

# GLOSSARY

The definitions contained in this glossary are not general. They are given within the context of the application of *ProPAN* and are specific to its use.

## 24-hour Dietary Recall

Methodology used to assess the amount of foods consumed and time of consumption. The mother<sup>1</sup> is asked to remember the amounts of all foods and liquids the child consumed the day before. Breastfeeding episodes are noted but the amount of breastmilk not quantified.

## Actual Practices

Infant and young child feeding practices that mothers carry out daily. In *ProPAN*, actual practices are assessed against the defined **ideal practices** to identify suboptimal feeding practices which could potentially be targeted for improvement.

## Audience Segmentation

Differentiation of communication strategies for diverse population subgroups. Since audiences are often diverse, it is possible to separate them into smaller sub-audiences, taking into account their specific characteristics, such as geographic region, urban/rural residence, ethnicity, or language. Also, communication strategies may differ for mothers who work within versus outside the home, who have children of different age groups, who are single, etc.

## Behavior

Also called practices in the *ProPAN*, refers to mother's observable actions related to preparing food and feeding the child.

## Behavior Change

A process of change in practices that follows steps such as awareness, approval, intention, trial, and advocacy.

<sup>1</sup> The vast majority of young children are likely to be cared by their mothers. However, we used "mother" throughout *ProPAN* to denote mothers and other caregivers.

**Behavior Change Communication**

Systematic process to plan an intervention to influence the behaviors of a specific group of people (e.g. mothers) through several channels and media.

**Communication Channels**

Methods through which recommendations and/or messages reach the intended audience. These may be interpersonal, through the use of mass media such as television or radio, or through printed material and may differ for diverse **audience segments**.

**Community**

Multilevel concept ranging from local, politically or geographically defined entities, such as villages, to cities, nations and international entities. Also refers to an issue-related group of people.

**Community Participation**

Involvement of the community in a social-change strategy in addition to an individual behavioral one.

**Complementary Feeding**

Period of time when foods or liquids in addition to breast milk and/or formula are included in the child's diet. Ideally, this period starts at six months, but often starts too early or too late, depending on when complementary foods are first introduced.

**Complementary Foods**

Foods and liquids that are introduced into the diets of infants and young children in addition to breast milk and/or formula. Often these foods are specially prepared for young children but can also include family foods.

**Counseling**

Process of dialogue, information sharing, mutual understanding and agreement between two people. In infant and child feeding the counselor advises the mother about options to improve child feeding and well-being and helps her reach a decision about what she can and will do.

**Energy Density**

The amount of energy (expressed in kilocalories) in one gram of food.

**Focus Group**

A qualitative methodology, considered optional in *ProPAN*, in which a group of 6 to 8 mothers with similar characteristics are brought together with a facilitator to discuss a specific subject. In focus groups, the participants' views, beliefs, and opinions are solicited and recorded. It is a good way to obtain spontaneous opinions and views from the participants.

**Food Attributes Exercise**

Research technique where the mother is shown pictures of 20-30 foods with the objective of eliciting beliefs about the qualities of each food and its adequacy for young children.

<b>Food Intake</b>	The amount of food consumed by a child in a determined period of time. It does not include breast milk.
<b>General Survey</b>	A questionnaire provided in <i>ProPAN</i> to assess breastfeeding and complementary feeding practices, socio-economic characteristics of the family and mother's access to mass media.
<b>Ideal Practices</b>	A series of 12 breastfeeding and complementary feeding practices that are defined as optimal in <i>ProPAN</i> and against which the actual practices, identified through the application of Module I, are compared. The gap between the ideal and actual practices is used to identify suboptimal practices which, if modified, are likely to have a major impact on nutritional status.
<b>Interpersonal Communication</b>	Also called face-to-face communication; involves sharing information and feelings about a topic of discussion between two people. Counseling is a form of interpersonal communication.
<b>Intervention</b>	Strategies and activities of projects or programs that are designed, planned, and implemented to modify feeding practices and improve the nutritional status of young children. In <i>ProPAN</i> , an intervention is designed in Module III.
<b>Intervention Plan</b>	Detailed description of the strategies and activities to carry out the intervention.
<b>Market Analysis</b>	Technique used by commercial marketing to evaluate a product in relation to its competitors. In an intervention to improve infant and young child feeding, this technique may be useful to evaluate a program's or project's proposed recommendations.
<b>Market Survey</b>	A questionnaire applied to market sellers and retail stores in the target community that aims at identifying those foods that provide the greatest amount of energy and nutrients for the least cost. It also collects information on their availability throughout the year.
<b>Matrix</b>	A rectangular arrangement of columns and rows used to organize and summarize information collected through the use of different qualitative or quantitative methods.
<b>Nutrients</b>	Chemical substances contained in foods that, after digestion, travel throughout the blood to different areas and which fulfill different functions in the body.

**Nutritional Intake**

Amount of macro- and micronutrients contained in the foods that each individual consumes in a determined period of time. In *ProPAN*, software is provided for the analysis of the intake of energy, fat, carbohydrate, protein, iron, zinc, calcium, vitamin A and vitamin C.

**Observation**

In nutrition research, it is a technique that consists of observing people, foods, utensils, places, behaviors, or other child-feeding aspects. The observation is documented with a narrative as well as with more structured methods.

**Opportunistic Observation**

Observation of infant and young child feeding practices in which field-workers take advantage of their proximity to mothers to observe them preparing food, feeding, and/or interacting with their infants and young children.

**Positioning**

The position or place a product, message, or recommendation has in the mind of the target audience.

**Primary Audience**

Those persons who are expected to carry out the recommended practices. In the case of child and infant programs, these are the children's mothers or caregivers.

**Problem Practices**

Actual practices that deviate, in the negative sense, from the ideal practices.

**Products**

In *ProPAN*, the outcomes of the application of research instruments and methodologies described in each module.

**Recipe Creation Exercise**

Methodology used to create new or improved recipes from available, accessible, and acceptable foods for infants and young children through the active participation of their mothers.

**Secondary Audience**

Persons who influence the primary audience in their infant and young child feeding practices. These include family members, friends, and neighbors and health workers. The secondary audience may teach, support, and reinforce the recommended practices to the primary audience.

**Semi-structured Interview**

A conversation with mothers that follows a general guide of open-ended questions designed to elicit information on the perceptions, beliefs and opinions regarding child-feeding practices.

**Study Communities**

Selected communities where an assessment of infant and young child feeding practices using *ProPAN* is made.

**Target Population**

The population of a country, region, or geographical area where interventions to improve infant and young child feeding will be conducted.

**Tertiary Audience**

Decision makers, sponsors, strategic allies, and other influential persons that contribute to a program's success through advocacy, funding, and the creation of an appropriate environment.

**Test of Recommendations**

Methodology used in *ProPAN* to evaluate the feasibility and acceptability of carrying out specific recommended feeding practices under typical conditions in the home over a one- to two-week period.

