

# Contact Scripts/Information for OMB 0596-0186, Renewal Request

## Contact Brief:

*This is sent to pre-existing groups such as Firesafe councils, community organizations, and other key contacts. It is also sent to individual members of the public who ask for detailed information on the study. A very similar document is provided to public affairs/media contacts to aid development of media announcements, which tended to provide information on the sessions in a community, approximate dates being held, and ways to contact me for scheduling.*

## **Perception of Risk, Trust, Responsibility, and Management Preferences among Fire Prone Communities** **George T. Cvetkovich, Ph.D. & Patricia L. Winter, Ph.D.<sup>1</sup>**

### **Background**

A study is being conducted in selected communities within the (location to be named). The geographic location was selected because of the continuing risk of wildfire, as well as the extensive individual, community, and agency efforts that have been taken to address that risk. The study has OMB approval (0596-0186).

### **What is being examined?**

This study is designed to examine the following issues of importance to fire management and community life among residents including:

- Personal experience with fire, including impacts on the individual and stresses associated with risk.
- Individual fire-related actions taken and perceived effectiveness.
- Fire management objectives, perceived alternatives to reach those objectives, and the concerns and risks associated with each alternative.
- Personal and public roles and responsibilities for fire management.
- Individual barriers to taking fire risk reduction actions.
- Value similarity and trust in the Forest Service to manage fires and fire risk.



### **How is this being conducted?**

Residents within the selected communities will be contacted through pre-existing groups and key contacts. Sessions will include in-depth focus group discussions and completion of a survey.

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<sup>1</sup> For further information about this study, please contact: Dr. Patricia Winter at (951)680-1557; email [pwinter@fs.fed.us](mailto:pwinter@fs.fed.us); fax (951)680-1501; or write to her at 4955 Canyon Crest Drive, Riverside, CA 92507. Dr. Cvetkovich is with Western Washington University in Bellingham, Washington. You can reach him at [cvet@wwu.edu](mailto:cvet@wwu.edu).

**What will be done with the results?**

The results of the study will be presented in a report containing detailed findings from the survey and group discussions. This report will be delivered to Forest Service personnel, researchers, Firesafe councils, and to publics, including participants, who request a copy. Presentations and publications in professional outlets are also planned. Findings will be compared with a similar study conducted with residents proximate to the San Bernardino National Forest (publication available upon request.)

**Contact Script:** *(for telephone calls with members of the public)*

“Hello, my name is Dr. Patricia Winter and I am with the USDA Forest Service, Pacific Southwest Research Station. (If calls are made by assistant this would have assistant’s name and say they are working with me.) I was given your name and number/located your name and number by/through \_\_\_\_\_. I am calling to invite you to participate in a study on fire and fire management in your community. We are interested in your experiences with fire, your attitudes about fire and fire management, ways you think fire risk should be addressed, and trust in the Forest Service to manage fire. In this study, you would participate in a session lasting about 1 and ½ hours where folks complete a survey and then a discussion about fire on specific topics led by my cooperator, Dr. Cvetkovich, who is a professor at Western Washington University, or by me. *(Or by Pat Winter if assistant is calling)*. Sessions are taking place on *(fill in date or dates)* at *(fill in locations)*...would you be interested in joining us?” *(If necessary, agree to e-mail or mail brief to them so they can review and RSVP later.)*

*If yes, set up date, time, and location and confirm they have directions or arrange to send them map to location.*

*If unsure, ask that they call or email you with decision by (date should be minimum of 1 week before session).*

*If no, thank them and let them know you appreciate their time.*

*If they mention others who might be interested, take down name and phone number or other contact, or ask them to pass on contact information for you, based on their preference.*

**Script for e-mail contact:**

A study examining community residents’ perceptions about fire and fire management is taking place in your area. We want to know about your experiences with fire, your attitudes about fire and fire management, ways you think fire risk should be addressed, and trust in the Forest Service to manage fire. In this study, you would participate in a session lasting about 1 and ½ hours where folks complete a survey and then a discussion about fire on specific topics led by my cooperator, Dr. Cvetkovich, who is a professor at Western Washington University, or by me. Sessions are taking place on *(fill in date or dates)* at *(fill in locations)*...

would you be interested in joining us? Please e-mail your reply on or before (RSVP date). A description of this study is attached for further details.

### **BURDEN AND NONDISCRIMINATION STATEMENTS**

*According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0596-0186. The time required to complete this information collection is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.*

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