to animals, including arthropods.

Communication

The mutual process through which persons interpret messages in order to coordinate individual and social meanings. Human manipulation of symbols to stimulate meaning in other humans. The process by which a person, group, organization (the sender) transmits some type of information (the message) to another person, group, organization (the receiver). The simultaneous sharing and creating of meaning through human symbolic action. (1)

(1) Glossary of communication, University of Jyväskylä

Communication flow

The direction (upward, downward, horizontal) messages travel through the networks in an organization.(1)

(1) Glossary of communication, University of Jyväskylä

Communication networks

The patterns of communication flow between individuals in organization / Preestablished patterns dictating who may communicate with whom. (1)

(1) Glossary of communication, University of Jyväskylä

Communication Strategy

Communication strategy represents a systematic series of sustained and coherent activities, conducted across strategic levels that enables understanding of target audiences, identifies effective conduits, and develops and promotes ideas and opinions through those conduits to promote and sustain particular types of behaviour.

Community of Practice (CoP)

A community of practice (CoP) is a group of people who share a concern or a passion for something they do, and learn how to do it better as they interact on a regular basis. The group can evolve naturally because of the members' common interest in a particular domain or area, or it can be created specifically with the goal of gaining knowledge related to their field. It is through the process of sharing information and experiences with the group that the members learn from each other, and have an opportunity to develop themselves personally and professionally.(1)

(1) Wikipedia, the free encyclopedia. Community of practice (visited on 02 June 2014).



Complex Emergency

A multifaceted humanitarian crisis in a country, region or society where there is a total or considerable breakdown of authority resulting from internal or external conflict and which requires a multi-sectoral, international response that goes beyond the mandate or capacity of any single agency and/or the ongoing UN country programme. Such emergencies have, in particular, a devastating effect on children and women, and call for a complex range of responses. (OCHA)

Compliance (medicine)

In medicine, compliance (also called adherence) describes the degree to which a patient correctly follows medical advice. Poor compliance with vaccination or specific treatment remains a major public health issue.

(1) TELL ME Project: Flu from A to Z

Confidentiality

The obligation to keep information secret unless its disclosure has been appropriately authorized by the person concerned or, in extraordinary circumstances, by the appropriate authorities.

Confirmed cases

Cases of illness that have been confirmed by laboratory analysis.

Conflict of interest

A conflict of interest is not easily defined, because standards of morality may differ and have also evolved over time. A widely used general definition is a set of circumstances that creates a risk that professional judgement or actions regarding a primary interest will be unduly influenced by a secondary interest.

Conflict of interest is considered an indicator, a precursor and a result of corruption. Transparency international understands a conflict of interest as a situation where an individual or the entity for which they work, whether a government, business, media outlet or civil society organization, is confronted with choosing between the duties and demands of their position and their own private interests.(1)

ECDC defines “conflict of interest” as a situation in which a person appointed to a function has a personal or vested interest in the outcome of decisions resulting from that function. Consequently, a person must not be involved in any decision during the course of his/her duties with the knowledge that there is an opportunity to further his/her personal interests.(2)

(1) Conflicts of interest in public administration, Library briefing of the European Parliament, 05/02/2013

(2) Guidance document on conflict of interest, ECDC, 2005

Conspiracy theory

A conspiracy theory is a theory that sees important political, social or economic events, as the products of secret plots run by covert group or organization and largely unknown to the general public. Conspiracy theories are often fuelled by urban myths and misinformation, and are quite usual during and following epidemic outbreaks.



(1) TELL ME Project: Flu from A to Z

Contagious

Capable of being transmitted from one person to another by contact or close proximity.

Contagious/communicable disease

Contagious/communicable diseases are infectious diseases communicable by contact with one who has it, with a bodily discharge of such a patient, or with an object touched by such a patient or by bodily discharges (1,2)

(1) Merriam-Webster Dictionary: contagious disease

(2) Merriam-Webster Dictionary: communicable disease

Contingency planning

A management tool used to ensure that adequate arrangements are made in anticipation of a crisis. This is a process of establishing programme objectives, approaches and procedures to respond to situations or events that are likely to occur, including identifying those events and developing likely scenarios and appropriate plans to prepare and respond to them in an effective manner. This is achieved primarily through engagement in a planning process leading to a plan of action, together with follow-up actions. (OCHA)

Controlled media

Those media that the public relations practitioner has actual control over, such as a company newsletter. (1)

(1) Glossary of communication, University of Jyväskylä

Convenience survey

Survey that is not based on a randomly selected, representative sample, but rather on data from households/individuals that can easily be reached or observed (e.g. people standing in a food-distribution queue) (1).

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Coordination

The systematic utilisation of policy instruments to deliver humanitarian assistance in a cohesive and effective manner. Such instruments include: strategic planning; gathering data and managing information; mobilising resources and assuring accountability; orchestrating a functional division of labour in the field; negotiating and maintaining a serviceable framework with host political authorities; and providing leadership. Sensibly and sensitively employed, such instruments inject an element of discipline without unduly constraining action (Larry Minear, Study on the First Gulf Crisis, 1992).

Coordination can be by command, in which strong leadership is accompanied by some sort of authority; by consensus, in which leadership is essentially a function of the capacity to orchestrate a coherent response and to mobilise the key actors around common objectives and priorities; and by default, in the absence of a formal coordination entity involves only the most rudimentary exchange of information and division of labour among the actors (Antonio Donini, UN coordination in Afghanistan,



Mozambique & Rwanda, 1996) There can be three levels of coordination: among organisations, among functions, and within programmes. Observed that money is important for coordination to be effective, and that in fact governments have the obligation to establish and maintain frameworks for coordination. Also observed that in practice, coordination is effective when structures are agreed first, reinforced by dynamic leadership (Marc Somers; EFCT course material on the mechanics of coordination, 2000).

Copyright

The protection of a creative work from unauthorized use. Legal protection from unauthorized use of intellectual property fixed in any tangible medium of expression.

(1)

(1) Glossary of communication, University of Jyväskylä

Corporate image

The impression that people have of an organization. (1)

(1) Glossary of communication, University of Jyväskylä

Corruption

Corruption may be defined as conduct that amounts to: influencing the decisionmaking process of a public officer or authority, or influence peddling, dishonesty or breach of trust by a public officer in the exercise of his duty, insider dealing/conflicts of interests; [and] influence peddling by the use of fraudulent means such as bribery, blackmail, which includes the use of election fraud. It is a form of behavior that deviates from ethics, morality, tradition, law and civic virtue.(1)

(1) United Nations Economic and Social Council, Definition of basic concepts and terminologies in governance and public administration, UNESCO Report, E/C.16/2006/4

Cost-benefit analysis - CBA (benefit-cost analysis - BCA)

A systematic approach to estimating the strengths and weaknesses of alternatives that satisfy transactions, activities or functional requirements for a business. It is a technique that is used to determine options that provide the best approach for the adoption and practice in terms of benefits in labour, time and cost savings etc. (1). The CBA is also defined as a systematic process for calculating and comparing benefits and costs of a project, decision or government policy.

(1) David R., Ngulube P., Dube A., A cost-benefit analysis of document management strategies used at a financial institution in Zimbabwe: A case study, South-African Journal of Information Management, 2013.

Crisis

1. A situation that is perceived as difficult. Its greatest value is that it implies the possibility of an insidious process that cannot be defined in time, and that even spatially can recognize different layers/levels of intensity. A crisis may not be evident, and it demands analysis to be recognized. Conceptually, it can cover both preparedness and response ("crisis management").

2. Time of danger or greater difficulty, decisive turning point (Oxford Pocket Dictionary,



1992).

Crisis and Emergency Risk Communication (CERC)

Crisis and Emergency Risk Communication is an approach to communicating effectively during emergencies. It draws from lessons learned during public health emergencies and research in the fields of public health and emergency risk communication. (1)

CERC is a term used to cover both the urgency of crisis communication and the need to explain risks and benefits to stakeholders and the public. Today's public and stakeholders demand immediate and credible communication in real time during a crisis response. Six principles of effective crisis and risk communication are emphasized:

1. **Be First:** Crises are time-sensitive. Communicating information quickly is almost always important. For members of the public, the first source of information often becomes the preferred source.
2. **Be Right:** Accuracy establishes credibility. Information can include what is known, what is not known, and what is being done to fill in the gaps.
3. **Be Credible:** Honesty and truthfulness should not be compromised during crises.
4. **Express Empathy:** Crises create harm, and the suffering should be acknowledged in words. Addressing what people are feeling, and the challenges they face, builds trust and rapport.
5. **Promote Action:** Giving people meaningful things to do calms anxiety, helps restore order, and promotes a restored sense of control.
6. **Show Respect:** Respectful communication is particularly important when people feel vulnerable. Respectful communication promotes cooperation and rapport. (2)

(1) CDC, Crisis and Emergency Risk Communication website

(2) CDC, Crisis and Emergency Risk Communication manual, 2012

Crisis communications

Methods and policies an organization uses in distributing information when its operations become involved in an emergency situation affecting the public. (1)

(1) Glossary of communication, University of Jyväskylä

Crisis management

The process by which an organization deals with a major event that threatens to harm the organization, its stakeholders, or the general public.

Critical listening

Listening that judges the accuracy of the information presented, determines the reason-ability of its conclusions, and evaluates its presenter. (1)

(1) Glossary of communication, University of Jyväskylä

Cross-cultural communication

Communication of different combinations of people. A cross-cultural communication study might compare and contrast Japanese and American negotiation tactics, for example. (1)

(1) Glossary of communication, University of Jyväskylä



Crude mortality rate (CMR)

Mortality rate among all age groups and due to all causes. Often abbreviated CMR. (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Cultivation (in the field of communication)

The cumulative process by which television fosters beliefs about social reality including the belief that the world is more dangerous and violent than it actually is. Cultivation analysis explains media, especially television, not in cause/effect terms but by describing longer-term tendencies of audiences to adjust their expectations about reality in the direction of prevalent media content. Cultivation theory is the point of view that claims television cultivates, or promotes, a view of social reality that may be inaccurate, but that viewers nonetheless assume reflects real life. (1)

(1) Glossary of communication, University of Jyväskylä

Cultural imperialism

The practice of systematically spreading the influence of one culture over others by means of physical and economic domination. Usually involves an assumption of cultural superiority (ethnocentrism). (1)

(1) Glossary of communication, University of Jyväskylä

Cytopathic effects (CPE)

Morphological changes in cells caused by viral infection; the responsible virus is said to be cytopathogenic.

D

DALY

One DALY can be thought of as one lost year of "healthy" life. The sum of these DALYs across the population, or the burden of disease, can be thought of as a measurement of the gap between current health status and an ideal health situation where the entire population lives to an advanced age, free of disease and disability.(1) The disability-adjusted life year (DALY) is a measure of overall disease burden, expressed as the number of years lost due to ill-health, disability or early death. Originally developed by Harvard University for the World Bank in 1990, the World Health Organization subsequently adopted the method in 1996 as part of the Ad hoc Committee on Health Research "Investing in Health Research & Development" report. The DALY is becoming increasingly common in the field of public health and health impact assessment (HIA). It "extends the concept of potential years of life lost due to premature death...to include equivalent years of 'healthy' life lost by virtue of being in states of poor health or disability." In so doing, mortality and morbidity are combined into a single, common metric. (2)

(1) WHO Metrics

(2) Wikipedia: Disability-adjusted life years (Visited on 05 January 2015)

Death rate



Equivalent to mortality rate (some authors prefer the former).(1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Decentralization

In governance and public administration, decentralization is commonly regarded as a process through which powers, functions, responsibilities and resources are transferred from central to local governments and/or to other decentralized entities. It is a broad concept that can be both a means to improve the efficiency and effectiveness of public services, and a way to promote the broader values of pluralistic, participatory democracy.(1)

(1) United Nations Economic and Social Council, Definition of basic concepts and terminologies in governance and public administration, UNESCO Report, E/C.16/2006/4

Decide Announce Defend (DAD)

DAD is the Decide-Announce-Defend management approach, sometimes ending up as DADA (Decide-Announce-Defend-Abandon). It is based on the analysis of an issue by a group of experts, whose decisions will be get made through a well-defined hierarchy, even if not everyone agrees with them.

This approach is considered a good method for emergencies, due to its quickness, but is not well suited to a) situations where a wide range of technical, social, cultural and economic factors are influencing the current situation and the various possible alternatives to it; b) where successful implementation involves a lot of people; c) where these people are not in an obvious command structure, but can choose whether to cooperate.

In some contexts – traffic congestion, water supply, domestic energy use, waste reduction, renewable generation, flood risk management – the DAD approach is guaranteed to generate resistance to even the best ideas. Resistance eats up time and resources because it needs a response. The time spent overcoming resistance and defending the solutions against opponents often delays implementation and can lead to the plans being abandoned. (1)

(1) TELL ME Project: Flu from A to Z

Declaration of Disaster

Official issuance of a state of emergency upon the occurrence of a large-scale calamity, in order to activate measures aimed at the reduction of the disaster's impact. (UN DHA)

Defensive communication

Behavior which occurs when a person perceives or anticipates threat in interaction. (1)

(1) Glossary of communication, University of Jyväskylä

Democracy

In its ideal sense, democracy is the notion that ‘the people’ should have control of the government ruling over them. This ideal is pursued by implementing a system of voting such that the majority of people rule, either directly or indirectly through elected representatives.



Ideally, democracy encompasses not only a civilian, constitutional, multiparty regime, with regular, free and fair elections and universal suffrage, but organizational and informational pluralism; extensive civil liberties (freedom of expression, freedom of the press, freedom to form and join organizations); effective power for elected officials; and functional autonomy for legislative, executive and judicial organs of government.(1)

(1) Diamond, Larry, "Promoting Democracy in the 1990s: Actors and Instruments, Issues and Imperatives", Report to the Carnegie Commission on Preventing Deadly Conflict, December 1995

Disaster

A serious disruption of the functioning of a community or a society causing widespread human, material, economic or environmental losses which exceed the ability of the affected community or society to cope using its own resources.

Disasters are "deadly, destructive, and disruptive events that occur when a hazard interacts (or multiple hazards interact) with human vulnerability" (1).

(1) McEntire, D. A. (2007). Disaster response and recovery: Strategies and tactics for resilience. Hoboken, NJ: John Wiley & Sons

Discrimination

Distinction between individuals not based on legitimate terms; arbitrary bias for or against an individual or a group that fails to take true account of their characteristics or treat an individual or a group in a just and equitable manner. Discrimination can be based on age, birth, color, creed, disability, ethnic origin, familial status, gender, language, marital status, political or other opinion, public assistance, race, religion or belief, sex, or sexual orientation.

Disease

Disease

An impairment of the normal state of the living animal or plant body or one of its parts that interrupts or modifies the performance of the vital functions, is typically manifested by distinguishing signs and symptoms, and is a response to environmental factors (as malnutrition, industrial hazards, or climate), to specific infective agents (as worms, bacteria, or viruses), to inherent defects of the organism (as genetic anomalies), or to combinations of these factors (1)

Diseases may be characterized as infectious / communicable / non-communicable, acute / chronic, mild / severe,

Infectious disease

Infectious diseases are caused by pathogenic microorganisms, such as bacteria, viruses, parasites or fungi;. (2) Some — but not all — infectious diseases spread directly from one person to another. Infectious diseases that spread from person to person are said to be contagious/communicable (5)

Contagious/communicable disease

Contagious/communicable diseases are infectious diseases communicable by contact with one who has it, with a bodily discharge of such a patient, or with an object touched by such a patient or by bodily discharges (3,4)

Noncommunicable diseases

Noncommunicable diseases (NCDs), are not passed from person to person. (6)



Acute and Chronic Disease

Acute conditions are severe and sudden in onset. This could describe anything from a broken bone to an asthma attack. A chronic condition, by contrast is a long-developing syndrome, such as osteoporosis or asthma. Note that osteoporosis, a chronic condition, may cause a broken bone, an acute condition. An acute asthma attack occurs in the midst of the chronic disease of asthma. Acute conditions, such as a first asthma attack, may lead to a chronic syndrome if untreated. (1)

Mild and Severe diseases

Diseases are also characterized as mild/severe, with definitions depending on the clinical manifestations of the respective disease.

- (1) Merriam-Webster Dictionary: disease
- (2) WHO: Infectious diseases
- (3) Merriam-Webster Dictionary: contagious disease
- (4) Merriam-Webster Dictionary: communicable disease
- (5) kidshealth.org: infectious disease
- (6) WHO: Non-communicable disease
- (7) NIH Medline Plus: Acute vs. Chronic Conditions

Disease burden

The impact of a health problem as measured by financial cost, mortality, morbidity, or other indicators. It is often a qualitative (rather than quantitative) indicator.

Disease Severity

Diseases are characterized as mild/severe, with definitions depending on the clinical manifestations of the respective disease.

Distributive justice/global justice

This ethical principle requires that the risks, benefits, and burdens of public health action be fairly distributed. (1) view distributive justice as the “fair, equitable, and appropriate distribution in society determined by justified norms that structure the terms of social cooperation”. Global justice is social justice on a global scale and it requires countries, particularly developed countries, to ensure not only that their own citizens are protected, but also that other countries, particularly developing countries, have the means to protect their citizens.

- (1) Beauchamp and Childress, Principles of Biomedical Ethics, Oxford University Press, 2001

Droplet spread

The direct transmission of an infectious agent by means of the aerosols produced in sneezing, coughing, or talking that travel only a short distance before falling to the ground. When a sick person sneezes, infection is carried at a distance of 2-3 meters.

Dual Use Concern

Dual use research of concern: research that, based on current understanding, can be reasonably anticipated to provide knowledge, products, or technologies that could be directly misapplied by others to pose a threat to public health, agriculture, plants, animals, the environment, or materiel (1)



- (1) The white house Office of science and technology policy :
<http://www.whitehouse.gov/administration/eop/ostp/nstc/biosecurity>

E

E-democracy

The utilization of electronic communication technologies, such as the Internet, in enhancing democratic processes within a democratic republic or representative democracy. It is a political development still in its infancy.(1)

- (1) United Nations Economic and Social Council, Definition of basic concepts and terminologies in governance and public administration, UNESCO Report, E/C.16/2006/4

E-government

Electronic Government' (or in short 'e-Government') essentially refers to 'The utilization of Information Technology (IT), Information and Communication Technologies (ICTs), and other web-based telecommunication technologies to improve and/or enhance on the efficiency and effectiveness of service delivery in the public sector.' (Jeong, 2007). e-Government promotes and improves broad stakeholders contribution to national and community development, as well as deepen the governance process.

The concept of e-government includes two aspects: e-readiness, which is the generic capacity or aptitude of the public sector to use information and communications technology (ICT) for encapsulating in public services and deploying to the public high quality information (explicit knowledge) and effective communication tools that support humand development; and e-participation, which refers to the willingness, on the part of government, to use ICT to provide high quality information (explicit knowledge) and effective communication tools for the specific purpose of empowering people to participate in consultations and decision making, both in their capacity as consumers of public services and as citizens;(1)

- (1) United Nations Economic and Social Council, Definition of basic concepts and terminologies in governance and public administration, UNESCO Report, E/C.16/2006/4

Early action

Often used in conjunction with 'early warning', the term refers to either 'preventive action' or 'early response action'. "Processes of consultation, policy making, planning, and action to reduce or avoid armed conflict. These processes include: i) diplomatic/political; ii) military/security; iii) humanitarian; and iv) development/ economic activity." (Diller, 1997:7). (FEWER)

Early warning

The provision of timely and effective information, through identified institutions, that allows individuals exposed to a hazard to take action to avoid or reduce their risk and prepare for effective response. (ISDR)

Early warning system

A disease surveillance and response system designed to detect as early as possible any departure from the usual or normally-observed frequency or phenomenon. The set of capacities is needed to provide timely and meaningful information to enable



individuals and communities threatened by hazards to act in sufficient time and in an appropriate manner to reduce the possibility of personal injury, loss of life and livelihoods, damage to property and the environment, and to prepare for effective response. Comment: This definition encompasses the factors that lead to effective response. A people centred early warning system necessarily comprises four key elements - knowledge of the risks, monitoring and analysis of the hazards, communication or dissemination of alerts and warnings, and local capabilities to respond to the warnings received. (ISDR)

Ebola

Ebola hemorrhagic fever is caused by a virus. It is a severe and often fatal disease. It can affect humans and other primates. Researchers believe that the virus first spreads from an infected animal to a human. It can then spread from human to human through direct contact with a patient's blood or secretions.

Symptoms of Ebola may appear anywhere from 2 to 21 days after exposure to the virus. Symptoms usually include

- Fever
- Headache
- Joint and muscle aches
- Weakness
- Diarrhea
- Vomiting
- Stomach pain
- Lack of appetite

Other symptoms including rash, red eyes, and internal and external bleeding, may also occur.

The early symptoms of Ebola are similar to other, more common, diseases. This makes it difficult to diagnose Ebola in someone who has been infected for only a few days. However, if a person has the early symptoms of Ebola and there is reason to suspect Ebola, the patient should be isolated. It is also important to notify public health professionals. Lab tests can confirm whether the patient has Ebola.

There is no cure for Ebola. Treatment involves supportive care such as fluids, oxygen, and treatment of complications. Some people who get Ebola are able to recover, but many do not. (1)

See also: Viral hemorrhagic fever.

Ebola virus as a possible weapon for bioterrorism (category A). However, the General Accounting Office, the investigative arm of the US Congress, in a 1999 report considered Ebola virus to be an "unlikely" biologic threat for terrorism, because the virus is very difficult to obtain and process, unsafe to handle, and relatively unstable. The current 2014 Ebola virus disease (EVD) outbreak that began in Guinea in December 2013 is the largest one ever recorded. For up-to-date information regarding the outbreak, we suggest the WHO website (2) and the Science magazine open access area (3), which includes a selection of research articles on the topic and feature articles:

(1) NIH Medline Plus: Ebola

(2) WHO: Disease outbreak news: Ebola virus disease

(3) Science Magazine: Ebola



Effectiveness

1. The process through which activities are undertaken at the most appropriate level and with the most valuable execution (GIGNOS, 2004)
2. A measure of the extent to which a specific intervention, procedure, regimen, or service, when deployed in the field in routine circumstances, does what it is intended to do for a specific population; a measure of the extent to which a health care intervention/activity fulfills its objectives.

Emergency

A sudden and usually unforeseen event that calls for immediate measures to minimize its adverse consequences. (UN DHA). Emergency is a term describing a state. It is a managerial term, demanding decision and follow-up in terms of extra-ordinary measures (Oxford Pocket Dictionary, 1992). A "state of emergency" demands to "be declared" or imposed by somebody in authority, who, at a certain moment, will also lift it. Thus, it is usually defined in time and space, it requires threshold values to be recognized, and it implies rules of engagement and an exit strategy. Conceptually, it relates best to Response.

Emergency department

The department of a hospital responsible for the provision of medical and surgical care to patients arriving at the hospital in need of immediate care. Emergency department personnel may also respond to certain situations within the hospital such as cardiac arrests. The emergency department is also called the emergency room or ER.

Emergency management (Disaster management)

The organization and management of resources and responsibilities for addressing all aspects of emergencies, in particular preparedness, response and rehabilitation. Comment: Emergency management involves plans and institutional arrangements to engage and guide the efforts of government, voluntary and private agencies in a comprehensive and coordinated way to respond to the whole spectrum of emergency needs. (ISDR)

Emergency preparedness

Actions taken in anticipation of an emergency to facilitate rapid, effective and appropriate response to the situation. (1)

(1) Inter-Agency Contingency Planning Guidelines for Humanitarian Assistance 2001.

Emergency relief

The immediate survival assistance to the victims of crisis and violent conflict. Most relief operations are initiated on short notice and have a short implementation period (project objectives are generally completed within a year). The main purpose of emergency relief is to save lives. (UNHCR)

Emergency services

Emergency services are the set of specialized agencies that have specific responsibilities and objectives in serving and protecting people and property in



emergency situations. Comment: Emergency services include agencies such as the Police, Fire Service, medical and ambulance units, Red Cross and Red Crescent, and relevant voluntary organizations. (ISDR)

Emergency threshold

Mortality rate above which an emergency is said to be occurring. Usually taken as a crude mortality rate of 1 per 10 000 per day, or as an under-five mortality rate of 2 per 10 000 per day (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Empathic listening

Listening to understand what another person is thinking and feeling. Empowerment. The passing of responsibility and authority from managers to employees. (1)

In terms of communication with patients, listening can be activated through the development of bidirectional communicative channels able to facilitate information flows and useful exchange so as to understand the patient's informative needs, his/her worries and for supporting the choices that justify the use of either some interventions or the others.

Interpersonal relationship generally represents the most effective way to implement the bidirectional exchange, so as to listen and deepen risk perception level, personal experience, information acquired, poor areas and to create the basis for a relationship of trust and cooperation.

Within the interpersonal context, it is possible to use a specific method called empathic mirroring which, through adequate communicative techniques, can ease the listening, thus favoring the focusing on the point of view of the other and on risk perception (Giampaoli S, 2005). Crucial techniques of empathic mirroring are as follows: reformulation, clarification, ability in questions, use of first person messages ("I think that", "According to me").(2)

(1) Glossary of communication, University of Jyväskylä

(2) Talking about prevention in case of pandemics: information and strategies for healthcare professionals

Empathic Listening (Communication technique)

Empathic listening is based not only on the collection of clinical information but also on the appraisal of the experience of the patient, his/her family background and the inevitable doubts and uncertainties that accompany the daily practice. The setting and the debate between the main characters of the "story" is a useful system to generate contextualized questions and encourage taking specific decisions to organize the new knowledge (1)

(1) TELL ME Project

Encephalitis

Inflammation of the brain, which may be caused by a bacterium, a virus, or an allergic reaction. Some forms of viral encephalitis are contagious. Encephalitis usually runs a short course, with full recovery within a week, but can cause brain damage and death. Treatment of encephalitis must begin as early as possible to avoid potentially serious



and lifelong effects. Depending on the cause of the inflammation, treatment may include use of antibiotics, antiviral medications, and anti-inflammatory drugs. If brain damage results from encephalitis, therapy (such as physical therapy or cognitive restoration therapy) may help patients regain lost functions. Some viral encephalitis agents: alphaviruses (e.g., Venezuelan equine encephalitis, eastern equine encephalitis, western equine encephalitis) are category B bioterrorism agents.

Endemic

(from Greek ἐν en "in, within" and δῆμος demos "people") – The constant presence of an agent or health condition within a given geographic area or population; can also refer to the usual prevalence of an agent or condition. In epidemiology, an infection is said to be endemic in a population when that infection transmission is maintained in the population without the need for external inputs.

Engaged governance

Engaged governance is a governance strategy that links citizens more directly into the decision-making process of the State in order to enable them to influence the public policies and programmes in a manner that impacts more positively on their social and economic lives.

Epidemic

From the Greek "epi-", "upon" + "demos", "people or population" = "epidemos" = "upon the population". The occurrence of more cases of disease or other health condition than expected in a given area or among a specific group of persons during a particular period. Usually, the cases are presumed to have a common cause or to be related to one another in some way. In epidemiology, an epidemic occurs when new cases of a certain disease, in a given human population, and during a given period, substantially exceed what is expected based on recent experience. The number of cases indicating the presence of an epidemic varies according to the agent, size, and type of population exposed, previous experience or lack of exposure to the disease, and time and place of occurrence.

See also: Endemic; Pandemic.

Note: The definitions of outbreak, epidemic, and pandemic, given in this Glossary, are the classical epidemiologic definitions. However, as overuse of these terms not only in professional literature, but also in the media, has led to ambiguity in the perception of their meaning by audiences. In this respect, when using the terms, one must take care to clarify the specifics of the respective situation in terms of geographic spread, severity and case-fatality ratio.

Epidemic curve

A histogram that displays the course of an outbreak or epidemic by plotting the number of cases according to time of onset.

Epidemic Intelligence

Epidemic Intelligence can be defined as the process to detect, verify, analyze, assess and investigate public health events that may represent a threat to public health. Providing early warning signals is a main objective of public health surveillance



systems. Epidemic intelligence encompasses activities related to early warning functions but also signal assessments and outbreak investigation. It aims to speed up detection of potential health threats and allow timely response.

Epidemic period

The time span of an outbreak or epidemic.

Epidemic threshold

The critical number or density of susceptible hosts required for an epidemic to occur. The epidemic threshold is used to confirm the emergence of an epidemic so as to step up appropriate control measures. Epidemic threshold is widely used to assess the minimal level of vaccination coverage needed to stop a vaccine preventable agent.

Epidemiological Surveillance

Epidemiological surveillance is a key element in epidemiology and consists of constant surveillance and monitoring of different indicators from different countries and areas around the world.

(1) TELL ME Project: Flu from A to Z

Epidemiology

Epidemiology is the study of the distribution and determinants of health-related states or events (including disease); it is useful to the control diseases and other health problems.

Equity

The fair distribution of benefits and burdens. In some circumstances, an equal distribution of benefits and burdens will be considered fair. In others, the distribution of benefits and burdens according to individual or group need will be considered fair. For example, in some circumstances, it may be equitable to give preference to those who are worst off, such as the poorest, the sickest, or the most vulnerable. Inequities are differences in health that are unnecessary, avoidable, and are considered unfair and unjust.

Ethical consideration

A decision made with the morals and social values of a given person or group in mind. The decision usually involves avoiding acts or procedures that may compromise the moral values of the group of people or individual person being considered.

Ethical issue

A problem or situation that requires a person or organization to choose between alternatives that must be evaluated as right (ethical) or wrong (unethical).

Ethical resource allocation in pandemics

In a pandemic setting, excess demand on ordinary healthcare resources and services is expected. Access to ventilators, vaccines, antivirals, and other necessary resources in hospitals and in the community will need to be prioritized. Clinical criteria is



insufficient in priority setting. Value - based decisions in a pandemic setting need to be made.

The ethical goals of resource allocation or priority setting are legitimacy, fairness, and equity. Research indicates the following parameters are acceptable to the public in resource allocation decisions: need, survivability, and social value. Need takes into consideration not just the sickest person; persons who are responsible for caring for others may take priority. Social utility of individuals (healthcare workers, critical infrastructure workers, etc.) who are sick is a key concept in prioritizing. Establishing transparent priority setting criteria in advance of a crisis is another key concept, to enforce fairness and public trust in priority setting. There is public consensus that priority should be given to healthcare workers, whose social utility value is high; and whose risk assumption is high. Research indicates there is public consensus that children should be given second priority after healthcare workers. The WHO (2008) emphasizes that priority setting is typically based on the principle of efficiency (saving most lives), which prioritizes protecting individuals responsible for caring the sick, and is not necessarily based on prioritizing resources for the “sickest”. The principle of equity is typically a failed principle in priority setting because equitable distribution of resources may not achieve the goals of public safety in pandemic situations.

In the WHO report “Ethical Considerations in Developing a Public Health Response to Pandemic Influenza”, the elements of a fair process for setting priorities are described (http://www.who.int/csr/resources/publications/WHO_CDS_EPR_GIP_2007_2c.pdf):

- Publicity: The process, including the rationale for setting priorities, must be made public and transparent; consultations and public hearings should be held. Publicity and involvement of key stakeholders are particularly important in contexts where policy and programmatic decisions occur in a multi-actor environment and affect large parts of the population.

- Relevance: The affected stakeholders must view as relevant the reasons, principles and evidence that form the basis of the rationale for fair decision-making on priorities.

- Reversibility and appeals mechanisms: In the case of new evidence and arguments, the process must allow for reconsidering and revising decisions. It must allow for an appeals process that protects those who have legitimate reasons for being an exception to the adopted policies.

- Enforcement or regulation: There must be a mechanism in place that ensures that the previous three conditions are met.

Source: <http://ukhealthcare.uky.edu/uploadedfiles/UKpandemicethicsresource.pdf>

Ethics

The field of ethics (or moral philosophy) involves systematizing, defending, and recommending concepts of right and wrong behavior. Philosophers today usually divide ethical theories into three general subject areas: metaethics, normative ethics, and applied ethics. Metaethics investigates where our ethical principles come from, and what they mean. Are they merely social inventions? Do they involve more than expressions of our individual emotions? Metaethical answers to these questions focus on the issues of universal truths, the will of God, the role of reason in ethical judgments, and the meaning of ethical terms themselves. Normative ethics takes on a more practical task, which is to arrive at moral standards that regulate right and wrong conduct. This may involve articulating the good habits that we should acquire, the



duties that we should follow, or the consequences of our behavior on others. Finally, applied ethics involves examining specific controversial issues, such as abortion, infanticide, animal rights, environmental concerns, homosexuality, capital punishment, or nuclear war.

By using the conceptual tools of metaethics and normative ethics, discussions in applied ethics try to resolve these controversial issues. (1)

(1) Internet Encyclopedia of Philosophy, Ethics

European Convention on Human Rights (ECHR)

(formally the Convention for the Protection of Human Rights and Fundamental Freedoms). An international treaty to protect human rights and fundamental freedoms in Europe. Drafted in 1950 by the then newly formed Council of Europe, the convention entered into force on 3 September 1953. All Council of Europe member states are party to the Convention and new members are expected to ratify the convention at the earliest opportunity.

European Convention on Human Rights

European Union Agency for Fundamental Rights

(also known as the Fundamental Rights Agency; FRA). One of the EU's decentralised agencies, set up to provide expert advice to the institutions of the EU and the Member States on a range of issues. FRA helps to ensure that the fundamental rights of people living in the EU are protected.

Evaluation

Systematic and objective examination of activities to determine their relevance, effectiveness, impact, and performance against fixed objectives.

Evaluative listening

Listening to judge or analyze information. (1)

(1) Glossary of communication, University of Jyväskylä

Evidence-based medicine (EBM)

The conscientious, explicit and judicious use of current best evidence in making decisions about the care of individual patients. The use of mathematical estimates of the risk of benefit and harm, derived from high-quality research on population samples, to inform clinical decision-making in the diagnosis, investigation or management of individual patients. To broaden its application from individual patients to health care services in general and to allied health professions, it is also known as evidence-informed healthcare or evidence-based health care. The clinical approach is known as evidence-based practice.

Excess mortality, excess mortality rate

Mortality above what would be expected based on the non-crisis mortality rate in the population of interest. Excess mortality is thus mortality that is attributable to the crisis conditions, the common use of EM in diseases trend analysis as the seasonal ones. It can be expressed as a rate (the difference between observed and non-crisis mortality rates), or as a total number of excess deaths.



(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Exigent circumstances

Situations that demand unusual or immediate action and thus allow people to circumvent usual procedures.

Expertise

Expert skill or knowledge in a particular field.

Exposure

A state of contact or close proximity to a chemical, pathogen, radioisotope or another substance by ingesting, breathing, or direct contact - e.g., on skin or eyes; exposure may be short term - acute - or long term - chronic.

F

Fair innings argument

This argument reflects the idea that everyone is entitled to some "normal" span of life years. According to this argument, younger persons have stronger claims to life-saving interventions than older persons because they have had fewer opportunities to experience life. The implication is that saving one year of life for a young person is valued more than saving one year of life for an older person.

Fallacy

Arguments that are flawed because they do not follow the rules of logic. (1)

(1) Glossary of communication, University of Jyväskylä

Fear mongering

Fear mongering (or scaremongering or scare tactics) is the use of fear to influence the opinions and actions of others towards some specific end. The feared object or subject is sometimes exaggerated, and the pattern of fear mongering is usually one of repetition, in order to continuously reinforce the intended effects of this tactic, sometimes in the form of a vicious circle.

Advertisers have also entered the arena with their discovery that "fear sells". Ad campaigns based on fear, sometimes referred to as shockvertising, have become increasingly popular in recent years. Fear is a strong emotion and it can be manipulated to steer people into making emotional rather than reasoned choices. From car commercials that imply that having fewer airbags will cause your family harm, to disinfectant commercials that show bacteria lurking on every surface, fear-based advertising works. While using fear in ads has generated some negative reactions by the public, there is evidence to show that "shockvertising" is a highly effective persuasion technique. (1)

(1) Wikipedia: Fear mongering (Visited on 05 January 2015)

Feedback

Any message that aids a communicator in evaluating the success of previous message



(s). The responses of the receiver that shape and alter subsequent messages from the source. (1)

(1) Glossary of communication, University of Jyväskylä

Filoviridae

A family of viruses that cause hemorrhagic fever. Filoviruses have single - stranded RNA as their genetic material. Ebola virus and the Marburg virus are both filoviruses. See Viral hemorrhagic fever.

First aid

The immediate but temporary care given on site to the victims of an accident or sudden illness in order to avert complications, lessen suffering, and sustain life until competent services or a physician can be obtained. (UN DHA)

Flash Appeal

The Flash Appeal is a tool for structuring a coordinated humanitarian response for the first three to six months of an emergency. The UN Humanitarian Coordinator triggers it in consultation with all stakeholders. The Flash Appeal is issued within one week of an emergency. It provides a concise overview of urgent life saving needs, and may include recovery projects that can be implemented within the timeframe of the Appeal.

Flaviviridae

See Viral hemorrhagic fever. A family of viruses transmitted by mosquitos and ticks that cause some important diseases, including dengue, yellow fever, tick-borne encephalitis virus, and West Nile fever. The flaviviruses are positive-strand RNA viruses containing three structural proteins and a host-derived lipid bilayer.

Flu Wiki

The purpose of the Flu Wiki is to help local communities prepare for and perhaps cope with a possible influenza pandemic. This is a task previously ceded to local, state and national governmental public health agencies. The goal is to be:

- a reliable source of information, as neutral as possible, about important facts useful for a public health approach to pandemic influenza;
- a venue for anticipating the vast range of problems that may arise if a pandemic does occur;
- a venue for thinking about implementable solutions to foreseeable problems.

(1) TELL ME Project: Flu from A to Z

FluID

FluID is a global platform for data sharing developed by the WHO. It links regional influenza epidemiological data into a single global database. The platform provides connections between existing databases and can also be used to enter data directly through a web-based interface, if desired. It complements the existing virological data collection tool FluNet. The platform accommodates both qualitative and quantitative data which facilitates the tracking of global trends, spread, intensity, and impact of influenza. These data are made freely available to health policy makers in order to assist them in making informed decisions regarding the management of influenza.



(1) TELL ME Project: Flu from A to Z

Food poisoning

Illness resulting from eating food or drinking water containing poisonous substances including bacteria, viruses, pesticides, or toxins. Symptoms generally begin within 2 to 6 hours and include abdominal cramping, diarrhea, fever, headache, nausea, vomiting, and weakness.

Forecast

Statement or statistical estimate of the occurrence of a future event. This term, as well as the term “prediction”, is used with different meanings in different disciplines. (UN DHA)

Fundamental rights

A generally regarded set of legal protections in the context of a legal system, wherein such system is itself based upon this same set of basic, fundamental, or inalienable rights. Such rights thus belong without presumption or cost of privilege to all human beings under such jurisdiction. The concept of human rights has been promoted as a legal concept in large part owing to the idea that human beings have such "fundamental" rights, such that transcend all jurisdiction, but are typically reinforced in different ways and with different emphasis within different legal systems.

G

Gatekeeper.

Any person (or group) who controls what media material eventually reaches the public. Editor, reporter, news director, or other person who decides what material is printed, broadcast, or otherwise offered to the public. Individual who controls the flow of information to a group of people. An individual who is positioned within a communication network so as to control the messages flowing through communication channels. A filter between source/receivers in the mechanistic model of communication. (1)

(1) Glossary of communication, University of Jyväskylä

Gender

Gender refers to socially constructed roles, behaviours, activities, and attributes that a given society considers appropriate for men and women. Sex refers to the biological and physiological characteristics that define men and women, boys and girls. The role of gender and sex disparities in immunization coverage has been subject to much debate in recent years with terminology often used interchangeably (WHO 2010b). Differences based on sex and gender are important for understanding and improving outcomes and uptake rates for vaccination. A gender-specific focus can be described as “research [that] comes from an approach that is considerate of the multifaceted nature of gender” (Beetham and Demetriades 2007, p. 199). Gender in health care research is, while almost always present as a variable, not necessarily clearly recognised or accurately analysed (1)

As race, class, age, ethnic group, etc. the notion of gender needs to be understood clearly as a cross-cutting socio-cultural variable. Gender refers to social attributes that are learned or acquired during socialisation as a member of a given community. Gender is therefore an acquired identity. Because these attributes are learned



behaviours, they are context/ time-specific and changeable (with increasing rapidity as the rate of technological change intensifies), and vary across cultures. Gender therefore refers to the socially given attributes, roles, activities, responsibilities and needs connected to being men (masculine) and women (feminine) in a given society at a given time, and as a member of a specific community within that society. Women and men's gender identity determines how they are perceived and how they are expected to think and act as men and women. Gender determines what is expected, allowed and valued in a woman or a man in a given context. In most societies there are differences and inequalities between women and men in responsibilities assigned, activities undertaken, access to and control over resources, as well as decision-making opportunities. Other important criteria for socio-cultural analysis include class, race, poverty level, ethnic group and age. (2,3)

In striving to achieve the highest standard of health for all, our society's health policies must recognise that women and men - due to their biological differences, their access to resources - have different needs and are faced with different obstacles and opportunities. Socially constructed inequalities or gender differences between males and females also play a central role in determining if individuals can realise their potential for long, healthy lives. By acknowledging the interaction between sex and gender, possibilities open up for improved health care.

(1) ASSET Report on Gender Issues in Pandemics and Epidemics

(2) Gender Mainstreaming Learning & Information Pack, UNDP

(3) Concepts and Definitions prepared by the Office of the Special Adviser on Gender Issues and Advancement of Women (OSAGI)

Gender dynamics

Refers to the relationships and interactions between and among boys, girls, women, and men. Gender dynamics are informed by socio-cultural ideas about gender and the power relationships that define them. Depending upon how they are manifested, gender dynamics can reinforce or challenge existing norms.

Gender equality

Refers to the equal rights, responsibilities and opportunities of women and men and girls and boys. Equality does not mean that women and men will become the same but that women's and men's rights, responsibilities and opportunities will not depend on whether they are born male or female. Gender equality implies that the interests, needs and priorities of both women and men are taken into consideration, recognizing the diversity of different groups of women and men. (1)

(1) United Nations and Gender Mainstreaming Learning and Information Pack, UNDP

Gender equity

Fairness of treatment for women and men, according to their respective needs. This may include equal treatment that is different but which is considered equivalent in terms of rights, benefits, obligations and opportunities. In the development context, a gender equity goal often requires built-in measures to compensate for the historical and social disadvantages of women. Gender equity denotes an element of interpretation of social justice, usually based on tradition, custom, religion or culture, which is most often to the detriment to women. Such use of equity in relation to the



advancement of women is unacceptable. (1)

(1) International Fund for Agricultural Development, Gender Glossary, 2001.

Gender gap

The gap in any area between women and men in terms of their levels of participation, access, rights, remuneration or benefits.

Gender impact assessment

Examining policy proposals to see whether they will affect women and men differently, with a view to adapting these proposals to make sure that discriminatory effects are neutralised and that gender equality is promoted.

Gender Inequality

Gender inequality refers to unequal treatment or perceptions of individuals based on their gender. It arises from differences in socially constructed gender roles as well as biologically through chromosomes, brain structure, and hormonal differences. (1)

(1) Wikipedia: Gender Inequality (Visited on 05 January 2015)

Gender mainstreaming

Mainstreaming a gender perspective is the process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, in all areas and at all levels. It is a strategy for making women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetuated. The ultimate goal is to achieve gender equality.(1)

(1) ECOSOC agreed conclusions 1997/2

Gender needs/interests

Women and men have different roles and responsibilities and therefore have different interests/needs. These are called gender interests/needs, practical and strategic. Practical and strategic gender interests/needs should not be seen as separate, but rather as a continuum.

Gender norms

Gender norms are the accepted attributes and characteristics of male and female gendered identity at a particular point in time for a specific society or community. They are the standards and expectations to which gender identity generally conforms, within a range that defines a particular society, culture and community at that point in time. Gender norms are ideas about how men and women should be and act. Internalized early in life, gender norms can establish a life cycle of gender socialization and stereotyping.(1)

(1) Gender Equality, UN Coherence and You (UNDP, UNFPA, UNICEF, UN Women)

Gender relations

The social relationships between women and men. Gender relations are simultaneously relations of co-operation, connection, and mutual support, and of



conflict, separation and competition, of difference and inequality. Gender relations are concerned with how power is distributed between the sexes. They create and reproduce systemic differences in men’s and women’s position in a given society. They define the ways in which responsibilities and claims are allocated and the way in which each are given a value.

The term “gender relations” also refers to the relationships between people and their broader community, if these relationships vary with the sex of the people concerned.

(1)

(1) Gender Mainstreaming Learning & Information Pack, UNDP

Gender Relations and gender identity (Changes)

Gender roles and characteristics in almost all societies have undergone many recent adjustments and changes in response to technological change, which has led to massive economic and social changes in all parts of the world. Changes in gender roles and relations often meet resistance, in particular from cultural forces of tradition. Anticipating and preparing for most likely forms of resistance in relation to change in activities or the status and position of women is a valuable part of a project’s gender strategy.

Gender analysis can demonstrate that change in certain aspects of social roles and relations between women and men can improve the quality and conditions of life for everyone. (1)

(1) Gender Mainstreaming Learning and Information Pack, UNDP

Gender roles

The social and behavioral norms that are generally considered appropriate by a particular society for either a man or a woman in a social or interpersonal relationship. Gender roles are predominantly considered within a family context as well as within society in general and may collectively be referred to as gender stereotypes. There is ongoing debate as to which gender differences in behavior and personality are due to the innate personality of the person and which are due to cultural or social factors, and are therefore the product of socialization, or to what extent gender differences are due to biological and physiological differences.

Gender roles are learned behaviours in a given society/community, or other special group, that condition which activities, tasks and responsibilities are perceived as male and female. Gender roles are affected by age, class, race, ethnicity, religion and by the geographical, economic and political environment. Changes in gender roles often occur in response to changing economic, natural or political circumstances, including development efforts. (1)

(1) Gender Mainstreaming Learning & Information Pack, UNDP

Gender roles: Community managing role

Activities undertaken primarily by men at the community level, organizing at the formal political level, often within the framework of national politics. This work is usually undertaken by men and may be paid directly or result in increased power and status.

Gender Roles: Productive roles

Refer to the activities carried out by men and women in order to produce goods and



services either for sale, exchange, or to meet the subsistence needs of the family.

Gender roles: Reproductive roles

Refer to the activities needed to ensure the reproduction of society's labour force. This includes child bearing, rearing, and care for family members such as children, elderly and workers. These tasks are done mostly by women.

Gender roles: Triple role/multiple burden

These terms refer to the fact that women tend to work longer and more fragmented days than men as they are usually involved in three different gender roles — reproductive, productive and community work.

Gender sensitivity

Encompasses the ability to acknowledge and highlight existing gender differences, issues and inequalities and incorporate these into strategies and actions. (UNDP)

Gender stereotypes

A generalized set of traits and characteristics attributed to a specific ethnic, national, cultural or racial group, which gives rise to false expectations that individual members of the group will conform to these traits. (UNESCO)

Gender-related differences in epidemic-prone infectious diseases

Gender influences both patterns of exposure to infectious agents and the treatment of infectious disease. For example, gender roles influence where men and women spend their time, and the infectious agents they come into contact with, as well as the nature of exposure, its frequency and its intensity. Differences in the provision of health care to males and females, as well as in accumulated scientific knowledge about the effects of treatments, influence the course and outcome of disease for those who have been infected.

Glanders

A bacterial infection that causes a chronic debilitating disease of equids (horses, mules, and donkeys) as well as some members of the cat family and is transmissible to people. The bacterium responsible for glanders is *Burkholderia mallei* (formerly called *Pseudomonas mallei*). It usually is acquired through direct skin or mucous membrane contact with infected animal tissues. The incubation period is 1 to 14 days. The disease often manifests as pneumonia, bronchopneumonia, or lobar pneumonia, with or without bacteremia (bacterial blood stream infection). There may be liver and spleen involvement. Antibiotics such as trimethoprim/sulfamethoxazole have been used to treat humans. The mortality from this infection was approximately 95% before the use of antimicrobial agents; however, except when bacteremia develops, better diagnosis and more appropriate therapy have resulted in lowered case fatality rates. No vaccine against this infection is available. The agent is very stable. Its lethal effects were deemed to be "moderate to high." Category B bioterrorism agent.

Good governance



A term, widely used by the World Bank and donor agencies. Whether a country has “good governance” became an important issue in donor decisions after the accumulated experience with international aid demonstrated that it is only worthwhile in countries with at least a minimal set of good governance indicators.

According to the World Bank, good governance entails sound public sector management (efficiency, effectiveness and economy), accountability, exchange and free flow of information (transparency), and a legal framework for development (justice, respect for human rights and liberties).

Governance

The term is used extensively and in many contexts, but there is not a full consensus on what it entails. The term has become especially important after the end of the cold war, when its usage was revitalized by large donor agencies (the World Bank, IMF, etc.), who began basing decisions and evaluations regarding developing countries and countries of the former Union of Soviet Socialist Republics, among other things, on indicators, related to governance.

Governance refers to the lateral and inter-institutional relations in administration in the context of the decline of sovereignty, the decreasing importance of jurisdictional borders and a general institutional fragmentation (1). The United Nations Development Programme (UNDP) in its 1997 policy paper, defined governance as “the exercise of economic, political and administrative authority to manage a country’s affairs at all levels. It comprises the mechanisms, processes and institutions, through which citizens and groups articulate their interests, exercise their legal rights, meet their obligations and mediate their differences” (2). Governance refers to sustaining coordination and coherence among a wide variety of actors with different purposes and objectives (3). Such actors may include political actors and institutions, interest groups, civil society, non-governmental and transnational organizations. In this respect governance is broader than government.(4)

(1) Frederickson, H.G. and Kefin B. Smith, *The Public Administration Theory Primer*, Boulder, Colorado, Westview Press, 2003

(2) United Nations Development Programme, *Governance for sustainable human development*, UNDP policy document, New York, 1997

(3) Pierre, Jon, *Debating Governance: Authority, Steering and Democracy*, Oxford University Press, 2000

(4) United Nations Economic and Social Council, *Definition of basic concepts and terminologies in governance and public administration*, UNESCO Report, E/C.16/2006/4

Also see “Participatory Governance”

Great person theory

The view that leaders possess special traits that set them apart from others and that these traits are responsible for their assuming positions of power and authority. (1)

(1) Glossary of communication, University of Jyväskylä

Groupthink

A group communication process where high group cohesiveness impairs decisions by stimulating premature closure on important issues. The tendency for members of highly cohesive groups to conform to group pressures regarding a certain decision so



strongly that they fail to think critically, rejecting the potentially correcting influences of outsiders. A dysfunction in which group members value the harmony of the group more than new ideas, fail to critically examine ideas, hesitate to change decisions, or lack willingness to allow new members to participate.(1)

(1) Glossary of communication, University of Jyväskylä

H

Halo effect

The tendency for our overall impressions of others to affect objective evaluations of their specific traits; perceiving high correlations between characteristics that may be unrelated. (1)

(1) Glossary of communication, University of Jyväskylä

Hantavirus

A group of viruses that cause hemorrhagic fever and pneumonia. Hantaviruses are transmitted to humans by direct or indirect contact with the saliva and excreta of rodents, such as deer mice, field mice, and ground voles. Category C bioterrorism agents.

Hawthorne effect

An increase in worker productivity observed at the Chicago Hawthorne plant of General Electric in the 1920's and 1930's attributed to improvements in worker management communication and increased involvement of workers with each other.

The term is now used more generally to refer to improvement of worker productivity that does not result from any objective change in working conditions or work organization, but seems to arise from workers having more positive psychological feelings about the workplace. (1)

(1) Glossary of communication, University of Jyväskylä

Hazard

A possible threat of source of exposure to injury, harm or loss, e.g. conflict, natural phenomena. (1)

(1) Inter-Agency Contingency Planning Guidelines for Humanitarian Assistance 2001.

HCWs or staff without close contact with patients or contaminated material

Non-clinical ancillary staff who may have social contact with patients, but not usually of a prolonged or close nature. This group includes receptionists, ward clerks and other administrative staff working in hospitals and primary care settings and maintenance staff such as engineers, gardeners, cleaners, etc. These staff may be exposed to other specific occupational risks which require their own surveillance programmes.

HCWs with no contact with patients, but contact with potentially contaminated material

Laboratory and other staff (including mortuary staff) who have direct contact with potentially infectious clinical specimens and may additionally be exposed to pathogens



in the laboratory. This includes those in academic (or commercial research) laboratories who handle clinical specimens. They do not normally have direct contact with patients.

Health Care Workers (HCWs) with close contact with patients

Clinical and other staff, including those in primary care, who have regular, clinical contact with patients. This includes staff such as doctors, dentists and nurses, paramedical professionals such as occupational therapists, physiotherapists, radiographers (radiologists), ambulance workers and porters, and students in these disciplines.

Health impact assessment

A combination of procedures, methods and tools by which a policy, programme or project may be judged as to its potential effects on the health of a population, and the distribution of those effects within the population (EURO European Centre for Health Policy, ECHP, Brussels, 1999).

Health impacts

The overall effects, direct or indirect, of a policy, strategy, programme or project on the health of a population (EURO European Centre for Health Policy, ECHP, Brussels, 1999).

Health outcomes

Changes in current or future health status of individuals or communities that can be attributed to antecedent actions or measures (EURO European Centre for Health Policy, ECHP, Brussels, 1999).

Health Paternalism

Paternalism is the intentional interference with a person's freedom of action exclusively—or primarily—to protect his or her health, safety, welfare, happiness, or other interests. Opponents of paternalism value permitting individuals to decide for themselves—even if, objectively, they make the unhealthy choice.

Health Promotion

Health promotion is the process of enabling people to increase control over, and to improve, their health. (1)

(1) World Health Organization's definition as stated in the *Ottawa Charter for Health*

HEPA

Acronym that stands for High-Efficiency Particulate Air and for High-Efficiency Particulate Arrestor. HEPA filters are used for isolation and immunocompromise units, operating rooms, removal of allergens from the air (for hay fever, asthma, etc.) and other applications where maximum reduction or removal of submicron particulate matter from air is required.

Herd immunity



The resistance to an infectious agent of an entire group or community (and, in particular, protection of susceptible persons) as a result of a substantial proportion of the population being immune to the agent. Herd immunity is based on having a substantial number of immune persons, thereby reducing the likelihood that an infected person will come in contact with a susceptible one among human populations, also called community immunity.

After an epidemic has subsided, the affected host population contains a sufficiently small proportion of susceptible individuals that reintroduction of the infection will not result in a new epidemic. Since the parasite population cannot reproduce itself in such a host population, the host population as a whole is immune to the epidemic disease.

High-context culture

Culture in which most of the information in a message is encoded in the physical context or in the person's mental catalog of rules, roles and values. The meaning of the communication act is inferred from the situation or location. (1)

(1) Glossary of communication, University of Jyväskylä

Comments (0)

Hoax

A hoax is a deliberately fabricated fallacy that typically encourages people to believe in some peculiar lie or object. A hoax differs from a magic trick or from fiction in that the audience is unaware of being deceived.

Homeostasis

A characteristic of systems whereby feedback seeks to maintain the system at the current level. A steady state, equilibrium, balance. General systems theory claims that living systems (relationships, for example) strive for, but never fully achieve, homeostasis. Dialectical theory, on the other hand, claims that continuous change is the very nature of relationships. (1)

(1) Glossary of communication, University of Jyväskylä

Horizontal chain of communication

Communication between organization. members on the same hierarchical level (between two managers or between two subordinates, for example). (1)

(1) Glossary of communication, University of Jyväskylä

Human dignity

This principle of human rights signifies that each individual, regardless of age, birth, color, creed, disability, ethnic origin, familial status, gender, language, marital status, political or other opinion, public assistance, race, religion or belief, sex, or sexual orientation, deserves to be honored, esteemed, and respected.

Human rights

The rights people have simply because they are human beings, regardless of their ability, citizenship, ethnicity, gender, language, nationality, race, or sexuality; human rights become enforceable when they are codified as conventions, covenants, or treaties, as they become recognized as customary international law, or as they are



accepted in national or local law.

Medical care is a human right. The United Nations Universal Declaration of Human Rights states that "everyone has the right to a standard of living adequate for the health and well-being of oneself and one's family, including... medical care"

Hygiene Practices

An essential, though often under-recognized and under-supported, component of the infective disease control is the discipline concerned with preventing nosocomial or healthcare-associated infection. This includes a series of practices including prevention (via hand hygiene/hand washing, cleaning/disinfection/sterilization, vaccination, surveillance), monitoring/investigation of demonstrated or suspected spread of infection within a particular health-care setting (surveillance and outbreak investigation), and management (interruption of outbreaks).

(1) TELL ME Project: Flu from A to Z

I

Immune

Protected against infection, usually by the presence of antibodies.

Immunity

The condition of being immune. Immunity can be innate 'for example, humans are innately immune to canine distemper' or conferred by a previous infection or immunization.

Immunization

Immunization (vaccination) works by stimulating the immune system, the natural disease-fighting system of the body. The healthy immune system is able to recognize invading bacteria and viruses and produce substances (antibodies) to destroy or disable them. Immunizations prepare the immune system to ward off a disease. To immunize against viral diseases, the virus used in the vaccine has been weakened or killed. To immunize against bacterial diseases, it is generally possible to use only a small portion of the dead bacteria to stimulate the formation of antibodies against the whole bacteria. In addition to the initial immunization process, it has been found that the effectiveness of immunizations can be improved by periodic repeat injections or "boosters". Immunization has resulted in the eradication of smallpox; the process of elimination of poliomyelitis; and control of measles, rubella, tetanus, diphtheria, Haemophilus influenzae type b, and other infectious diseases.

Immunocompromised/ immunodeficient

Having an immune system that has been impaired by disease (which may also be linked to a hereditary condition) or medical treatment.

Impact assessment

The dictionary definition of an impact is an "effect of influence" and of assessment is the "estimation of size, quality, value" (EURO European Centre for Health Policy, ECHP, Brussels, 1999).



Impression management

Efforts by individuals to improve how they appear to others. Creating a positive image of oneself in order to influence the perceptions of others. (1)

(1) Glossary of communication, University of Jyväskylä

Incidence rate

A measure of the frequency with which new cases of illness, injury, or another health condition occur, expressed explicitly per a time frame and given space. Incidence rate is calculated as the number of new cases over a specified period divided either by the average population (usually mid-period) or by the cumulative person-time the population was at risk

Incubation period

The time between the infection (efficient entry of a pathogen into the susceptible host) and the manifestation of the disease.

Index case (or primary case)

The initial patient in the population of an epidemiological investigation, or more generally, the first case of a condition or syndrome (not necessarily contagious) to be described in the medical literature, whether or not the patient is thought to be the first person affected.

Infant mortality rate

Number of infants below one year of age dying per 1000 live births in a given year (ODI/HPN paper 52, 2005, Checchi and Roberts).

Infection

The invasion and multiplication of microorganisms such as bacteria, viruses, and parasites, that are not normally present within the body. An infection may cause no symptoms and be subclinical, or it may cause symptoms and be clinically apparent. An infection may remain localized, or it may spread through the blood or lymphatic vessels to become systemic (bodywide). Microorganisms that live naturally in the body are not considered infections. For example, bacteria that normally live within the mouth and intestine are not infections.

Infectious Disease

Infectious diseases are caused by pathogenic microorganisms, such as bacteria, viruses, parasites or fungi;. (1) Some — but not all — infectious diseases spread directly from one person to another. Infectious diseases that spread from person to person are said to be contagious/communicable (2)

(1) WHO: Infectious diseases

(2) kidshealth.org:infectious disease

Influenza baseline

The level of influenza activity that is typically seen outside of the epidemic period.



Influenza pandemic

An influenza pandemic (or global epidemic) occurs when a new influenza virus emerges and spreads around the world, and most people do not have immunity. This definition is controversial. Central to this debate has been the question of whether H1N1 influenza should have been labelled a “pandemic” at all. The Council of Europe voiced serious concerns that the declaration of a pandemic became possible only after WHO changed its definition of pandemic influenza. The formal definitions of pandemics by WHO can be seen in the “WHO’s pandemic influenza preparedness guidelines”, first developed in 1999 and revised in 2005 and 2009. However, none of these documents contains what might reasonably be considered a formal definition of pandemic influenza, a fact that may explain why WHO has refrained from offering a quotable definition despite its repeated assurances that “the definition” was never changed. The startling and inevitable conclusion is that despite ten years of issuing guidelines for pandemic preparedness, WHO has never formulated a formal definition of pandemic influenza. WHO’s defence of its decision to declare H1N1 influenza a pandemic because it met “hard to bend”, “clearly defined virological and epidemiological criteria” overlooks the fact that these criteria changed over time. As Gross noted, under WHO’s previous (2005) guidelines the 2009 H1N1 virus would not have been classified as a pandemic influenza virus simply because it was not a new subtype. The 2009 plan, by contrast, only required a novel “reassortant” virus. (1)

(1) WHO: Bulletin of the World Health Organization. The elusive definition of pandemic influenza.

Informal communication systems

Communication links and networks (not determined by the organizational chart) which arise through natural human interaction. For example, two workers who might have no formal communication links may be connected in the informal communication system because they both play on the company golf team or eat lunch together. (1)

(1) Glossary of communication, University of Jyväskylä

Information Assymetry

Information asymmetry represents the discrepancy between the information provided by different sources. Due to uncertainty, ignorance and misinformation many false and malicious information are associated with the use of drugs or vaccines, reducing the trust of the patients in their efficacy and the compliance at the treatment. The difference in provided information comes from media and GP’s, or even from problems in the field of cooperation between health professionals.(1)

(1) TELL ME Project

Informed consent

A process for getting permission before conducting a healthcare intervention on a person. A health care provider may ask a patient to consent to receive therapy before providing it, or a clinical researcher may ask a research participant before enrolling that person into a clinical trial. Informed consent is collected according to guidelines from the fields of medical ethics and research ethics. In general, state regulations direct that informed consent be documented with a written consent form.



Innovation

Innovation is a creative idea and implementation, which is different from invention. It is the act of conceiving and implementing a new way of achieving a result and/or performing work. An innovation may involve the incorporation of new elements, a new combination of existing elements or a significant change or a departure from traditional ways of doing things.(1)

(1) United Nations Economic and Social Council, Definition of basic concepts and terminologies in governance and public administration, UNESCO Report, E/C.16/2006/4

Integrity

UNDP asserts that integrity is a key element that completes the notion of accountability and transparency.

It is defined as incorruptibility, an unimpaired condition or soundness, and is synonymous to honesty. In terms of public service, integrity requires that holders of public office should not place themselves under financial or other obligations to outside individuals or organizations that may influence them in the performance of their official duties.(1)

(1) United Nations Economic and Social Council, Definition of basic concepts and terminologies in governance and public administration, UNESCO Report, E/C.16/2006/4

Intentional biological release

Intentional release of a biological organism could mimic a naturally occurring outbreak and the recognition and response to an undeclared terrorist use of an infectious disease agent will be much more complicated to detect than an announced biological release, a chemical release, or terrorist bombing. Health investigators may not immediately recognize that an infectious disease outbreak is the result of an intentional release of germs. CDC has long recognized that the following selected illnesses may result from nature or from terrorism: encephalitis, hemorrhagic mediastinitis, pneumonia with abnormal liver function tests, papulopustular rash (such as smallpox), hemorrhagic fever, descending paralysis, and nausea, vomiting, and diarrhea. The following epidemiological attributes summarize some characteristics of outbreaks that should suggest the possibility of intentional use of an infectious agent:

- Occurrence of a seasonal disease during the wrong time of year;
- Outbreak of a disease in an area that normally does not experience the disease;
- Outbreak of a rare disease;
- Unusual age distribution of persons involved in the outbreak;
- Unusual clinical symptoms not typically seen with a known pathogen (especially respiratory symptoms);
- Unusual epidemiologic features of an outbreak (e.g., a typical pathogen transmitted solely by food ingestion now found to be transmitted from person to person).

Intentionally Caused Outbreak

Deliberate spread of infectious disease.

Interest group

A group of individuals and organizations linked together for the purpose of active promotion of particular values and objectives. Interest groups are usually associated



with the political process through which they seek support and resources for their objectives. (1)

(1) Glossary of communication, University of Jyväskylä

International Health Regulations (IHR)

An agreed code of conduct adopted by the World Health Assembly in May 2005 to protect against the spread of serious risks to public health and, the unnecessary or excessive use of restrictions in traffic or trade. The IHR 2005 came into force on 15 June 2007.

International Health Regulations

International travel and border controls

Measures that are designed to limit and/or control the spread of infection across entry points to a country (by road, air, sea, etc). They can include travel advisories or restrictions, entry or exit screening, reporting, health alert notices, collection and dissemination of passenger information, etc.

Interoperability

Ability of a system to use the parts, or equipment, of another system (Webster Dictionary).

Interorganizational communication

Structures communication among organizations linking them with their environments.

(1)

(1) Glossary of communication, University of Jyväskylä

Isolation/ quarantine

The separation, for the period of communicability, of infected persons (confirmed or suspected) in such places and under such conditions as to prevent or limit the transmission of the infectious agent from those infected to those who are susceptible or who may spread the agent to others.

K

Key contacts

People who can either influence the publics an organization is trying to reach or who have direct power to help the organization. (1)

(1) Glossary of communication, University of Jyväskylä

L

Lassa fever

See Viral hemorrhagic fever.

Latent infection

Lingering infection that may lie dormant in the body for a time but may become active under certain conditions.



Latent public

People who are not aware of an existing problem. (1)
(1) Glossary of communication, University of Jyväskylä

Lethal

Deadly.

Lethality

a rate expressing the number of deaths in a given population of patients affected by a given disease in a defined space and time. es. how many ofm cancer patient died in an hospital in a year. often expressed in %.

Liaison(s)

Person who links two groups but is not a member of either group. Individuals who serve as linking pins connecting two or more groups within organizational communication networks. Sometimes referred to as internal boundary spanners. (1)
(1) Glossary of communication, University of Jyväskylä

Lobbying

The practice of trying to influence governmental decisions. Usually done by agents who serve interest groups. (1)
(1) Glossary of communication, University of Jyväskylä

Low-context culture

Culture in which most information in a message is contained in the explicit or verbal message. [IRW] The meaning of the communication act is inferred from the messages being sent and not the location where the communication occurs. (1)
(1) Glossary of communication, University of Jyväskylä

M

Mainstreaming

Argues that heavy television viewing diminishes differences in perceptions of reality caused by demographic and social factors. The effect of television in stabilizing and homogenizing views within a society. (1)
(1) Glossary of communication, University of Jyväskylä

Marketing communications

Product publicity, promotion, and advertising. (1)
(1) Glossary of communication, University of Jyväskylä

Mass communication

The process by which a complex organization, with the aid of one or more machines, produces and transmits public messages that are directed at large, heterogeneous, and scattered audiences. Communication to large audiences which is mediated by electronic or print media. (1)



(1) Glossary of communication, University of Jyväskylä

Mass culture

A set of cultural values and ideas that arise from common exposure of a population to the same cultural activities, communications media, music and art, etc. Mass culture becomes possible only with modern communications and electronic media. A mass culture is transmitted to individuals, rather than arising from people's daily interactions, and therefore lacks the distinctive content of cultures rooted in community and region. Mass culture tends to reproduce the liberal value of individualism and to foster a view of the citizen as consumer. (1)

(1) Glossary of communication, University of Jyväskylä

Mass media

The channels of mass communication. Sociologically speaking in modern times the 'community' has been replaced by a 'mass', a set of autonomous and disconnected individuals, with little sense of community. The mass media then is that media (radio, television, newspapers, etc) which are targeted at the mass rather than at specific groups or communities. (1)

(1) Glossary of communication, University of Jyväskylä

Media manipulation

It is a technique that often uses the suppression of information or points of view and has the main purpose in diverting attention of an individual or group from the chosen object of attention by presenting only the facts that favour a particular interest or by including the use of logical fallacies. As a result, people or groups of people stop listening to certain arguments, leading to misjudgement.

Media richness

The degree to which a medium facilitates feedback or provides multiple cues to reduce message ambiguity. Rich media are considered most efficient for highly ambiguous communication. (1)

(1) Glossary of communication, University of Jyväskylä

Medical Countermeasures (to Bioterrorism)

Medical Countermeasures: Medical countermeasures include both biologic and pharmaceutical medical countermeasures (e.g. vaccines, antimicrobials, and antibody preparations), non-pharmaceutical medical countermeasures (e.g. ventilators, devices, personal protective equipment such as face masks and gloves), and public health interventions (e.g. contact and transmission interventions, social distancing, and community shielding) to prevent and mitigate the health effects of biological agents (1)

(1) The white house Office of science and technology policy:

<http://www.whitehouse.gov/administration/eop/ostp/nstc/biosecurity>

Medical ethics

A system of moral principles that apply values and judgments to the practice of medicine. As a scholarly discipline, medical ethics encompasses its practical application in clinical settings as well as work on its history, philosophy, theology, and



sociology.

Military and Civil Defense Assets (MDCA)

Relief personnel, equipment, supplies and services provided by foreign military and civil defence organizations for international humanitarian assistance.

Misinformation

Misinformation is false or inaccurate information that is spread unintentionally. It should not be confused with disinformation, which is different for its motive: whilst misinformation is a bona fide mistake, disinformation is, in contrast, intended to mislead. (1)

(1) TELL ME Project: Flu from A to Z

Mistrust

Mistrust is defined as a formal way of not trusting any one party too much in a situation of grave risk or deep doubt. It is clearly a main concern for those involved in risk communication, since a lack of trust in those institutions that are responsible for risk management may lead to misinformation, disinformation and the generation of urban myths.

(1) TELL ME Project: Flu from A to Z

Mode of transmission

The manner in which an agent is transmitted from its reservoir to a susceptible host.

Model

A verbal or pictorial description or representation of a process. A way of looking at something. A representation of something else. Models may represent their referents physically, verbally, and/or visually. (1)

(1) Glossary of communication, University of Jyväskylä

Monitoring

1. The regular observation, surveillance, or checking of changes in a condition or situation, or changes in activities.
2. A continuing function that uses systematic collection of data on specified indicators to provide management and the main stakeholders of an ongoing development intervention with indications of the extent of progress and achievement of objectives and progress in the use of allocated funds (OECD).

Moral rights and responsibilities

Rights and obligations based on the general principles of fairness and justice; they are often but not always based on religious beliefs. People sometimes feel they have moral rights even when they do not have legal or human rights in a given situation.

Morality

In its descriptive sense, "morality" refers to personal or cultural values, codes of conduct or social mores. It does not connote objective claims of right or wrong, but only refers to that which is considered right or wrong. In its normative sense, "morality"



refers to whatever (if anything) is actually right or wrong, which may be independent of the values or mores held by any particular peoples or cultures.

Morbidity rate

The number of new diseases case over a given population in a given time and space.

Mortality rate

Number of deaths occurring in a given population during a specified time period, in a specific place. In emergencies, usually expressed as deaths per 10000 persons per day; alternatively, as deaths per 1000 persons per month or per year (1).

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

MUM effect

The reluctance to transmit bad news, shown either by not transmitting the message at all, or by delegating the task to someone else. (1)

(1) Glossary of communication, University of Jyväskylä

Mutation

An alteration in the genetic material (the genome) of a cell of a living organism or of a virus that is more or less permanent and that can be transmitted to the cell's or the virus's descendants.

N

Necessity

Public health powers are exercised under the theory that they are necessary to prevent an avoidable harm. Government, in order to justify the use of compulsion, must therefore act only in the face of a demonstrable health threat. The public health officials must be able to prove that they had "a good faith belief, for which they can give supportable reasons, that a coercive approach is necessary".

News conferences

Structured opportunities to release news simultaneously to all media. (1)

(1) Glossary of communication, University of Jyväskylä

News release

A story prepared for the media to share information and generate publicity. (1)

(1) Glossary of communication, University of Jyväskylä

Newsletters

Regularly published internal documents describing information of interest to employees regarding an array of business and non-business issues affecting them. (1)

(1) Glossary of communication, University of Jyväskylä

Non maleficence

Avoiding the causation of harm; the healthcare professional should not harm the



patient. All treatment involves some harm, even if minimal, but the harm should not be disproportionate to the benefits of treatment.

Noncommunicable diseases

Noncommunicable diseases (NCDs), are not passed from person to person. They are of long duration and generally slow progression. The four main types of noncommunicable diseases are cardiovascular diseases (like heart attacks and stroke), cancers, chronic respiratory diseases (such as chronic obstructed pulmonary disease and asthma) and diabetes. (1)

(1) WHO: Non-communicable disease

Normative ethics

Normative ethics is the study of ethical action. It is the branch of philosophical ethics that investigates the set of questions that arise when considering how one ought to act, morally speaking. Normative ethics is distinct from meta-ethics because it examines standards for the rightness and wrongness of actions, while meta-ethics studies the meaning of moral language and the metaphysics of moral facts. (1)

(1) Wikipedia: Normative Ethics (Visited on 05 January 2015)

Notifiable disease

A disease that, by statutory requirements, must be reported to the public health authority in the pertinent jurisdiction when a diagnosis is made. A disease deemed of sufficient importance to public health to require that its occurrence be reported to health authorities.

O

Onset

In medicine, the first appearance of the signs or symptoms of a disease or disorder.

Open (-source) government/politics

Open-source politics is a political philosophy which advocates the application of the philosophies of the open source and open content movements to democratic principles in order to enable any interested citizen to add to the creation of policy, as with a wiki document.

In recent years, expectations and definitions of open government have changed, now that information is often freely and readily available via Internet. For example, a US Freedom of Information Act (FOIA) request may result in a packet of documents mailed to the requesting citizen, who instead would prefer or expect that data be given to them in an electronic, machine-readable format for easier extrapolation and analysis. The term open-source government (Gov 2.0) is often used interchangeably with the term open government, but more accurately refers to the utilization of open, collaborative technologies to create a platform through which government and individuals can work together to improve transparency and efficiency of government services. Governments use open standards and provide government data in open formats through which individuals or companies can create new apps, websites, and mashups for the benefit of the public. The underlying belief common to the use of open



formats is that citizens should not be forced to buy a specific brand or type of software in order to interact with their governments.

Use of open standards and formats also has the added benefit of helping governments avoid lock-in to those very brands or types of software. In addition to expectations of use of open standards and formats, there are also calls for government-produced (and taxpayer-funded) software to be released as open source. (1)

(1) opensource.com

Open politics

The open-politics theory, a narrow application of open-source governance, combines aspects of the free software and open content movements, promoting decision-making methods claimed to be more open, less antagonistic, and more capable of determining what is in the public interest with respect to public policy issues. It takes special care for instance to deal with equity differences, geographic constraints, defamation versus free political speech, accountability to persons affected by decisions, and the actual standing law and institutions of a jurisdiction. There is also far more focus on compiling actual positions taken by real entities than developing theoretical "best" answers or "solutions".

Opinion-leader(s)

Person who influences the opinions, attitudes, beliefs and behaviors of others through informal communication. [IRW] People who are instrumental in influencing other people's attitudes or actions. (1)

(1) Glossary of communication, University of Jyväskylä

Organizational communication

Communication between and among the individuals and groups which make up an organization. The exchange and interaction of informal and formal messages within networks of interdependent relationships.(1)

(1) Glossary of communication, University of Jyväskylä

Outbreak

Outbreak is a term used in epidemiology to describe an occurrence of disease greater than would otherwise be expected at a particular time and place. It may affect a small and localized group or impact upon thousands of people. Two linked cases of a rare infectious disease may be sufficient to constitute an outbreak.

Yet, the term is sometimes distinguished from an epidemic as more localized, or the term less likely to evoke public panic.

Note: The definitions of outbreak, epidemic, and pandemic, given in this Glossary, are the classical epidemiologic definitions. However, as overuse of these terms not only in professional literature, but also in the media, has led to ambiguity in the perception of their meaning by audiences. In this respect, when using the terms, one must take care to clarify the specifics of the respective situation in terms of geographic spread, severity and case-fatality ratio.

P



Palliative care

Palliative care is an approach that improves the quality of life of patients and their families facing the problems associated with life-threatening illness, through the prevention and relief of suffering by means of early identification and assessment and treatment of pain and other problems, physical, psychosocial and spiritual.

Pandemic

Pandemic (from Greek πᾶν pan "all" and δῆμος demos "people") is an epidemic occurring worldwide, or over a very wide area, crossing international boundaries and usually affecting a large number of people. In the field of infectious diseases, pandemic refers to the worldwide spread of an emerging disease.

In relation to the global effort to improve influenza pandemic preparedness, this generic term has been interpreted specifically in relation to influenza (see "pandemic (Influenza)"),

Note: The definitions of outbreak, epidemic, and pandemic, given in this Glossary, are the classical epidemiologic definitions. However, as overuse of these terms not only in professional literature, but also in the media, has led to ambiguity in the perception of their meaning by audiences. In this respect, when using the terms, one must take care to clarify the specifics of the respective situation in terms of geographic spread, severity and case-fatality ratio.

Pandemic (Influenza)

In relation to the global effort to improve influenza pandemic preparedness, the generic term "pandemic" has been interpreted specifically in relation to influenza and most often refers to:

1. Phases 5-6 (Pandemic) of the phases of pandemic alert, published in the 2009 *Pandemic Influenza Preparedness and Response: a WHO guidance document* (1)
2. Pandemic phase, as defined in *Pandemic Influenza Risk Management WHO Interim Guidance, 2013* replacing the 2009 *Pandemic Influenza Preparedness and Response: a WHO guidance document*, see below, (2)

As the *Interim Guidance* from 2013 replaces the 2009 *Pandemic Influenza Preparedness and Response Guidance*, we provide an excerpt from the *Interim Guidance*, clarifying the context and purpose of the term "pandemic phase":

"The phases, which are based on virological, epidemiological and clinical data, are to be used for describing the spread of a new influenza subtype, taking account of the disease it causes, around the world. The global phases have been clearly uncoupled from risk management decisions and actions at the country level. Thus, Member States are encouraged as far as possible to use national risk assessments to inform management decisions for the benefit of their country's specific situation and needs. The global phases – interpandemic, alert, pandemic and transition – describe the spread of the new influenza subtype, taking account of the disease it causes, around the world. As pandemic viruses emerge, countries and regions face different risks at different times. For that reason, countries are strongly advised to develop their own national risk assessments based on local circumstances, taking into consideration the information provided by the global assessments produced by WHO. Risk management decisions by countries are therefore expected to be informed by global risk assessments, but based on local risk assessments.



[...]

One of the underlying principles of this guidance is to acknowledge that emergency risk management at country level needs to be sufficiently flexible to accommodate different consequences within individual countries, for example, different severities and different numbers of waves of illness. The global phases will be used by WHO to communicate the global situation. They will be incorporated into IHR (2005) related communications to National IHR Focal Points, in Disease Outbreak News releases and various other public and media interactions, including through social media channels

[...]

National actions:

The nature and scale of national actions at any point in time will be in line with the current national risk assessments, taking into consideration the global risk assessment. The uncoupling of national actions from global phases is necessary since the global risk assessment, by definition, will not represent the situation in individual Member States.

[...]

Interpandemic phase:

This is the period between influenza pandemics.

Alert phase:

This is the phase when influenza caused by a new subtype has been identified in humans. Increased vigilance and careful risk assessment, at local, national and global levels, are characteristic of this phase. If the risk assessments indicate that the new virus is not developing into a pandemic strain, a de-escalation of activities towards those in the interpandemic phase may occur.

Pandemic phase:

This is the period of global spread of human influenza caused by a new subtype. Movement between the interpandemic, alert and pandemic phases may occur quickly or gradually as indicated by the global risk assessment, principally based on virological, epidemiological and clinical data.

Transition phase:

As the assessed global risk reduces, de-escalation of global actions may occur, and reduction in response activities or movement towards recovery actions by countries may be appropriate, according to their own risk assessments.

The global phases and their application in risk management are distinct from (1) the determination of a PHEIC (Public Health Emergency of International Concern) under the IHR (2005) and (2) the declaration of a pandemic. These are based upon specific assessments and can be used for communication of the need for collective global action, or by regulatory bodies and/or for legal or contractual agreements, should they be based on a determination of a PHEIC or on a pandemic declaration.

Determination of a PHEIC (Public Health Emergency of International Concern):

The responsibility of determining a PHEIC lies with the WHO Director-General under Article 12 of the IHR (2005). The determination leads to the communication of temporary recommendations,

Declaration of a pandemic:

During the period of spread of human influenza caused by a new subtype, and appropriate to the situation, the WHO Director-General may make a declaration of a pandemic.



While the determination of a PHEIC and/or declaration of a pandemic may trigger certain regulatory actions by WHO and Member States, actions at national level should be based on national/local risk assessments and be commensurate with risk" (2)

(1) Pandemic influenza preparedness and response WHO guidance document (2009)

(2) Pandemic Influenza Risk Management WHO Interim Guidance (2013)

Note: The definitions of outbreak, epidemic, and pandemic, given in this Glossary, are the classical epidemiologic definitions. However, as overuse of these terms not only in professional literature, but also in the media, has led to ambiguity in the perception of their meaning by audiences. In this respect, when using the terms, one must take care to clarify the specifics of the respective situation in terms of geographic spread, severity and case-fatality ratio.

Pandemic plan

A documented strategy for business continuity in the event of a widespread outbreak of a dangerous infectious disease.

Pandemic planning

A strategic approach to business continuity that anticipates and prepares for a widespread, dangerous outbreak of an infectious disease that poses life-threatening risks to employees and their families in different geographical areas at the same time.

Parasocial relationship

The tendency of some audience members to identify with media figures (such as celebrities or fictional characters) as though an interpersonal relationship has been established. A situation whereby audience members develop a sense of kinship or friendship with media personalities. A type of "relationship" which exists between television viewers and media performers (for example, talk show hosts, entertainers, sports stars). (1)

(1) Glossary of communication, University of Jyväskylä

Participatory democracy

Participatory democracy tends to advocate more involved forms of citizen participation and greater political representation than traditional representative democracy. In 2011, considerable grassroots interest in participatory democracy was generated by the Occupy movement.

It strives to create opportunities for all members of a population to make meaningful contributions to decision-making, and seeks to broaden the range of people who have access to such opportunities. Since a lot of information must be gathered for the overall decision-making process to succeed, technology may provide important forces leading to the type of empowerment needed for participatory models, especially those technological tools that enable community narratives and correspond to the accretion of knowledge.

New concepts such as open source governance, collaborative governance, open source politics and open politics seek to radically increase participation through electronic collaboration tools. Some advocates have emphasized the importance of face to face meetings, warning that an overreliance on technology can be harmful. See also: Engaged governance.



Participatory governance

Participatory governance focuses on deepening democratic engagement through the participation of citizens in the processes of governance with the state.

According to Jenny Stewart, Professor of Public Policy, in *The Dilemmas of Engagement: The Role of Consultation in Governance*, 'Participatory governance' denotes forms of governance in which non-governmental actors (usually 'citizens') are empowered to use the resources of the State to make decisions about matters that directly concern them.

Participatory governance, "consists of state-sanctioned institutional processes that allow citizens to exercise voice and vote, which results in the implementation of public policies that produce some sort of changes in citizens' lives (1). Government officials should also be responsive to this kind of engagement. In practice, participatory governance can supplement the roles of citizens as voters or as watchdogs through more direct forms of involvement.

- (1) Wampler, B., & McNulty, S. L. (2011). *Does participatory governance matter? Exploring the nature and impact of participatory reforms*. Washington, DC: Woodrow Wilson International Center for Scholars.

Also see "Governance"

Pathogenicity

The potential capacity of certain species of microbes or viruses to cause a disease.

Pathogenicity is characterized by complex pathogenic properties which evolve during their struggle for existence.

Pathos

Aristotelian concept associated with persuasion; the emotive aspects of the speech and audience. (1)

- (1) Glossary of communication, University of Jyväskylä

Personalized communication

Using nicknames, coded terms, and special vocabulary to enhance partners' feelings of being connected and to exclude others by demarcating the boundaries of an intimate relationship.(1)

- (1) Glossary of communication, University of Jyväskylä

Persuasion

Attitude change toward a source's proposal resulting from a message designed to alter a receiver's beliefs about the proposal. Communication process, involving both verbal and nonverbal messages, that attempts to reinforce or change listeners' attitudes, beliefs, values, or behavior. (1)

- (1) Glossary of communication, University of Jyväskylä

Pestis

The other term is plague. An infectious disease of animals (rodents and their fleas) and humans, due to a bacteria called *Yersinia pestis*. Also called Black Death and Black Plague.

The bubonic plague is transmitted to humans from infected rats by the oriental rat flea.



It is named for the characteristic feature of bubones (painfully enlarged lymph nodes) in the groin, armpits, neck, and elsewhere. Other symptoms of bubonic plague include headache, fever, chills, and weakness. Bubonic plague can lead to gangrene (tissue death) of the fingers, toes, and nose.

Pneumonic plague: Infection of the lungs by *Yersinia pestis*. The first signs of the pneumonic plague are fever, headache, weakness, and cough productive of bloody or watery sputum. The pneumonia progresses over 2 to 4 days and may cause septic shock and, without early treatment, death. Person-to-person transmission of pneumonic plague occurs through respiratory droplets, which can only infect those who have face-to-face contact with the person who is ill. Early treatment of pneumonic plague is essential. Several antibiotics are effective, including streptomycin, tetracycline, and chloramphenicol. There is no vaccine against plague but prophylactic antibiotic treatment for 7 days will protect persons who have had face-to-face contact with infected patients. The CDC (Centers for Disease Control and Prevention) has classified *Yersinia pestis* as a high-priority (Category A) bioterrorism agent.

Plagiarism

Use of another person's information, language, or ideas without citing the originator and making it appear that the user is the originator. (1)

(1) Glossary of communication, University of Jyväskylä

Plague

See Pestis.

Planned publicity

Publicity that is the planned result of a conscious effort to attract attention to an issue, event, or organization. (1)

(1) Glossary of communication, University of Jyväskylä

Planning assumptions

The key elements of a scenario that form the basis for developing a contingency plan.

(1)

(1) Inter-Agency Contingency Planning Guidelines for Humanitarian Assistance 2001.

Point estimate

Most likely value for the parameter of interest (e.g. crude mortality rate) obtained through a sample survey. A point estimate should always be accompanied by a confidence interval. (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005

Poison

Any substance that can cause severe organ damage or death if ingested, breathed in, or absorbed through the skin. Many substances that normally cause no problems, including water and most vitamins, can be poisonous if taken in excessive quantity.

Poison treatment depends on the substance.



Popular culture

Intellectual opinions of popular culture, the culture of the masses, have been deeply shaped by critical theory. Since the Frankfurt School, which identified with the 'high culture' of the intellectual classes, popular culture has been seen as trivial, demeaning and commercialized, serving the interests of the capitalist system. Post-modernist theorists, however, no longer accept the belief that there is some objectively superior high culture setting a standard from which to make evaluations of others. They have been more interested in popular culture as representing the voices of the previously silent, and by adopting the methods of film analysis or literary criticism they examine the way popular culture is produced and the underlying assumptions upon which its meaning rests. (1)

(1) Glossary of communication, University of Jyväskylä

Population-proportional sampling

Approach to selection of clusters or households to be sampled, whereby more populous sections of the study area are allocated proportionately more clusters or households. (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005

Positioning

The practice of creating corporate identity programs that establish a position in the market for a company and its products. Also, the effort to get ahead by doing something first. (1)

(1) Glossary of communication, University of Jyväskylä

Positive predictive value of case definition (PPVcd)

Ability of the case definition to identify real cases or the proportion of true cases of the disease that meet the case definition.

Positive predictive value of detecting outbreaks/ cases (PPVdo)

Ability of the surveillance system to detect real alerts, i.e. confirmed alerts (after verification)/all alerts detected.

Post-exposure prophylaxis

Use of antiviral drugs to prevent infection after exposure to infected contacts.

Practical gender needs (PGN)

These are gender needs that women and men can easily identify, as they relate to living conditions. PGNs do not challenge, although they arise out of, gender divisions of labor and women's subordinate position in society. PGNs are a response to immediate and perceived necessity, identified within a specific context. They are practical in nature and often concern inadequacies in living conditions such as water provision, health care and employment.

Prejudice



Prejudging others using positive or negative attitudes based on stereotypes rather than information about a specific individual. To make a judgment about an individual or group of individuals on the basis of their social, physical or cultural characteristics. Such judgments are usually negative, but prejudice can also be exercised to give undue favour and advantage to members of particular groups. Prejudice is often seen as the attitudinal component of discrimination. (1)

(1) Glossary of communication, University of Jyväskylä

Preparedness

Preparedness of countries, societies and organizations in facing infectious outbreaks and other hazards. The impact of pandemic influenza outbreaks on individuals and societies can be reduced by being well prepared. This means having a comprehensive plan, that has been tested and refined through conducting exercises, engaging the whole of society.

Preparedness is defined by DHS/FEMA as "a continuous cycle of planning, organizing, training, equipping, exercising, evaluating, and taking corrective action in an effort to ensure effective coordination during incident response." (1)

(1) <http://www.dhs.gov/topic/plan-and-prepare-disasters>

Prevalence

Prevalence is the total number of cases of a disease; it includes both new cases and old cases.

Primary public

The group of people an organization ultimately hopes to influence or gain approval from. (1)

(1) Glossary of communication, University of Jyväskylä

Propaganda

Propaganda is a form of communication based on presenting only one side of an argument that is aimed at influencing the attitude of a community toward some cause or position. As opposed to impartially providing information, propaganda, in its most basic sense, presents information primarily to influence an audience. Propaganda is usually repeated and dispersed over a wide variety of media in order to create the chosen result in audience attitudes.

Prophylactic measures

Measures to defend against or prevent disease.

Prophylaxis

The prevention of disease in exposed or at risk individuals with a chemical agent or a behavioral measure. Comments (1)

Proportionality

A requirement for a reasonable balance between the public good to be achieved and the degree of personal invasion. If the intervention is gratuitous, onerous, or unfair, it will overstep ethical boundaries.



Proportionate mortality

Fraction of all deaths due to a specific cause. (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005

Public awareness raising

The processes of developing and communicating factual information for the general population in order to increase their levels of awareness of disaster risks and their understanding of how they can act to reduce their exposure and vulnerability to hazards. Comment: Public awareness activities foster changes in behaviour leading towards a culture of risk reduction. This involves the development and dissemination of public and educational information through radio, television and print media, as well as the establishment of information centres, networks, and community or participation actions. Public awareness programmes strongly benefit from the active involvement of senior public officials and community leaders. (ISDR)

Public health

The approach to medicine that is concerned with the health of the community as a whole. Public health is community health. It has been said that: "Health care is vital to all of us some of the time, but public health is vital to all of us all of the time." The mission of public health is to "fulfill society's interest in assuring conditions in which people can be healthy." The three core public health functions are:

- The assessment and monitoring of the health of communities and populations at risk to identify health problems and priorities;
- The formulation of public policies designed to solve identified local and national health problems and priorities;
- To assure that all populations have access to appropriate and cost-effective care, including health promotion and disease prevention services, and evaluation of the effectiveness of that care.

There are many distinctions that can be made between public health and the clinical health professions. While public health is comprised of many professional disciplines such as medicine, dentistry, nursing, optometry, nutrition, social work, environmental sciences, health education, health services administration, and the behavioral sciences, its activities focus on entire populations rather than on individual patients. Public health professionals monitor and diagnose the health concerns of entire communities and promote healthy practices and behaviors to assure our populations stay healthy.

Public health emergency

A public health emergency (the condition that requires the governor to declare a state of public health emergency) is defined as "an occurrence or imminent threat of an illness or health condition, caused by bio terrorism, epidemic or pandemic disease, or (a) novel and highly fatal infectious agent or biological toxin, that poses a substantial risk of a significant number of human fatalities or incidents or permanent or long-term disability (WHO/DCD, 2001). The declaration of a state of public health emergency permits the governor to suspend state regulations, change the functions of state



agencies. (1)

The declaration of a state of public health emergency could also be related to other health threats – disasters, accidents and natural hazards.

(1) <http://www.who.int/hac/about/definitions/en/>

Public Health Emergency of International Concern (PHEIC)

An extraordinary event which is determined to constitute a public health risk to other States through the international spread of disease and to potentially require a coordinated international response

Some serious public health events that endanger international public health may be determined under the International Health Regulations to be public health emergencies of international concern (PHEIC). The term Public Health Emergency of International Concern is defined in the IHR (2005) as “an extraordinary event which is determined, as provided in these Regulations:

- to constitute a public health risk to other States through the international spread of disease; and
- to potentially require a coordinated international response”. This definition implies a situation that: is serious, unusual or unexpected; carries implications for public health beyond the affected State’s national border; and may require immediate international action.

The responsibility of determining whether an event is within this category lies with the WHO Director-General and requires the convening of a committee of experts – the IHR Emergency Committee. This committee advises the Director General on the recommended measures to be promulgated on an emergency basis, known as temporary recommendations. Temporary recommendations include health measures to be implemented by the State Party experiencing the PHEIC, or by other States Parties, to prevent or reduce the international spread of disease and avoid unnecessary interference with international traffic.

The Emergency Committee also gives advice on the determination of the event as a PHEIC in circumstances where there is inconsistency in the assessment of the event between the Director-General and the affected country/countries. The Emergency Committee continues to provide advice to the Director-General throughout the duration of the PHEIC, including any necessary changes to the recommended measures and on the determination of PHEIC termination. WHO maintains an IHR roster of experts and the members of an IHR Emergency Committee are selected from this roster and/or WHO expert advisory panels and committees. At least one member of the Emergency Committee should be an expert nominated by a State Party within whose territory the event arises (1)

(1) IHR Procedures concerning public health emergencies of international concern (PHEIC)

Public health preparedness

To be ready to face infectious outbreaks and other hazards, organizations and societies need a comprehensive plan.

Preparedness of countries, societies and organizations in facing infectious outbreaks and other hazards. The impact of pandemic influenza outbreaks on individuals and



societies can be reduced by being well prepared. This means having a comprehensive plan, that has been tested and refined through conducting exercises, engaging the whole of society.

Public relations

A management function that helps define an organization's philosophy and direction by maintaining communication within a firm and with outside forces and by monitoring and helping a firm adapt to significant public opinion. (1)

(1) Glossary of communication, University of Jyväskylä

Q

Q fever

An infectious disease due to the bacterium *Coxiella burnetii* whose symptoms include fever, headache, malaise, and pneumonia (interstitial pneumonitis), but not rash. The Q stands for query because the cause of the disease was long a question mark. Q fever is a zoonotic disease and is contracted from cattle, sheep, and goats. Chronic Q fever (infection that persists for more than 6 months) may develop years after the initial infection and can lead to serious complications including endocarditis. Transplant recipients, patients with cancer, and patients with chronic kidney disease are at increased risk of developing chronic Q fever.

The CDC has classified *Coxiella burnetii* as a Category B bioterrorism agent.

QALY

A measure of the state of health of a person or group in which the benefits, in terms of length of life, are adjusted to reflect the quality of life. One QALY is equal to 1 year of life in perfect health.

QALYs are calculated by estimating the years of life remaining for a patient following a particular treatment or intervention and weighting each year with a quality of life score (on a zero to 1 scale). It is often measured in terms of the person's ability to perform the activities of daily life, freedom from pain and mental disturbance. (1)

The quality-adjusted life year or quality-adjusted life-year (QALY) is a measure of disease burden, including both the quality and the quantity of life lived. It is used in assessing the value for money of a medical intervention. According to Pliskin et al., The QALY model requires utility independent, risk neutral, and constant proportional tradeoff behaviour. The QALY is based on the number of years of life that would be added by the intervention. Each year in perfect health is assigned the value of 1.0 down to a value of 0.0 for being dead. If the extra years would not be lived in full health, for example if the patient would lose a limb, or be blind or have to use a wheelchair, then the extra life-years are given a value between 0 and 1 to account for this. (2)

(1) National Institute for Health and Care Excellence, UK, Glossary

(2) Wikipedia: Quality-adjusted life year (Visited on 05 January 2015)

Quarantine

The restriction of the movement of healthy persons who have been exposed to a suspected or confirmed case of infection with a highly communicable disease during



the likely infectious period. It is a precaution aimed at preventing further spread of infection to other people.

R

Reassortment

The mixing of the genetic material of a species into new combinations in different individuals. Several different processes contribute to reassortment, including assortment of chromosomes, and chromosomal crossover. It is particularly used when two similar viruses that are infecting the same cell exchange genetic material. In particular, reassortment occurs among influenza viruses, whose genomes consist of eight distinct segments of RNA. These segments act like mini-chromosomes, and each time a flu virus is assembled, it requires one copy of each segment.

Reciprocity

A relationship between parties, characterized by corresponding mutual action. Reciprocity calls for providing something in return for contributions that people have made. For example, reciprocity implies that society should support those who face disproportionate burdens in protecting the public good, as well as taking steps to minimize those burdens as much as possible. (1)

(1) WHO, Ethical Considerations in Developing Public Health Response to Pandemic Influenza, WHO/CDS/EPR/GIP/2007.2

Recovery

1. Decisions and actions taken after a disaster, including a disease, with a view to restoring or improving the pre-disaster living conditions of the stricken community, while encouraging and facilitating necessary adjustments to reduce disaster risk (ISDR).
2. Longer-term effort to (a) reconstruct and restore the disaster (disease)-stricken area, e.g. through repairing or replacing homes, businesses, public works, and other structures; (b) deal with the disruption that the disaster has caused in community life and meet the recovery-related needs of victims; and (c) mitigate future hazards (K. Tierney, Disaster Preparedness and Response: Research Findings and Guidance from the Social Science Literature, University of Delaware Disaster Research Center, Preliminary Paper 193, 1993).

Recur

To occur again; to return. For example, a symptom, sign, or disease can recur.

Red herring

A fallacy that uses irrelevant information to divert attention away from the real issue.(1)

(1) Glossary of communication, University of Jyväskylä

Reformulation (Communication technique)

“Reformulation” is a technique consisting in repeating what the other has just said, using the same words or rephrasing in a more concise way using other terms, without adding other concepts to the content. In this way, the operator may obtain a positive



result from the other person, who knows of having been listened. One can wait the moment in which the other person has finished a sentence for intervening and resuming what has just been said: “You’re telling me that...”, “You mean that...”, “In other words...”, “Therefore, according to you...”, “You think that...”.(1)

(1) TELL ME Project

Rehabilitation

A set of measures aimed at restoring normal living conditions through the repair and reestablishment of vital services interrupted or degraded by a disaster or emergency. (CRID)

Relapse

The return of signs and symptoms of a disease after a remission.

Relative risk reduction

A measure calculated by dividing the absolute risk reduction by the control event rate. The relative risk reduction can be more useful than the absolute risk reduction in determining an appropriate treatment plan, because it accounts not only for the effectiveness of a proposed treatment, but also for the relative likelihood of an incident (positive or negative) occurring in the absence of treatment.

Reporting bias

Bias due to (often intentional) under- or over-reporting of information, such as number of deaths or household size. (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Representativeness

Ability of the system to accurately describe the occurrence of a health-related event by place and person over time in a given population.

Ricin

A potent protein toxin made from the waste left over from processing castor beans. The castor plant, which is called *Ricinus communis*, is found throughout the world. Ricin is fairly easy to extract. Worldwide a million tons of castor beans are processed annually in the production of castor oil. The waste mash from this process is 5% ricin by weight. The toxin (ricin) can be in the form of a powder, mist, pellet, or it can be dissolved in water or weak acid. Ricin is quite stable and is not affected much by extreme conditions such as very hot or very cold temperatures. Ricin is extremely toxic by several routes of exposure. When inhaled as a small particle aerosol, this toxin can produce pathologic changes within 8 hours and severe respiratory symptoms followed by acute hypoxic (low oxygen) respiratory failure within 36-72 hours. When ingested, ricin causes severe gastrointestinal symptoms followed by vascular collapse and death. Signs and symptoms of ricin inhalation include the acute onset of fever, chest tightness, cough, dyspnea, nausea, and arthralgia (joint pain) occurs 4 to 8 hours after inhalational exposure. Airway necrosis and pulmonary capillary leak resulting in pulmonary edema are likely to occur within 18-24 hours, followed by severe respiratory



distress and death from hypoxemia in 36-72 hours. Diagnosis is by antigen detection (ELISA) in blood serum and respiratory secretions. Acute and convalescent sera provide confirmation. Treatment is supportive. There is no vaccine or prophylactic antitoxin. Use of a protective mask is currently the best protection against inhalation. Ricin is not volatile. Decontamination should be done with soap and water. Hypochlorite solutions also can inactivate ricin. Ricin's significance as a potential biological warfare toxin relates in part to its wide availability. Ricin is feared to have a high terrorist potential due to its ready availability, relative ease of extraction, and notoriety via the media. The CDC has classified Ricin toxin as a Category B bioterrorism agent.

Risk

1. An evaluation of the probability of occurrence and the magnitude of the consequences of any given hazard, i.e. how likely is a hazard and what consequences will it have? (1)
 2. The risk of a disaster is the probability of a disaster occurring. The evaluation of a risk includes vulnerability assessment and impact prediction taking into account thresholds that define acceptable risk for a given society.
- (1) Inter-Agency Contingency Planning Guidelines for Humanitarian Assistance 2001.

Risk assessment

Calculation and/or simulation of degree of danger attached to a course of action for the purpose of uncertainty reduction. "Risk assessment and early warning are distinct but complementary activities. Risk assessments are based on the systematic analysis of remote and intermediate conditions. Early warning requires near real-time assessment of events that, in a high risk environment, are likely to accelerate or trigger the rapid escalation of conflict." (Gurr, 1996b: 137). (FEWER)

Risk communication

Risk communication is an interactive process of exchange of information and opinion on risk among risk assessors, risk managers, and other interested parties (1). Risk communication is an integral and ongoing part of the risk analysis exercise, and ideally all stakeholder groups should be involved from the start. Risk communication makes stakeholders aware of the process at each stage of the Risk Assessment. This helps to ensure that the logic, outcomes, significance, and limitations of the Risk Assessment are clearly understood by all the stakeholders. Information may be available from the stakeholder. The identification of particular interest groups and their representatives should comprise a part of an overall risk communication strategy. This risk communication strategy should be discussed and agreed upon between risk assessors and managers early in the process to ensure two-way communication. This strategy should also cover who should present information to the public, and the manner in which it will be done. Decisions on risk communication, including what, whom and how, should be part of an overall risk communication strategy. Risk communication is most effective if undertaken in a systematic way, and generally starts with the gathering of information on the risk issue of concern. Therefore the risk manager and risk assessor must be able to briefly and clearly summarize what this issue encompasses, at an early stage,



in order to elicit interest and stakeholder input Communication must then continue throughout the entire process. Once available information has been used to fully identify the hazards, and decide on and assess the appropriate risks, then the preparation and dissemination of this information is required. This will be followed by further discussion with stakeholders, leading to corrections, amendments, and additions as appropriate, resulting in the final Risk Assessment and risk analysis reports.

WHO (2012) state that, "Risk Communication is an interactive process of exchange of information and opinion on risk among risk assessors, risk managers, and other interested parties" (para.1). The aim of risk communication is to help people at all levels of society make more informed decisions about the threats to health and safety (Vaughan & Tinker, 2009).

Risk communication differs from Crisis Communication in that it focuses on what might happen as opposed to what has or is happening. Risk and Crisis Communication also differ with regard to when the communication occurs. (2)

See Also: Uncertainty in Risk Communication

(1) <http://www.who.int/foodsafety/micro/riskcommunication/en/>

(2) TELL ME Project

Risk management

A structured approach to manage uncertainty and potential losses through a process of risk assessment and the development of strategies and specific actions to control and reduce risks. Comment: In the field of disasters, risk management strategies include avoiding the risk (prevention), reducing the negative effect of the risk (mitigation), transferring the risk to another party (insurance), and accepting some or all of the consequences of a particular risk (retained risk). In some key sectors affected by natural hazards, such as water supply, energy, agriculture and transportation, risk management may a core element of business activity owing to the potential for both gains and losses. (ISDR)

Risk mapping

A risk map is a map of a community or geographical zone that identifies the places and the structures that might be adversely affected in the event of a hazard. The production of a risk map requires consideration of areas and features threatened within the community or geographical zone, consultation with people and groups of varying expertise, and the discussion of possible solutions to reduce risk. The benefits of this technique are that it helps to locate the major hazards; they can create shared criteria for decision-making, they can provide a record of historical events that have had a negative impact on the community, and they identify risks so a community may find solutions or take precautions. (UN HABITAT)

Risk perception

The subjective judgment that people make about the characteristics and severity of a risk. The phrase is most commonly used in reference to natural hazards and threats to the environment or health.

Rumors



Information with little basis in fact, often transmitted through informal channels. (1)

(1) Glossary of communication, University of Jyväskylä

S

SARS (Severe Acute Respiratory Syndrome)

Severe acute respiratory syndrome (SARS) is a serious form of pneumonia. It is caused by a virus that was first identified in 2003. Infection with the SARS virus causes acute respiratory distress (severe breathing difficulty) and sometimes death.

SARS is a dramatic example of how quickly world travel can spread a disease. It is also an example of how quickly a connected health system can respond to a new health threat. (1)

(1) PubMed Health: SARS

Scapegoating

Process in which the mechanisms of projection or displacement are utilized in focusing feelings of aggression, hostility, frustration, etc., upon another individual or group; the amount of blame being unwarranted.

(1) Mondofacto: Scapegoating

Scenario

An account or synopsis of a possible course of events that could occur, which forms the basis for planning assumptions (for example, a river floods, covering a nearby town and wiping out the local population's crop). Scenario-building is process of developing hypothetical scenarios in the context of a contingency planning exercise.

(1) Inter-Agency Contingency Planning Guidelines for Humanitarian Assistance 2001.

Scientific expertise

Scientific expertise can be considered an important contributor to good governance, especially in terms of providing information to enhance the efficiency and effectiveness of the decision making process during epidemics and total pandemics.

The report of the HEG Expert Group on science, H1N1 and Society stresses on the difference between good science and good expertise (where scientific expertise should mix both). According to the report "Science is about questioning, doubting, addressing and testing all alternatives at the same time in order to challenge them, whatever their likelihood. Expertise and decision-making concern putting facts and evidence in order, and ranking the likelihood of various risk scenarios while taking into consideration the contextual information. [...] Good expertise can also come from non-scientific professionals and citizens."

A problem during the H1N1 pandemic, identified in the report, was that after the initial dominance of scientific expertise coming from microbiology, epidemiology and medicine, when decisions were made on worldwide actions, the scientific input into decisions became much less visible and systematic. Decisions on hygiene measurements, vaccination campaigns, mobilization of facilities and communication initiatives were generally taken without utilizing the knowledge and expertise of social sciences, economics and systems and organization sciences and communication sciences. The expert group insisted on the need for multidisciplinary scientific expertise



in crisis situations.(1)

(1) HEG Expert Group, Science, H1N1 and Society: Towards a more pandemicresilient society, HEG Expert Group, June 2011

Scientific hypothesis

The initial building block in the scientific method. Many describe it as an “educated guess”, based on prior knowledge and observation, as to the cause of a particular phenomenon. It is a suggested solution for an unexplained occurrence that does not fit into current accepted scientific theory. A hypothesis is the inkling of an idea that can become a theory, which is the next step in the scientific method.

Scientific method

When conducting research, scientists observe the scientific method to collect measurable, empirical evidence in an experiment related to a hypothesis (often in the form of an if/then statement), the results aiming to support or contradict a theory.

Scientific theory

Summarizes a hypothesis or group of hypotheses that have been supported with repeated testing. If enough evidence accumulates to support a hypothesis, it moves to the next step - known as a theory - in the scientific method and becomes accepted as a valid explanation of a phenomenon.

Search engines

Programs used to find information on the World Wide Web. (1)

(1) Glossary of communication, University of Jyväskylä

Selection bias

Type of bias whereby a specific kind of subject is systematically excluded from the study, and thus not represented in the results. May result in both over- and underestimation of mortality.

Self-fulfilling prophecy

Molding of behavior by expectations so that what was expected does indeed happen.

(1)

(1) Glossary of communication, University of Jyväskylä

Sensationalism

Sensationalism is a kind of editorial approach that consists of exaggerating some elements of the news to increase its appeal to the audience. It usually relies on the misrepresentation of events, the omission of facts, the exaggeration of minor details and the appeal to emotion. Such an approach may be particularly dangerous in health communication since it could generate false alarmism or, on the other hand, false illusions toward a possible cure to a disease.

(1) TELL ME Project: Flu from A to Z

Sensitivity

1. (General) The ability of an organism or organ to respond to external stimuli.



2. (Statistics) Sensitivity (true positive rate, recall rate) measures the proportion of actual positives which are correctly identified as such (e.g. the percentage of sick people who are correctly identified as having the condition). In any test, there is a trade-off between sensitivity and specificity.
3. (Disease surveillance) The ability of a surveillance or reporting system to detect true health events, i.e. the ratio of the total number of health events detected by the system to the total number of true health events as determined by an independent and more complete means of ascertainment (WHO Protocol for the assessment of national communicable disease surveillance and response systems: Guidelines for the assessment teams)
4. (Case definition) Ability of the case definition to detect all cases of the disease targeted for surveillance.
5. (Case detection) Ability of the surveillance system to detect cases, i.e. proportion of cases notified divided by the total number of cases meeting the case definition.
6. (Outbreak detection) Ability of the surveillance system to detect outbreaks.

Sentinel surveillance

A surveillance system that uses a prearranged sample of sources (e.g., physicians, hospitals, or clinics) who have agreed to report all cases of one or more notifiable diseases. Through the sentinel surveillance unexpected events could be identified as peaks, leading to Early warning.

Serology

The scientific study of plasma serum and other bodily fluids. In practice, the term usually refers to the diagnostic identification of antibodies in the serum.

Severe disease

Serious disease with physical and social symptoms, which can have a severe impact on sufferers' abilities to lead normal everyday lives, disease causing a lot of physical pain or suffering.

Sex

Sex refers to the biological characteristics of men and women, which are universal and do not change. These sets of biological characteristics are not mutually exclusive as there are individuals who possess both, but these characteristics tend to differentiate humans as males and females. (1, 2)

(1) Gender Mainstreaming Learning & Information Pack, UNDP

(2) Concepts and Definitions, Office of the Special Adviser on Gender Issues and Advancement of Women (OSAGI)

Sex ratio

Sex ratio is the demographic concept that measures the proportion of males to females in a given population. It is usually measured as the number of males per 100 females.

Sexism

Actions or attitudes that discriminate against people based solely on their gender. Sexism is linked to power in that those with power are typically treated with favour and



those without power are typically discriminated against. Sexism is also related to stereotypes since the discriminatory actions or attitudes are frequently based on false beliefs or over generalizations about gender and on seeing gender as relevant when it is not.(1)

(1) Online dictionary of the Social Sciences

Situation analysis

Study of a situation which may require improvement. This begins with a definition of the problem and an assessment or measurement of its extent, severity, causes, and impacts upon the community, and is followed by appraisal of interaction between the system and its environment and evaluations of performance.

Small group communication

Communication between and among the members of a small group; communication involving several people. Exchange of information among a relatively small number of persons, usually three to thirteen, who share a common purpose, such as doing a task, solving a problem, making a decision, or sharing information. (1)

(1) Glossary of communication, University of Jyväskylä

Small talk

Casual conversation that is often impersonal and superficial, including greetings, comments about the weather, newsworthy events, or trivia. (1)

(1) Glossary of communication, University of Jyväskylä

Smallpox

Also known as variola. Smallpox is an acute contagious disease caused by the variola virus, a member of the orthopoxvirus family. It was one of the world's most devastating diseases known to humanity. It was declared eradicated in 1980 following a global immunization campaign led by the World Health Organization.

Smallpox was transmitted from person to person via infective droplets during close contact with infected symptomatic people. Vaccine administered up to 4 days after exposure provided protective immunity and was preventing infection and lessening the severity of the disease. The last known natural case was in Somalia in 1977. Since then, the only known cases were caused by a laboratory accident in 1978 in Birmingham, England, which killed one person and caused a limited outbreak. Because of its high case-fatality rates and transmissibility and because people haven't been vaccinated against it in years, smallpox now represents a serious bioterrorist threat category A. The incubation period is about 12 days (range: 7-17 days) following exposure. Initial symptoms include high fever, fatigue, headaches, and backaches. A characteristic rash, most prominent on the face, arms, and legs, follows in 2 to 3 days. The rash starts with flat red lesions that evolve in 2 to 3 days. Lesions become pus-filled and begin to crust early in the second week. Scabs develop and then separate and fall off after about 3 to 4 weeks. The majority of patients with smallpox recover, but death occurs in up to 30 percent of cases. Smallpox is spread from one person to another via infected saliva droplets as occurs during face to face contact. Persons with smallpox are most infectious during the first week of illness because that is when the largest amount of virus is present in saliva. However, some risk of transmission lasts



until all scabs have fallen off.

Smallpox vaccine

The English physician Edward Jenner (1749-1823) exploited the fact that cowpox created immunity to smallpox and successfully developed an attenuated (weakened) virus vaccine for smallpox. Through the use of the vaccine, smallpox was eliminated from causing human infection in the world and routine vaccination against smallpox ended. In people exposed to smallpox who are not immune to the disease, the vaccine can lessen the severity of or even prevent the illness if given within 4 days of exposure.

Social justice

Social justice is viewed as so central to the mission of public health that it has been described as the field's core value. Among the most basic and commonly understood meanings of justice is fair, equitable, and appropriate treatment in light of what is due or owed to individuals and groups. Justice, for example, can offer guidance on how to allocate scarce therapeutic resources in a public health crisis, such as pandemic influenza.

Social loafing

The tendency for group members to exert less individual effort on an additive task as the size of the group increases. (1)

(1) Glossary of communication, University of Jyväskylä

Social Media

Mass media can facilitate information flow, but effective communication must also be two-way and interactive. Nowadays, we can rely on a vast array of electronic media, ranging from Internet forums to blogs, from instant messaging to social networks. Many of these social media services can be integrated through aggregation platforms. As a result, in the globalised, interconnected world, neighbourly – although “electronic neighbourly” – is becoming an essential value and this is extremely relevant to outbreak communication as well. (1)

(1) TELL ME Project

Social-distancing measures

A range of community-based measures to reduce contact between people (e.g. closing schools or prohibiting large gatherings). Community-based measures may also be complemented by adoption of individual behaviors to increase the distance between people in daily life at the worksite or in other locations (e.g. substituting phone calls for face-to-face meetings, avoiding hand-shaking).

Solidarity

Unity or agreement of feeling or action, especially among individuals with a common interest; mutual support within a group.

Source (information)

The originator of a thought or idea subsequently transmitted to others in the communication process. Originator of a message.(1)



(1) Glossary of communication, University of Jyväskylä

Spamming

Sending unsolicited mass e-mail to members of e-mail discussion lists or Usenet newsgroups. (1)

(1) Glossary of communication, University of Jyväskylä

Specificity

1. (Statistics) Specificity (sometimes called the true negative rate) measures the proportion of negatives which are correctly identified as such (e.g. the percentage of healthy people who are correctly identified as not having the condition). In any test, there is a trade-off between specificity and sensitivity.

2. (Disease surveillance) A measure of how infrequently a system detects false positive health events, i.e. the number of individuals identified by the system as not being diseased divided by the total number of all persons who do not have the disease (Protocol for the assessment of national communicable disease surveillance and response systems: Guidelines for the assessment teams).

Spiral of silence theory

Explains how perceptions of public opinion can minimize social expression of minority opinion while exaggerating majority voices. (1)

(1) Glossary of communication, University of Jyväskylä

Spontaneous publicity

Publicity accompanying unplanned events. (1)

(1) Glossary of communication, University of Jyväskylä

Stakeholder

Stakeholders are those public and private groups that have active concerns about situations such as epidemics or pandemics. These groups are usually involved in the decision-making process concerning an epidemic and may influence knowledge and attitudes towards vaccination. Also, they can bring some sort of resource to bear in support of public health communication.

(1) TELL ME project

Stakeholder analysis

A method for characterizing publics according to their interest in an issue. (1)

(1) Glossary of communication, University of Jyväskylä

Stakeholder Engagement

Stakeholder engagement is the process by which an organisation involves people who may be affected by the decisions it makes or can influence the implementation of its decisions. They may support or oppose the decisions, be influential in the organization or within the community in which it operates, hold relevant official positions or be affected in the long term. (1)

Stakeholder engagement is an opportunity to build trust and partnerships, discuss and agree objectives, and establish roles and responsibilities. (2)



- (1) http://en.wikipedia.org/wiki/Stakeholder_engagement (Visited on 28 November 2014)
- (2) TELL ME Project

Stand By

To be ready or available to act; One to be relied on especially in emergencies; one that is held in reserve ready for use; On standby: ready or available for immediate action or use (Webster Dictionary).

Standard

1. Level of excellence required or specified; average quality; ordinary procedure (Oxford Pocket Dictionary, 1992).
2. Something that serves as a basis for comparison (JM Last, 2001).
3. A statement of expectations; an expected level of performance or quality (T.A.M.K. ibid).
4. A specific statement of the rules and constraints governing the deliverables (W.C.G.P.M, ibid).
5. A specific consensus solution to a repetitive problem (W.C.G.P.M, ibid).
6. Any established or accepted rule, model, or criterion against which comparisons are made (W.C.G.P.M, ibid).

State of Emergency Communication

Crisis and emergency risk communication is the attempt by science- or public health professionals to provide information that allows an individual, stakeholders, or an entire community to make the best possible decisions during a crisis emergency about their well being, and communicate those decisions, within nearly impossible time constraints, and ultimately, to accept the imperfect nature of choices as the situation evolves.

When dealing with communicable disease issues in an emergency, the public health response may be complicated by the need to protect civil liberties versus the need to stop the transmission of disease. Imposed quarantine, for example, has never been a popular response to a disease outbreak. And, in some cases, when a new disease emerged, clamor by a frightened public for quarantine began even before the true nature of the disease was clarified. Who communicates what, when a public health state of emergency is declared? This is an important question that must be addressed in the pre-event planning. When a state of emergency is declared, public health officials may use law as a basis for emergency response activities. It is vital to explain what the public health emergency law covers and why the law exists. Most state public health emergency laws will charge the public health authority with informing its citizens when a state of emergency is declared and terminated, how people can protect themselves during a public health emergency, and the actions being taken to control the emergency. Most importantly, this information must be readily understood by citizens, regardless of their language skills. In preplanning, determine in what languages the information must be available and how to get that information to specific populations. Also consider the special needs of the elderly, institutionalized persons, and people with vision and hearing impairments. These messages should be developed in template form and tested to ensure that they are widely understood. Most emergency public health laws do or will cover reporting of disease cases; quarantine;



vaccination; protection of civil liberties; property issues; infectious waste disposal; control of health care supplies; access to medical records; and effective coordination with other state, local, and federal agencies. These laws cover vaccination and quarantine because they are critical to stopping potentially devastating disease outbreaks. The vital medical goal is to keep an infected person from infecting others. This can be accomplished by vaccinating people who may have been exposed to the disease (if a vaccine exists) or by separating them from others during the incubation period of the disease. A draft model law, developed at the request of CDC by the Center for Law and the Public's Health at Georgetown and Johns Hopkins universities, is serving as a basis for state and local officials to strengthen America's capacity and ability to respond to public health emergencies. Finding the right balance between individual liberties and the common good requires effort. A major part of the process in developing this draft model act has been to incorporate provisions that guarantee and strengthen civil liberty protections in state public health emergency laws. For example, the model law requires a court order to quarantine someone; although quarantine can be ordered without court permission if delay could pose an immediate threat to the public's health. In addition, a person in quarantine would have the legal right to a court hearing to contest the court order; the hearing must be held within 72 hours of receipt of the request. At the hearing, the public health authority must demonstrate that the quarantine is warranted. Quarantined people can also request a hearing regarding treatment and the conditions of quarantine. The draft law provides for court-appointed legal representation for those in, or recommended for, quarantine or isolation. The materials developed to support your state public health emergency laws should stress the importance in finding the appropriate balance between individual liberties and the common good. (1)

(1) Biological Attacks: Communication Challenges

Stereotypes/stereotyping

Beliefs about members of a group based on learned opinions rather than information about a specific individual. Beliefs that all members of specific groups share similar traits and are prone to behave the same way. The categorizing of events, objects, and people without regard to unique individual characteristics and qualities. Predictive knowledge based on understandings of how members of some category can be expected to act. (1)

(1) Glossary of communication, University of Jyväskylä

Stigma

A mark of disgrace associated with a particular circumstance, quality, or person. It is a complicated process with various inter-related and complex factors.

Strain

Genetic variant or subtype of a microorganism (e.g. virus, bacterium, or fungus). For example, a "flu strain" is a certain biological form of the influenza or "flu" virus.

Strategic gender interests/needs

Strategic gender needs are the needs women identify because of their subordinate position in society. They vary according to particular



contexts, related to gender divisions of labour, power and control, and may include issues such as legal rights, domestic violence, equal wages and women's control over their bodies. Meeting SGNs assists women to achieve greater equality and change existing roles, thereby challenging women's subordinate position. They are more long term and less visible than practical gender needs.

Straw man fallacy

The "straw man fallacy" is an informal falsehood based on the misrepresentation of an opponent's reasoning; it consists in assembling a strong opposition argument together with one or many weak ones to create a simplistic weak argument that can easily be rejected.

Subtype

Viral strain classified by the versions of Haemagglutinin and Neuraminidase that it possesses.

Sudden-onset disasters

Both "natural" disasters (e.g. earthquakes, hurricanes, floods) and man-made or "complex" disasters (e.g. sudden conflict situations arising from varied political factors), for which there is little or no warning (1)

(1) WHO, Definitions: emergencies

Surge capacity

Ability to obtain additional resources when needed during an emergency (US Centers for Disease Control and Prevention).

Surveillance (prospective)

Ongoing collection of epidemiological data, with real-time analysis. Mortality surveillance systems usually rely on home visitors who record deaths in households on a weekly basis. (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Survey (retrospective)

Study of past mortality in a population using a standardized questionnaire that is administered to the entire population or, more commonly, to a randomly selected sample. (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian emergencies, ODI/HPN paper 52, 2005.

Survival bias

Type of selection bias specific to retrospective surveys, whereby households that disappear during the recall period because of the death of all members and consequent disintegration are not represented in the sample. It occurs when high and/or very clustered mortality persists for a long period. Survival bias always results in an under-estimation of mortality. (1)

(1) Checchi and Roberts, Interpreting and using mortality data in humanitarian



emergencies, ODI/HPN paper 52, 2005.

Suspected cases

Cases of illness identified through symptoms but not confirmed by laboratory analysis.

Swine Flu (AH1N1)

Swine flu is the popular name for influenza (flu) caused by a relatively new strain of influenza virus A. It was responsible for the flu pandemic in 2009-10.

The virus is officially known as influenza virus A/H1N1pdm09. (1)

(1) NHS Choices: Swine Flu

Symptom

Any subjective evidence of disease. In contrast, a sign is objective. Blood coming out a nostril is a sign; it is apparent to the patient, physician, and others. Anxiety, low back pain, and fatigue are all symptoms; only the patient can perceive Symptom definition – (Medical Dictionary: Definitions)

T

Target audience

In advertising, the segment of the population for whom the product or service has an appeal. The primary group an organization is trying to influence. (1)

(1) Glossary of communication, University of Jyväskylä

Technological determinism

Point of view that claims that media decisively influence how individual think, feel, and act, as well as how they view collective life. (1)

(1) Glossary of communication, University of Jyväskylä

Telecommunication

The word is often used in its plural form, telecommunications, because it involves many different technologies such as telegraph, telephone, networks, radio, microwave transmission, etc. A basic telecommunication system implies three primary units that are indispensable: a transmitter that takes information and converts it to a signal, a transmission medium that carries the signal, and a receiver that takes the signal from the channel and converts it back into usable information.

TELL ME Project

TELL ME is a 36 month Collaborative Project, which aims to provide evidence and to develop models for improved risk communication during infectious disease crises.

TELL ME combines public health, social sciences, behavioral sciences, political sciences, law, ethics, communication and media, in order to develop original communication strategies regarding complicated messages and advice based on uncertainties, also addressing vaccine-resistant groups. (1)

(1) TELL ME Project

The European Social Charter



A Council of Europe treaty which guarantees social and economic human rights. It was adopted in 1961 and revised in 1996.

The European Social Charter refers to the right to the protection of health:

With a view to ensuring the effective exercise of the right to protection of health, the Contracting Parties undertake, either directly or in co- operation with public or private organizations, to take appropriate measures designed, inter alia: 1. to remove as far as possible the causes of ill-health; 2. to provide advisory and educational facilities for the promotion of health and the encouragement of individual responsibility in matters of health; and 3. to prevent as far as possible epidemic, endemic and other diseases.

Council of Europe - European Social Charter

Toxicity

The degree to which a substance (a toxin or poison) can harm humans or animals.

Acute toxicity involves harmful effects in an organism through a single or short-term exposure. Subchronic toxicity is the ability of a toxic substance to cause effects for more than one year but less than the lifetime of the exposed organism. Chronic toxicity is the ability of a substance or mixture of substances to cause harmful effects over an extended period, usually upon repeated or continuous exposure, sometimes lasting for the entire life of the exposed organism.

Toxin

A poison produced by certain animals, plants, or bacteria.

Transmission

Any mode or mechanism by which an infectious agent is spread from a source or reservoir (including another person) to a susceptible host.

Transparency

The United Nations Development Programme (UNDP) defines transparency as a process by which reliable, timely information about existing conditions, decisions and actions relating to the activities of the organization is made accessible, visible and understandable.(1)

Note: Transparency and accountability are interrelated and mutually reinforcing concepts. Without transparency (unfettered access to timely and reliable information on decisions and performance) it would be difficult to call public sector entities to account. Unless there's accountability (mechanisms to report on the usage of public resources and consequences for failing to meet stated performance objectives, transparency would be of little value.(2)

(1) UNDP: Transparency

(2) United Nations Economic and Social Council, Definition of basic concepts and terminologies in governance and public administration, UNESCO Report, E/C.16/2006/4

Trend

Movement or change in frequency over time, usually upwards or downwards.(1)

(1) CDC, Glossary of Epidemiology Terms

Triage



The process of selecting for care or for treatment those of highest priority or, when resources are limited, those who are more likely to benefit (from the French “Trier”: to sort, choose).

Trust

Faith in the behavior of another. Promotes confidence in risk taking. The belief among employees that they will be treated fairly by their organization and, more specifically, by their immediate supervisor. (1)

(1) Glossary of communication, University of Jyväskylä

Tularemia

A bacterial disease caused by infection with the bacterium *Francisella tularensis*, which lives in wild and domestic animals, most often rabbits, and can be transmitted to humans via contact with animal tissues, fleas, deerflies, or ticks. Hunters and other people who spend much time outdoors may be exposed by direct contact with an infected animal or carcass or by the bite of an infected flea or tick. Symptoms appear 2 to 10 days after exposure. Most often there is a red spot on the skin that enlarges and ulcerates, together with enlarged lymph nodes (swollen glands) in the armpit or groin. Ingestion of the organism may produce a throat infection, intestinal pain, diarrhea, and vomiting. Inhalation of the organism may produce a fever or a pneumonia-like illness. Treatment involves use of antibiotics. Rubber or latex gloves should be worn when skinning or handling animals, especially rabbits. Wild rabbit and rodent meat should be cooked thoroughly before being eaten. One should try to avoid bites of deerflies and ticks and avoid drinking, bathing, swimming, and working in untreated water. *Francisella tularensis* is bioterrorism agent category A.

U

Uncertainty avoidance

According to Hofstede, the degree to which people in a culture feel threatened by, and attempt to avoid, ambiguous situations. (1)

(1) Glossary of communication, University of Jyväskylä

Uncertainty in Risk Communication

Uncertainty in Risk Communication during outbreaks/epidemics/pandemics refers to ambiguous or even missing information - which is often due to unavoidable technical difficulties, (e.g. lack of specific laboratory detection kits when a novel pathogen emerges), that hinder comprehensive epidemiologic investigations, especially in the beginning of events, and is further aggravated by inefficiencies in communication networks, and by sensationalism in the media.

It is a major issue for health care professionals and risk communicators, and it can be due to information distortion, gaps between intended and perceived messages, information overload, etc. Such an issue needs to be addressed with both a theoretical and a practical approach.

Uncertainty reduction theory

Point of view that claims uncertainty motivates communication and certainty reduces



the motivation to communicate. (1)

(1) Glossary of communication, University of Jyväskylä

Uncontrolled media

Those media whose actions are not under the public relations practitioner's control, such as community newspapers and radio. (1)

(1) Glossary of communication, University of Jyväskylä

United Nations Commission on Human Rights

Body of the United Nations established to draft human rights standards and otherwise address human rights issues.

Universal Declaration of Human Rights

A declaration adopted by the United Nations General Assembly on 10. December 1948 at the Palais de Chaillot, Paris. The Declaration arose directly from the experience of the Second World War and represents the first global expression of rights to which all human beings are inherently entitled.

The UDHR is an authoritative definition of the human rights obligations of UN member states. Through time it has become so respected by states that many of its provisions can now be said to be customary international law.

Universal Declaration of Human Rights

Upward communication

Communication from lower members of the organizational hierarchy (subordinates) to members higher in the organization (i.e., managers, vice-presidents). (1)

(1) Glossary of communication, University of Jyväskylä

Uses and gratifications approach

Explains how mass media audiences make choice to use media content for their own gratifications and their own purposes. (1)

(1) Glossary of communication, University of Jyväskylä

Utility/efficiency

The principle of utility requires that one acts so as to maximize aggregate welfare. This implies an additional principle of efficiency, i.e. the idea that benefits should be obtained using the fewest resources necessary.

V

Vaccination

See Immunization.

Vaccination schedule

A series of vaccinations, including the timing of all doses, which may be either recommended or compulsory, depending on the country of residence.

Vaccine effectiveness



A “real world” view of how a vaccine (which may have already proven to have high vaccine efficacy) reduces disease in a population. This measure can assess the net balance of benefits and adverse effects of a vaccination program, not just the vaccine itself, under more natural field conditions rather than in a controlled clinical trial. Vaccine effectiveness is proportional to vaccine potency (ie, vaccine efficacy) but is also affected by how well target groups in the population are immunized (which itself may reflect difficulties in maintaining proper storage conditions of a vaccine, such as the cold chain, access to health care, and vaccine cost), as well as by other nonvaccine-related factors that influence the real-world outcomes of hospitalizations, ambulatory visits, or costs.

Vaccine efficacy

The reduction in the incidence of a disease among people who have received a vaccine compared to the incidence in unvaccinated people.

It is usually measured in a randomised controlled trial(RCT) at the Phase II or Phase III clinical trial stage, by giving one group of people a vaccine and comparing the incidence of disease in that group to another group of people who do not receive the vaccine. For some vaccines (influenza) phase II trials are taken as surrogate to measure efficacy.

It is proportional to, but different from, vaccine effectiveness.

Vaccine failure

When an organism develops a disease in spite of being vaccinated against it. Primary vaccine failure occurs when an organism's immune system does not produce enough antibodies when first vaccinated. Secondary vaccine failure occurs when enough antibodies are produced immediately after the vaccination, but the levels fall over time. While antibody levels always fall over time, this would be a more rapid loss of immunity than expected for that vaccine.

Vaccine Resistant Groups

Vaccine refusal can take on a number of forms, one of which is the formation of groups that encourage the partial or total refusal to take vaccine. These groups can exert their influence through the media, particularly through the press and the Internet. Distrust, misinformation, contemporary legends, lack of transparency from government and institutions, and a generally perceived lack of efficacy of vaccines – strengthened by conflicting reports in the scientific literature and "personal experience" – can lead to the formation of vaccine resistant groups.

(1) TELL ME project: Flu from A to Z

Vaccines

A vaccine is a biological preparation that improves immunity to a particular disease. A vaccine typically contains an agent that resembles a disease-causing microorganism, and is often made from weakened or killed forms of the microbe, its toxins, or one of its surface proteins. The agent stimulates the body's immune system to recognize the agent as foreign, destroy it, and "remember" it, so that the immune system can more easily recognize and destroy any of these microorganisms that it later encounters.



Validity

An expression of the degree to which the surveillance data measure the true incidence of cases in the population.

Variola

See Smallpox.

Vector

In medicine, a carrier of disease or of medication. For example, in malaria a mosquito is the vector that carries and transfers the infectious agent. In molecular biology, a vector may be a virus or a plasmid that carries a piece of foreign DNA to a host cell.

Ventilator

A machine that mechanically assists a patient in the exchange of oxygen and carbon dioxide, a process sometimes referred to as artificial respiration.

Vertical chain of communication

Communication between members of different levels of organizational hierarchy; i.e., between managers and subordinates. (1)

(1) Glossary of communication, University of Jyväskylä

Vibrio cholerae

One of the Vibrio bacteria, *V. cholerae* (as the name implies), is the agent of cholera, a devastating and sometimes lethal disease with profuse watery diarrhea. *V. cholerae* is bioterrorism agent category B (water safety threat).

Viral

Of or pertaining to a virus. For example, if a person has a viral rash, the rash was caused by a virus.

Viral communication

Viral marketing (viral advertising) refers to marketing techniques that use pre-existing social networking services and other technologies to try to produce increases in brand awareness or to achieve other marketing objectives through self-replicating viral processes, analogous to the spread of viruses or computer viruses (cf. Internet memes and memetics).

It can be delivered by word of mouth or enhanced by the network effects of the Internet and mobile networks. Viral marketing may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, text messages, email messages, or web pages. (1)

The expression "to go viral" is used in reference to Internet content which can be passed through electronic mail and social networking sites (Facebook, etc.): an image, video, or link that spreads rapidly through a population by being frequently shared with a number of individuals has 'gone viral'.

In other words, a link goes viral because most of the people who get it forward it to their Friends list or post it in their online status. Strong political content, celebrity news, news of disasters etc. go viral. (2)



(1) Wikipedia: Viral marketing (Visited on 05 January 2015)

(2) The Urban Dictionary: Go viral

Viral hemorrhagic fever

A syndrome caused by infection with one of a number of viruses that can cause increased permeability of the blood vessels resulting in bleeding into the skin, internally, or from the mouth or other orifices. The bleeding is usually not lifethreatening. Other signs and symptoms of viral hemorrhagic fever (VHF) may also include high fever, weakness, dizziness, and myalgia. In severe cases, there may be shock, coma, delirium, seizures, and death. The viruses that cause VHF belong to four families: the arenaviruses, filoviruses, bunyaviruses, and flaviviruses. The arenaviruses include the Lassa fever virus and Machupo, Junin, Guanarito, and Sabia hemorrhagic fever viruses. Among the filoviruses are the notorious Ebola virus and Marburg virus. Humans are infected when they come into contact with infected hosts. However, with some of these viruses, after the transmission from the natural host, there can be person-to-person transmission. Human cases or outbreaks of hemorrhagic fevers caused by these viruses occur sporadically and irregularly. The occurrence of outbreaks cannot be easily predicted. With a few exceptions, there is no established drug treatment for VHFs. Ribavirin, an anti-viral drug, has been effective in treating some patients with Lassa fever. Treatment for most of the VHFs is largely supportive. The Lassa fever virus, Machupo virus, Ebola virus and Marburg virus are high-priority bioterrorism agents – category A.

Viral replication

The formation of biological viruses during the infection process in the target host cells. Viruses must first get into the cell before viral replication can occur. From the perspective of the virus, the purpose of viral replication is to allow production and survival of its kind. By generating abundant copies of its genome and packaging these copies into viruses, the virus is able to continue infecting new hosts. Replication processes in viruses are greatly varied and use the host cell machinery in many ways. Most DNA viruses replicate in the nucleus while most RNA viruses replicate in the cytoplasm.

Virulence

The degree of pathogenicity of an infectious agent, indicated by case-fatality rates and/or the ability of the agent to invade and damage tissues of the host.

Virulent

Extremely noxious, damaging, deleterious, and disease causing (pathogenic); marked by a rapid, severe, and malignant course; poisonous.

Virus

A microorganism that is smaller than a bacterium that cannot grow or reproduce apart from a living cell. A virus invades living cells and uses their chemical machinery to keep itself alive and to replicate itself. It may reproduce with fidelity or with errors (mutations); this ability to mutate is responsible for the ability of some viruses to change slightly in each infected person, making treatment difficult. Viruses cause many



common human infections and are also responsible for a number of rare diseases. Many viruses are host specific, capable of infecting and causing disease in humans or specific animals only.

Vulnerability

The degree to which a socio-economic system is either susceptible or resilient to the impact of natural hazards and related technological and environmental disasters. The degree of vulnerability is determined by a combination of several factors including hazard awareness, the condition of human settlements and infrastructure, public policy and administration, and organized abilities in all fields of disaster management. Poverty is also one of the main causes of vulnerability in most parts of the world.

W

Wave

The period during which an outbreak or epidemic occurs either within a community or aggregated across a larger geographical area. The disease wave includes the time during which the disease occurrence increases, peaks and declines back towards baseline.

Whistle-blowing

Insiders telling the media what they know about improper practices by others, usually in the same company, with the hope of improving the situation. Calling attention to actions or practices that are inconsistent with established organizational norms or policies. (1)

(1) Glossary of communication, University of Jyväskylä

World Health Organization

The agency of the United Nations (UN) that is concerned with international health. Abbreviated WHO. Also known as Organisation Mondiale de la Sante (OMS). WHO is the directing and coordinating authority for health within the United Nations system. It is responsible for providing leadership on global health matters, shaping the health research agenda, setting norms and standards, articulating evidence-based policy options, providing technical support to countries and monitoring and assessing health trend

World Health Organization Official Web-site

Z

Zero reporting

Reporting of the absence of cases of a disease under surveillance; this is crucial for syndromic surveillance and ensures that participants have not merely forgotten to report.