Data are an essential part of Continuous Quality Improvement (CQI). Ensuring home visitors collect quality data will allow the CQI team to use the data to identify a topic and monitor progress during a Plan-Do-Study-Act (PDSA) cycle.

**Collecting High-Quality Data**

Before using data to identify and monitor a CQI project, data must be of high quality. High quality data begins with good data collection techniques, and may result in more effective program monitoring, improved program processes, and better outcomes for the families served by home visiting programs.

**Characteristics of quality data:**
- Complete — all values are present
- Accessible — available when required
- Relevant — answers the proposed questions
- Accurate — free from errors
- Reliable — data are consistent as required

**Other considerations:**
- Quality data are an important piece of CQI. However, rather than identifying a CQI project to improve data quality, focusing on client outcomes for a CQI topic may increase home visitors’ enthusiasm for CQI.

**Identifying a CQI Topic**

Quantitative data (i.e., numerical data) is another important part of identifying a CQI topic. It assists with understanding the current performance and with establishing a baseline. Quantitative data will also help measure progress throughout the CQI project. Qualitative data (i.e., descriptive data) can be equally important when selecting a topic and may add helpful context to understanding the data.

**Considerations when identifying a topic:**
- Identify a topic based on a review of your data
- Involve stakeholders in the decision-making process
- Align with the strategic vision of the agency
- Develop a clear guiding mission for the CQI project
- Ensure completion of the project is feasible

**Questions to ask:**
- Is the topic for improvement worth devoting staff time to it, as well as other project resources?
- Does the topic align with the agency vision, mission, and goals?
- Is the topic within our scope to improve?
- Will the area for improvement benefit families?
- Have you engaged stakeholders with different roles/expertise to offer diverse perspectives?