Learning Objectives

What I hope to accomplish during our time today

Participants will be able to describe the benefits of using data as a tool to evaluate programs

Participants will be able to describe some of the common limitations of different data sources

Participants will be able to conduct a simplified gap analysis

Lydia Guy Ortiz

Lydia is the Virginia Reducing Commander for 5th State SOH, Office of National Violence and contributed to the office mission of Ending AIDS in Washington State by developing programs, systems, and processes that explicitly acknowledge and seek to reduce stigma. This position works to implement strategies that address stigma in its many manifestations, including not only suicidal, to HIV status, sexual orientation, race, class, gender, and disability status.

From 1992 to 2007, Lydia worked in rape crisis centers in addition to the state sexual assault coalition in Washington state. Her primary responsibilities included training, technical assistance, and resource production for sexual assault service providers throughout the state as well as nationally. Her focus was the development and implementation of community mobilizing strategies specific to sexual assault. From 2004 to 2013 Lydia was a board member for the National Alliance to End Sexual Violence, and currently serves on the Board of Directors for the Washington State Coalition Against Domestic Violence and the Washington State HIV Coordinating Council.
Name
Organization & Role
How do you feel about data?
What would you like to learn from this session?
Gap analysis
The comparison of actual performance with potential or desired performance

- Use data to determine current state
- Use data to set performance measures/goals
- Use data to inform program delivery
- Use data to course correct
- Use data to measure progress

What should we do with our data?

Data
Truth

Let's talk about data...
Common forms of bias in data

A brief overview of some of the forms of bias.
This list is not all inclusive.

Confirmation bias occurs when a hypothesis or belief is formed and data that supports that bias is considered valid and data that does not is considered invalid. Confirmation bias is deeply seated in the natural tendencies people use to understand and filter information, which often lead to focusing on one hypothesis at a time.

Cultural bias occurs when data is collected in a manner that works for the dominant culture and analyzed through an ethnocentric lens. Ethnocentrism is judging another culture solely by the values and standards of one’s own culture.
Social desirability bias involves respondents answering questions in a way that they think will lead to being accepted and liked. Some people will report inaccurately on sensitive or personal topics to present themselves in the best possible light.

Sponsor bias occurs when people tell the data collectors what they think we want to hear. Respondents’ views on the sponsoring organization’s mission or core beliefs, for example, can influence how they answer all questions related to that organization.

What story is your data telling?
Who’s telling your data story?
Who’s story is your data telling?
Who’s story is not being told?
What don’t we know?
Are we serving all populations?
Are the services effective?

Must Know

Must do

Already knows

Already can do

Strategy Gap

Knowledge Gap

GAPS

What does our current data tell us?

What services are being funded to “fix” this?

What don’t we know?

Are we serving all populations?

Are the services effective?

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