

Glossary and Acronyms

Acronym/Term	Definition
A/B Testing	A/B testing is a method to compare two versions of a single variable, typically by testing a subject's response to version A against version B and determining which of the two versions is more effective.
Audience Analysis	Audience analysis allows the team to understand the individuals in communities of focus, and their uniqueness within specific geographical areas or environments to gain a more robust comprehension of the factors that motivate and contribute to health behaviors.
Bot	A bot is an autonomous program on the internet or another network that can interact with systems or users.
Campaign	An organized course of action to achieve a goal.
Campaign Management Team (CMT)	The CMT is the entity responsible for leading the overall campaign strategy and direct execution of the campaign operations as well as day-to-day activities.
CCP	COVID-19 Convalescent Plasma
CDC	Centers for Disease Control and Prevention
Click Through Rate (CTR)	Click Through Rate is the percentage of people visiting a web page who access a hypertext link to a particular activity or advertisement.
Cost Per Click (CPC)	Cost per click (CPC) is an online advertising revenue model that websites use to bill advertisers based on the number of times visitors click on a display ad attached to their sites.
Coalition of Partners	Private and/or public entities that contribute expertise and resources toward a common goal.
Communication Hub/ Landing Page	Communication Hubs/Landing Pages are owned media tools used to disseminate campaign information, either nationally or for various geographic locations.
Community Activation	Community activation involves motivating a group or community towards supporting a common goal.
Community Activation Team	The Community Activation Team includes individuals responsible for reaching out to community organizations and influencers to help amplify a message and motivate a community towards a goal.
Community Partners	Community partners are organizations and influencers within various communities who help the CMT spread the message(s) of the campaign.
Creative Assets	Creative assets define the materials developed for community activation, including brochures, graphics, videos, stickers, and other campaign information.

Acronym/Term	Definition
Data Use Agreement (DUA)	A Data Use Agreement is a formal document that codifies permissions for the use and receipt of a limited data set, and the permitted uses and disclosures of such information by the recipient. It provides that the recipient will not use or disclose the information other than as permitted by the DUA or as otherwise required by law, use appropriate safeguards to prevent uses or disclosures of the information that are inconsistent with the DUA, report to the covered entity uses or disclosures that are in violation of the DUA, of which it becomes aware ensure that any agents to whom it provides the limited data set agree to the same restrictions and conditions that apply to the limited data set recipient, with respect to such information, and not re-identify the information or contact the individual.
Disinformation	Disinformation describes false information deliberately and often covertly spread (as by the planting of rumors) to influence public opinion or obscure the truth.
DoD	U.S. Department of Defense
Earned Media	Earned media describes media activity that discusses or disseminates campaign messages or other content but is not directly generated by the campaign (e.g., news coverage).
Environmental Scan	An environmental scan is the systematic surveying and interpretation of relevant data to identify external opportunities and threats that could influence future decisions.
Epidemic	An epidemic is the outbreak of disease that spreads quickly and affects many individuals at the same time.
Equity Lens	An equity lens is a process for analyzing or diagnosing the impact of the design and implementation of policies/practices on under-served and marginalized individuals and groups, and to identify and potentially eliminate barriers.
FAQs	Frequently Asked Questions
FCR	Federal COVID-19 Response
FDA	U.S. Food and Drug Administration
Freedom of Information Act (FOIA)	The Freedom of Information Act provides the public the right to request access to records from any federal agency. Federal agencies are required to disclose any information requested under the FOIA unless it falls under one of nine exemptions which protect interests such as personal privacy, national security, and law enforcement.
HHS	U.S. Department of Health and Human Services
Incident Response	An incident response is the organized approach to addressing and managing the aftermath of a significant event a way that limits damage and reduces recovery time.
Metropolitan Statistical Area (MSA)	An MSA is the formal definition of a region that consists of a city and surrounding communities that are linked by social and economic factors. MSAs are established and designated by the U.S. Office of Management and Budget.

Acronym/Term	Definition
Misinformation	Misinformation describes false information that is spread without the intent to mislead.
Mission	A mission is the goal of the campaign effort, community activation, and what is being driven towards (i.e., solving the public health emergency).
Oversight Team	The oversight team works with executive stakeholders to set or adjudicate priorities for the response.
Paid Media	Paid media involves the purchase of ad inventory for messaging to reach a target audience.
Pandemic	A pandemic is an outbreak of a disease that occurs over a wide geographic area (such as multiple countries or continents) and typically affects a significant proportion of the population.
PMO	Program Management Office
Public Health Emergency (PHE)	The Secretary of the Department of Health and Human Services (HHS) may, under Section 319 of the Public Health Service (PHS) Act, determine that: a) a disease or disorder presents a public health emergency (PHE); or b) that a public health emergency, including significant outbreaks of infectious disease or bioterrorist attacks, otherwise exists.
Randomized Controlled Trials (RCT)	A RCT is a study to evaluate the safety and efficacy of new treatments.
Real-World Data	Real-world data includes observational data obtained outside the context of randomized controlled trials (RCTs) and generated during routine clinical practice.
Real-World Evidence	Real-world evidence is obtained from real-world data, which are observational data obtained outside the context of randomized controlled trials (RCTs) and generated during routine clinical practice.
Road Testing	A road test is an iterative, rapid prototyping approach used to refine the design and implementation of a program strategy or intervention.
Search Engine Optimization (SEO)	SEO is the process of employing any number of specific tactics to strategically maximize the number of visitors to a particular website by improving its relevance and thus its visibility in search engine results pages (i.e., the site appears high on the list of results returned by a search engine).
Sentiment Analysis	Sentiment analysis involves the use of automated tools to detect subjective information such as opinions, attitudes, and feelings expressed in text. It is especially used to determine whether the writer's attitude towards a particular topic is positive, negative, or neutral.
Serious Adverse Event (SAE)	A SAE is any undesirable experience associated with the use of a medical product.
SOAR	Strengths, Opportunities, Aspirations, and Results
Social Listening	The process of tracking mentions of certain words, phrases, or complex queries across social media and the web, followed by an analysis of the data.

Acronym/Term	Definition
SWOT	Strengths, Weaknesses, Opportunities, and Threats
Syndemic	A set of linked health problems involving two or more afflictions, interacting synergistically, and contributing to excess burden of disease in a population. Syndemics occur when health-related problems cluster by person, place, or time.
System Uptime	The percentage of time a website is available to viewers.
The Fight Is In Us (TFIU)	<p>The Fight Is in Us is a united effort bringing together several coalitions and organizations, including academic medical institutions like the MAYO clinic and Johns Hopkins University, blood and plasma companies, health benefits and healthcare diagnostic companies, community and non-profit leaders, and marketing and media companies.</p> <p>The Fight Is In Us is also the brand that was leveraged by FCR for the CCP donor activation program campaign activities.</p>
User Experience (UX)	User Experience is the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.
User Interface (UI)	User Interface is how the user and a computer system interact, in particular the use of input devices and software.