

# ASSESSMENT AND EVALUATION RESOURCES

## TYPES OF DATA

### Quantitative Data: (Numbers)

Data that can be counted or measured in numerical values.  
(survey with numerical scales, analysis)

### Qualitative Data: (Stories)

Data represented with information and concepts but not with numbers.  
(interviews, focus groups, observation)

## EVALUATION TYPES



**Output:** What we do and who we reach?  
(# served, sessions given, total hours, etc.)

**Outcome:** How did the participants change as a result of program? (e.g. 98% youth increased knowledge on topic)

**Impact:** Who does the program impact? How does your program change participants' lives? (This should connect to outcomes)

## RESOURCES TO FIND DATA

**OHYES! Reports:** Ohio youth surveys  
(<https://youthsurveys.ohio.gov/>)

**YRBSS:** Multi-state youth surveys  
(<https://www.cdc.gov/healthyouth/data/yrbs/index.htm>)

**Census Data:** America's people, places and economy  
(<https://data.census.gov/>)

**Youth.gov:** Federal youth data resource lists  
(<https://youth.gov/>)

**The Trevor Project:** Data around gender identity, orientation  
([https://www.thetrevorproject.org/survey-2022/assets/static/trevor01\\_2022survey\\_final.pdf](https://www.thetrevorproject.org/survey-2022/assets/static/trevor01_2022survey_final.pdf))



# RESOURCES FOR DATA COLLECTION AND DISTRIBUTION



**Community Toolbox:** Developing a plan for assessing your community (<https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/develop-a-plan/main>)

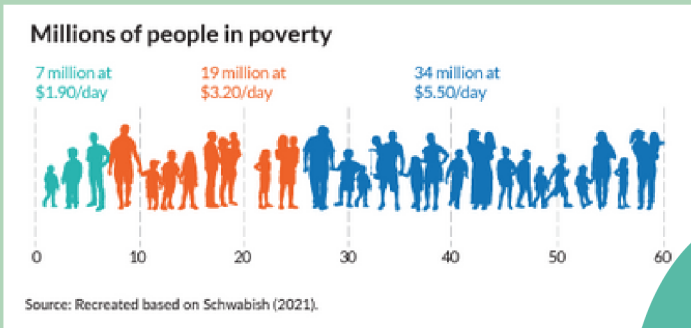
**U of MN Extension:** Evaluating youth and education programs (<https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/develop-a-plan/main>)

## DATA HEALTH EQUITY

**Urban Institute:** Applying Equity Awareness in Data Visualization (<https://www.urban.org/research/publication/do-no-harm-guide-applying-equity-awareness-data-visualization>)



## QUICK TIPS FOR HEALTH EQUITY IN DATA



**Use People First Language**

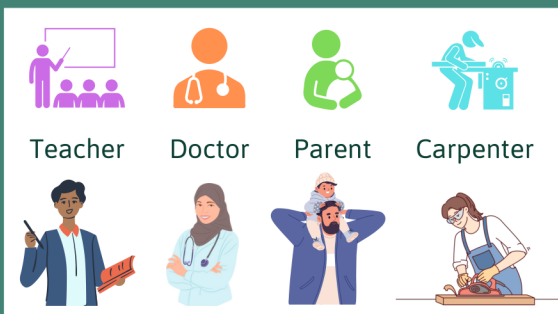
**Order Labels and Responses Purposefully**

Black or African American

Hispanic or Latino

White

Another Race



**Carefully Consider Colors, Icons, and Shapes**