

Personal Health and Finance Quiz: A Tool for Outreach, Research, and Evaluation

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Rutgers Cooperative Extension developed an online self-assessment tool called the *Personal Health and Finance Quiz* available at <http://njaes.rutgers.edu/money/health-finance-quiz/>. Believed to be among the first public surveys to simultaneously query users about their health and personal finance practices, the quiz is part of *Small Steps to Health and Wealth*TM (SSHW), a Cooperative Extension program developed to motivate Americans to take action to improve both their health and personal finances (see <http://njaes.rutgers.edu/sshw/>). Respondents indicate one of four frequencies for performance of 20 daily activities and receive a Health, Finance, and Total score indicating their frequency of performing activities that health and financial experts recommend. In addition to providing users with personalized feedback, the quiz collects data for research about the health and financial practices of Americans to inform future Extension outreach and can be used as a pre-/post-test to evaluate the impact of SSHW programs. Initial research analyses are planned for 2015.

Barbara O'Neill holds the rank of Distinguished Professor at Rutgers University and is Rutgers Cooperative Extension Specialist in Financial Resource Management. She has written over 125 articles for academic journals and conference proceedings and received over three dozen awards for program excellence. Direct correspondence to Barbara O'Neill at oneill@aesop.rutgers.edu

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