

When do I need to include SOGI data in my work?

Always!

How do I include SOGI data in my work?

Below are guidelines for collecting SOGI data across projects like research, policy, surveys, and advocacy.

SOGI stands for: Sexual Orientation and Gender Identity

Research

Include SOGI with inclusive language, diverse options, confidentiality, cultural awareness, and ethical analysis.

Policy

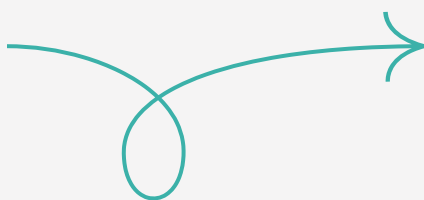
Ask inclusive questions universally, protect privacy, analyze outcomes, and use SOGI data to drive equitable policies and care.

Surveys and Forms

Use clear and inclusive wording, provide diverse identity options, protect privacy, and allow self-identification.

Advocacy and Allyship

Amplify marginalized voices, build inclusive coalitions, educate communities, and actively dismantle systemic inequities.



Scan the QR Code or visit bit.ly/LBTQDocs to learn more.

When & How to include SOGI data in Research

SOGI stands for: Sexual Orientation and Gender Identity



What is it?

SOGI data in research helps understand the diverse experiences and needs of LGBTQ+ people, providing critical evidence to inform inclusive policies, protections, funding decisions, and programs that improve lives and advance equity.



When?

Include SOGI within research in every study that asks any demographic information about participants. If genetics, hormonal environment, or sexual characteristics are part of your study, you should also include questions about sex and intersex designations or diagnosis. It's important to include SOGI to successfully uphold an understanding of disparities, accurate data, and inclusivity.



How?

Include SOGI Questions in Study Design

- Plan for inclusive, evidence-based SOGI questions from the start—not as an afterthought.

Ask SOGI Questions Universally

- Use inclusive, standardized language for everyone—not just when LGBTQ+ identity is assumed for accurate data.

Ensure Informed Consent & Confidentiality

- Clearly explain how SOGI data will be used and protect privacy throughout.

Disaggregate & Analyze SOGI Data Thoughtfully

- Break down findings by specific identities, avoid lumping all LGBTQ+ people together, and recognize intersecting factors.

When & How to include SOGI data in Policy

SOGI stands for: Sexual Orientation and Gender Identity



What is it?

SOGI data in health policy means collecting and using information on SOGI to ensure healthcare systems are inclusive, equitable, and reflective of all communities. It helps make LGBTQ+ people visible in care, research, and funding decisions that impact health outcomes.



When?

SOGI data should be included at every stage of policy dedicated to health—from planning and program design to implementation, evaluation, and advocacy.

It's essential for identifying disparities, informing equitable services, and ensuring that all individuals are seen and served accurately.



How?

Disaggregate & Analyze the Data

- Break down results by specific SOGI categories to uncover disparities and drive targeted solutions.

Use the Data to Inform Policy

- Apply insights to program design, funding decisions, clinical guidelines, and equity goals.

Normalize & Institutionalize Collection

- Integrate SOGI questions and data into routine systems like EHRs, surveys, evaluations, and reporting tools.

Engage LGBTQ+ Communities in the Process

- Involve LGBTQ+ individuals and organizations in designing, interpreting, and applying SOGI data.

Share Findings Transparently

- Report back to communities, not just institutions—make the data accessible, understandable, and actionable.

When & How to include SOGI data in Surveys and Forms

SOGI stands for: Sexual Orientation and Gender Identity



What is it?

Surveys and forms are tools for collecting information, and when designed intentionally, they become opportunities to recognize, affirm, and include people of all sexual orientations and gender identities.



When?

Surveys and forms are often the first place a person shares information about who they are—they can be conducted in a clinic, a research study, a community program, or a government system.



How?

Include SOGI Questions on All Surveys and Forms

- Ask everyone, regardless of perceived identity—don't make assumptions about who it's "relevant" for.

Separate Gender Identity from Sex Assigned at Birth

- Ask both questions to reflect the experiences of transgender, nonbinary, and gender-expansive people.

Provide a Range of Options + Write-In Choices

- Include options like "nonbinary," "two-spirit," and a fill-in-the-blank for identities not listed.

Explain Why You're Asking

- Include a brief note about the purpose. For example, you are seeking to improve services or track health disparities.

Protect Privacy and Make It Voluntary

- Make sure respondents can skip the question and know their data will be kept confidential.

Pilot-Test with LGBTQ+ Community Members

- Involve community voices to ensure questions are respectful, understandable, and relevant.

When & How to include SOGI data in Advocacy and Allyship

SOGI stands for: Sexual Orientation and Gender Identity



What is it?

Advocacy and allyship in SOGI data mean actively supporting inclusive, accurate, and respectful data practices that ensure LGBTQ+ people are seen, counted, and cared for.



When?

Advocacy and allyship for SOGI data should occur at every level—from casual conversations and forms to healthcare services and community programs—to ensure LGBTQ+ individuals are recognized, included, and supported.



How?

Champion the Importance of SOGI Data

- Speak up about why collecting SOGI data matters for visibility, equity, and justice in health and beyond.

Hold Institutions Accountable

- Ask your workplace, healthcare provider, or government agency: “Are you collecting SOGI data? If not, why?”

Use Your Platform to Uplift Community Voices

- Center LGBTQ+ leaders and organizations already doing this work—don’t reinvent, amplify.

Support Policies That Require SOGI Data

- Back legislation, funding guidelines, or internal policies that mandate inclusive data collection.

Be Open to Learning & Unlearning

- Stay updated on evolving language, best practices, and community needs—allyship is a lifelong process.