Appendix A: Definition of Terms

A number of terms are used throughout this report. Context is provided within this chapter for meaning. These are:

- Age Friendly Neighbourhoods
- Baseline
- Community Attachment
- Evaluation
- Outcomes
- Sample size
- Social Isolation and Social Contact
- Quantitative and Qualitative

Age Friendly Neighbourhoods

The term 'Age friendly' can mean different things to different people, but when we use the term within the AfA programme we refer to people of all ages being respected and able to actively contribute to decisions about the places that they live in.

'An age-friendly world enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age. It is a place that makes it easy for older people to stay connected to people that are important to them. And it helps people stay healthy and active even at the oldest ages and provides appropriate support to those who can no longer look after themselves.'

World Health Organisation

Baseline

A 'baseline' measure or report is an indication of the current situation of a person or place before or at the beginning of a programme or project. In this particular case, baseline looks at all data that's been gathered in the first year or so of the Ambition for Ageing programme.

Community Attachment

Community attachment is about how involved we feel with the places in which we live. It's also about how much we feel we can influence what goes on in where we live, and is a good indicator of a sense of belonging and happiness in our local neighbourhoods. Community attachment is linked to social isolation because if we feel we can get involved in the places that we live, then we are less likely to end up isolated in them.

Evaluation

Evaluation is a term that is used to describe a process for demonstrating whether a project or programme has had an impact on people and places. This is usually done by gathering evidence (information) about those people and places, and trying to see whether the project or programme has caused any changes (outcomes – see below) to occur. Importantly, evaluation makes a judgement on the project or programme in question.

Outcomes

In evaluation, an 'outcome' is the term we use to describe a particular goal of the programme. An outcome is specific to a place, an individual or group of people. Its purpose is to describe what has changed for this place, person or group of people.

Sample Size

A sample size is the total number of people who have answered a particular question, submitted a form or engaged with the evaluation. In other words, the amount of data that we have.

Social Isolation and Social Contact

Social Isolation refers to the absence of or limited contact with other people. The Ambition for Ageing programme looks to reduce social isolation by focusing on increasing social contact.

Social contact is about the number, variety and quality of social interactions we have with people. These people can be local to us, in our neighbourhood, or live far away.

Ambition for Ageing measures the absence of social isolation by focusing on the presence of social contact.

Quantitative and Qualitative

Quantitative data is numerical data. It usually answers the questions: What? How much? When? To whom?

Qualitative data is literature and words. It usually explores the questions: Why? How?