

One Health Messaging Survey about Bats and Rabies

Interviewer Script

"Hello, I am _____ and I am conducting a survey for the National Parks Service. This survey will help us to better understand how to communicate with visitors about bats. Your participation in the study is voluntary, and all your responses will be kept anonymous. This study has been approved by the Office of Management and Budget as well as our University's Institutional Review Board. It will take about 15 minutes to complete. You will not be asked to provide your name or address. Your responses are voluntary will remain anonymous. Would you be willing to complete the questionnaire using this iPad? If not, we have a paper version with the same question for your convenience.

Before we start, are you at least 18 years old?

The interviewer will check the boxes below to indicate that the respondent is at least 18 years old or older and understands the Paperwork Reduction Act Statement below.

- The respondent is at least 18 years old or older
- The respondent understands the Paperwork Reduction Act Statement

The interviewer will ask: "Has any member of your group been asked to participate in this survey before today?"

➔If "YES" (already asked to participate) then, "Thank you for agreeing to participate in this study. Have a great day."

➔If "NO" (have not been previously asked to participate but agreed to take the survey) the interviewer will say "Please feel free to ask me any questions you may have, once you are done you can return the complete survey instrument to me. Thanks".

If the visitor refuses to complete the survey- (soft refusal) - The surveyor will ask if they would be willing to answer the two non-response bias questions (listed below) and then thank them for their time. [The surveyor will record responses on a tracking sheet].

If NO- (hard refusal) - end the contact and thank them for their time

Paperwork Reduction and Privacy Act Statements: The National Park Service is authorized by 16 U.S.C. 1a-7 to collect this information. We will use this information to learn more about how people think about messages regarding the management of bats. Your response is voluntary and anonymous. Your name will never be associated with your responses. You may quit at any time by simply closing the web browser. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

BURDEN ESTIMATE Statement: Public reporting burden for this collection is estimated to be 15 minutes per respondent to complete this process. Please direct comments regarding any other aspect of this collection to Professor Katherine McComas at (kam19@cornell.edu) email; or Phadrea Ponds, NPS Information Collections Coordinator, at pponds@nps.gov (email).

IRB and Human Right Statement: Cornell University requires that we obtain your consent to complete this survey. If you have any questions or concerns regarding your rights as a subject in this study, you may contact the Cornell Institutional Review Board (IRB) at 607-255-5138 (phone) or <http://www.irb.cornell.edu> (website). You may also report your concerns or complaints anonymously through Ethicspoint's website (www.ethicspoint.com) or by calling toll free at 1-866-293-3077. Ethicspoint is an independent organization that serves as a liaison between the University and the person bringing the complaint so that anonymity can be ensured.

NOTE TO OMB REVIEWER:

For the purposes of this review and submission the questions in this survey are all included and are consistent with the currently approved pool questions for the NPS Programmatic Review Process (1024-0224 - Current Expiration Date: 8-31-2014).

This questionnaire will be administered on-site by interviewers using computer tablet to administer the questionnaires. Only one questionnaire per group will be collected. This is an effort to limit the individual respondent burden

Once the respondent consents to participate in the survey, one of eight prepared messages (see appendix for Messages 2-8) will be randomly selected and presented by the survey software. The respondent will read the message and then answer the questions that follow. If the respondent receives the “no message” treatment (or Message #9), that respondent will start the survey without reading a message.

Thank you for helping us with this study. The National Park Service is interested in understanding how people respond to publications that are used to communicate information about bats. Your responses will help us to design better publications. Below is a short message about bats. We would like for you to read the message before answering the questions that follow.

Message #1



A rabid bat was recently found in this area of the park. Our health is linked to the health of all species and the environment, so please read the following messages to protect yourself and bats.

Bats play an important part of ecosystems, consuming large quantities of insects like mosquitos and insects that can damage crops or forests. They also pollinate plants and disperse seeds.

A small percentage of bats have rabies, which they can transmit to people, usually by exposing people to saliva through a bite or scratch. Rabies can be prevented in humans if you seek medical care, but rabies is fatal if left untreated. Rabies is often fatal to bats, too.

Because this area of the park has recently found a rabid bat, if you encounter a bat that is behaving strangely, such as being aggressive, lying on the ground, flying near or making contact with people, tell a park ranger right away. The bat may need to be tested for rabies and you may need medical attention to prevent you from getting sick with rabies.

For More Information:

Dr. Danielle Buttke, One Health Coordinator, 970-267-2118

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TOPIC AREA 4: TpB1

1. How likely are you to engage in the following actions related to bats in the next year?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Construct homes for bats at my residence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allow bats to use the outside of my residence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seek out more information about bats.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to others about bats.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Join or support a bat conservation group.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoid going places where I might see bats.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How likely are you to engage in the following behaviors in the next year?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Volunteer to reduce my use of a favorite spot in a park or natural area if it needs to recover from environmental damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in a public meeting about managing a park or natural area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write letters in support of a park or natural area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer my time to projects that help a park or natural area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. How likely are you to engage in the following behaviors if you encountered a bat behaving strangely in the park, such as lying on the ground or flying in the middle of the day?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Approach the bat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tell a park ranger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to catch the bat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leave the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Move the bat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Please tell us how you feel about wildlife, in general?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
All animals have a right to live.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

As humans, we have a moral obligation to ensure that we do not cause the extinction of other species.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Earth's fragile ecosystems can be disrupted by very small changes in the balance of species.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Losing one species will have far-reaching effects on the ecosystem as a whole.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Earth's remaining ecosystems should be conserved at all costs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plants and animals exist primarily to be used by humans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Every species has equal value and an equal right to exist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEW QUESTION: This question will be used to measure risk perceptions.

5 Would you agree or disagree that the risks that bats pose to humans are:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Controllable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Immediate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Known to science	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoidable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dreadful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Do you agree or disagree that bats are:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vulnerable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worthless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Common	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Harmless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frightening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TOPIC AREA 1: KNOW 9

7. Prior to this visit, were you aware that some bats carry rabies?

- Not aware
- Somewhat aware
- Very aware

8. Have you ever seen a rabid bat?

- Yes
- No
- I'm not sure

TOPIC AREA 3: LEARN9

Questions 9-12 will not be included in the control "no message" condition.

9. Recalling the message you read, was a rabid bat recently found in this area of the park?

- Yes
- No

10: Recalling the message you read, do bats consume large quantities of insects?

- Yes
- No

11. Recalling the message you read, does bat behavior contribute to the spread of rabies?

- Yes
- No

TOPIC AREA 6: EVALSERV21

12: What did you think about the message you read at the beginning of the survey?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The message I read was clear.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message I read was informative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message I read was persuasive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TOPIC AREA 1: GEND1

13: Are you male or female?

- Male
- Female

TOPIC AREA 1: AGE3

14: What is your age (in years)?

TOPIC AREA 1: ED2

15: What is the highest level of school you have completed?

- Grade 8 or lower
- Some high school, no diploma
- High school diploma or equivalent
- Some college, no degree
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

TOPIC AREA 1: ECON1

16. Which category best represents your annual household income? Please mark only one.

- Less than \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

TOPIC AREA 1: RACE/ETH2

17. Are you Hispanic or Latino?

- No
- Yes

TOPIC AREA 1: RACE/ETH4

18. What race do you consider yourself?

- American Indian or Alaska Native
- Asian
- Black or African-American
- Native Hawaiian or other Pacific Islander
- White

TOPIC AREA 1: LANG2

19. What language is most frequently spoken in your home?

- English
- Other

TOPIC AREA 1: VISITHIS1

20: Have you visited an NPS site before today?

- Yes
- No

TOPIC AREA 1: VISITHIS1

21. If yes, how many times have you visited an NPS site in the past year?

- Once
- 2-5 times
- 6-10 times
- More than 10 times

TOPIC AREA 1: PKQ FVIS1

22. How likely are you to visit an NPS site in the future?

- Very unlikely
- Unlikely
- Neutral
- Likely
- Very likely

TOPIC AREA 1: GR1

23. On this visit, what kind of personal group (not guided tour/school group) are you with?

- Alone
- Family
- Friends
- Family and friends
- Others (please specify) _____

Thank you for participation in this study.



This park has had rabid bats in the past. Our health is linked to the health of all species and the environment, so please read the following messages to protect yourself and bats.

Bats play an important part of ecosystems, consuming large quantities of insects like mosquitos and insects that can damage crops or forests. They also pollinate plants and disperse seeds.

A small percentage of bats have rabies, which they can transmit to people, usually by exposing people to saliva through a bite or scratch. Rabies can be prevented in humans if you seek medical care, but rabies is fatal if left untreated. Rabies is often fatal to bats, too.

Because this area of the park has had a rabid bat in the past, if you encounter a bat that is behaving strangely, such as being aggressive, lying on the ground, flying near or making contact with people, tell a park ranger right away. The bat may need to be tested for rabies and you may need medical attention to prevent you from getting sick with rabies.

For More Information:

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Message 4



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Message 5



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A small percentage of bats have rabies, which they can transmit to people, usually by exposing people to saliva through a bite or scratch. Rabies can be prevented in humans if you seek medical care, but rabies is fatal if left untreated. Rabies is often fatal to bats, too.

Human activities and expansion of urban areas can disturb bats and encroach on bat habitats. This can increase the risk of human encounters with a rabid bat.

Because bats live near this area of the park, if you see a bat that is behaving strangely, such as being aggressive, lying on the ground, flying near, or making contact with people, tell a park ranger right away. The bat may need to be tested for rabies, and if you had contact with the bat, you may need medical attention to prevent you from getting sick with rabies.

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Bats are responsible for the majority of human rabies cases in the United States. Rabies can circulate among bats because of their biology and behaviors.

If you see a bat that is behaving strangely, such as being aggressive, lying on the ground, flying near, or making contact with people, tell a park ranger right away. The bat may need to be tested for rabies, and if you had contact with the bat, you may need medical attention to prevent you from getting sick with rabies.

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No message – control group:
Respondents will advance straight to instructions.