

## Attachment B: Identification and Assessment of Effective Educational Campaigns for Private Well Owners, Data collection instrument

### Survey of Private Well Owner Outreach Programs

Form Approved

OMB No. 0920-0879

Expiration date: 04/30/2017

This is a voluntary data collection aimed at gathering current information about public health programs geared toward private well owners. The data collection is designed for environmental health staff at state, local, and tribal environmental health and agricultural departments who are government employees and who conduct outreach to private well owners.

This data collection was developed by a team of University of Illinois researchers who created a training program titled, "Private Well Class." Our team would like to invite you to participate in this data collection to help us learn from other comparable programs. Based on what we learn, we hope to boost well owner participation in our program and also to share our findings with other public health practitioners who could use the information to improve their outreach programs. A final report on this project will be made publicly available. All identifiable information will remain anonymous and all data kept secure.

This is a web-based data collection that is estimated to average 18 minutes per response. You can leave the website and come back later using the same URL. However once you click on "submit" after the last question, your answers are locked and you will not be able to edit or add information. If you realize you have more to add, contact us and we will work with you to make that happen.

Thank you for participating.

Contact Information:

Steve Wilson, Principal Investigator

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*Public reporting burden of this collection of information is estimated to average 18 minutes per response, including the time for reviewing the instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Rd, NE, MS D-74, Atlanta, GA 30333; ATTN: PRA (0920-0879).*

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**Survey of Private Well Owner Outreach Programs**

**1. What was the name of your private well owner program?**

**2. Your private well owner program was designed to serve well owners at what scale?**

- local
- community
- county
- multi-county
- state
- multi-state
- national

**3. What was the source of funding? (Please assign a percentage to each that apply, if there were multiple funding sources for your program.)**

local (%)	<input type="text"/>
county (%)	<input type="text"/>
state (%)	<input type="text"/>
national/federal (%)	<input type="text"/>

**4. What was the type of funding? (Please assign a percentage to each that apply, if there were multiple funding sources for your program.)**

internal/regular budget item (%)	<input type="text"/>
grant (%)	<input type="text"/>
state appropriation (%)	<input type="text"/>
contract (%)	<input type="text"/>

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5. How much funding was dedicated to your private well owner program?

- less than \$1,000
- \$1,000 to \$5,000
- \$5,000 to \$20,000
- \$20,000 to \$50,000
- over \$50,000

6. What was your private well owner program duration? (just the last instance if repeated)

- ongoing (part of regular business practices)
- less than a month (e.g. during NGWA's Groundwater Awareness week)
- between a month and a year
- more than a year

7. How many well owners participated in your private well program?

8. Was your private well owner program limited to a specific number of well owners?

- No
- Yes

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9. How many well owners could have participated? (e.g., number of wells in study area, area rural population, etc.) (i.e., maximum total possible participants)

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10. (a) Why were the number of well owners limited for your program?

10. (b) Were the well owners in your private well owner program selected to participate or were they included, first come, first served?

- Well owners were selected by program staff
- Well owners were included first come, first served

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10. (c) How many potential participants were turned away because of limitations?

10. (d) How many potential well owners could have participated? (e.g., number of wells in study area, area rural population, etc.) (i.e., maximum total possible participants)

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**11. Did participants in your program provide feedback?**

- Yes, and I have that information
- Yes, but I do not have that information
- No

**12. How many staff were involved in the program?**

**13. Was anyone specifically in charge of outreach?**

- Yes
- No

**14. Was there a report or final product? (final product could be an updated website, a rule change, warning letter to well owners, etc)**

- Yes, and I have that information
- Yes, but I do not have that information
- No

**15. Please describe any quantitative measures of program completion (e.g., test scores, etc.), engagement with the program (e.g., actions well owner completed as a result of your program, etc.), or interaction between the program and participants (e.g., requests for information/follow up, etc.)**

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**16. Please indicate who partnered with you to complete your private well owner program. (include all that apply and list names)**

Civic	<input type="text"/>
Agricultural	<input type="text"/>
Business	<input type="text"/>
Environmental	<input type="text"/>
University/school	<input type="text"/>
Government	<input type="text"/>
Other	<input type="text"/>

**17. What methods were used to advertise your private well owner program? (check all that apply)**

- Newspaper
- Flyers
- Website
- Press release
- Radio
- Word-of-mouth
- E-mail
- Public Meetings

Other (please specify)

**18. (a) Were there any factors that may have influenced participation? (check all that apply)**

- Concern over a local issue
- Incentive given to well owner
- Regulatory
- Other (please specify)

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**18. (b) Please describe the local issue that may have influenced participation in your program?**

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**19. If there were any program incentives, what were they? (check all that apply)**

- Free testing
- Additional financial incentive
- Free or reduced professional service
- Educational credit
- Gift
- Other (please specify)

**20. What format or formats were used to implement your private well owner program? (check all that apply)**

- E-mail (e.g., direct email, newsletter, etc.)
- Classroom-based (face-to-face)
- Website (e.g., online learning or testing, webinars, etc.)
- Train-the-trainer (e.g. Coop Extension Master Well Owner Program, etc.)
- Direct Services
- Well Testing Program (e.g., providing bottles, portable test kits, sample analysis, etc.)
- Other (please specify)

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21. What additional activities did participants engage in as part of your private well owner program? (check all that apply)

- Submitting questions/requesting information
- Attending a meeting
- Hands-on participation with private well related activities
- Collecting samples
- Other (please specify)

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### Survey of Private Well Owner Outreach Programs

22. The results of this survey will be evaluated to provide helpful guidance and suggested best approaches to outreach in support of future well owner outreach and sampling programs. We would like to include an appendix in the report that lists information about the programs who participated in this survey. Specifically, we would like to list the answers to questions 2-21. Do we have your permission to list this information?

- Yes
- No
- Yes, but please don't list the answers to these questions:

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### Survey of Private Well Owner Outreach Programs

23. Was your private well owner program successful?

- 1. Unsuccessful
- 2. Not Very Successful
- 3. Successful
- 4. Very Successful
- 5. Extremely Successful

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24. (a) Why wasn't your private well owner program successful?

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**Survey of Private Well Owner Outreach Programs**

24. (b) Why was your private well owner program successful?

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25. Based on your experiences with these types of programs, how would you now go about motivating well owners to participate?

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**Survey of Private Well Owner Outreach Programs**

Thank you for taking the time to complete this survey.

Prev Done

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