
SURVEY JUSTIFICATION:

Social science research in support of park planning and management is mandated in the NPS Management Policies 2006 (Section 8.11.1, "Social Science Studies"). The NPS pursues a policy that facilitates social science studies in support of the NPS mission to protect resources and enhance the enjoyment of present and future generations (National Park Service Act of 1916, 38 Stat 535, 16 USC 1, et seq.). NPS policy mandates that social science research will be used to provide an understanding of park visitors, the non-visiting public, gateway communities and regions, and human interactions with park resources. Such studies are needed to provide a scientific basis for park planning and development.

The National Park Service is committed to engaging in sustainable operational practices and encouraging Americans from all walks of life— to enjoy the health benefits of parks, and to bring about lasting change in American’s lifestyles and their relationship to nature and the great outdoors.

The National Park Service, Office of Public Health – Health Promotion Branch serves as the agency lead for Healthy Parks Healthy People with an aim to improve health outcomes for individuals, communities, and parks by providing overarching direction for health promotion across the National Park Service, and inspiring increased internal and external participation, collaboration, and innovation.

The purpose of this information collection is to evaluate the effectiveness of the NPS Wellness Challenge Survey in seven national parks in Missouri. An online survey instrument will be used by the NPS Office of Public Health Promotion Branch to evaluate the effectiveness of the Wellness Challenge Program. The information will support the development of a national expansion of the program.

The aim of the NPS Wellness Challenge is to inspire park visitors to establish a health and wellness routine in national parks. The Wellness Challenge will be organized into three categories: physical, mental, and learning wellness and consist of 63 wellness challenges (9 activities in 7 parks). Participants will be encouraged to join in the activities and upon completion digital badges will be awarded. After claiming their badges, participants will be invited to complete a survey to evaluate their experiences.

SURVEY METHODOLOGY

(A) Respondent Universe:

The sample universe for this collection are members of the public at the following national parks: (1) Gateway Arch National Park, (2) Sainte Genevieve National Historical Park, (3) Ulysses S. Grant National Historical Site, (4) Harry S. Truman National Historical Site, (5) George Washington Carver National Monument, (6) Wilson’s Creek National Battlefield and (7) Ozark National Scenic Riverways

(B) Sampling Plan / Procedures:

This proposed collection will use a web-based questionnaire to evaluate the NPS Wellness Challenge survey program. The program will be open to all visitors accessing the participating parks webpages. The “Things to Do” pages will

provide information about the Wellness Challenges and Activities. Upon completing each challenge and earning a participant badge, the visitor will have an opportunity to complete the evaluation.

Park unit sampling strata will be determined by the monthly visitation at each participating park. A limited sample of completed surveys will be used to evaluate visitor experiences.

Table 1. Estimated Number of Visitor Contacts during Sampling Period

Sample Locations	Potential Number of visitors*	Potential Response Rate	Potential Number of Respondents
Gateway Arch National Park	61,664	<1%	400
Sainte Genevieve National Historical Park	N/A**	N/A	50
Ulysses S. Grant National Historical Site	1,996	5%	100
Harry S. Truman National Historical Site	575	5%	30
George Washington Carver National Monument	2,220	5%	111
Wilson’s Creek National Battlefield	26,516	1%	265
Ozark National Scenic Riverways	65,717	<1%	400
TOTAL	0		0

*Based on the April 2021 NPS Visitor Statistics

**No Data- New Park

(C) Instrument Administration:

Each participating park will promote the *Wellness Challenge* Program via their website’s “*Things to Do*” page. The Wellness Challenges pages will provide challenges and activities organized into three categories: physical, mental, and learning wellness. Upon the completion of each activity participants will earn virtual badged. After claiming digital badges, the participants will be given opportunity to complete the online evaluation.

The digital badges will be used to measure participation in the wellness challenge. The optional survey will provide additional information about wellness challenge participants including satisfaction in the wellness activities, demographics of the participants; information about participant motivations, preferences, and barriers to participating and whether they formed a new wellness routine as a result.

Claim Your Badge Prompt:

From the park’s Wellness Challenge page participants will be given a prompt to let them know they can claim participation badges, digitally and through a rubber stamp in the park, with this message:

“Once you complete the challenges, [Claim your badge here](#). You can also get a rubber stamp to add to your Park Passport Book at the Visitor Center.” The “Claim your badge” hyperlink will direct participants to the page where they will see the park-specific three digital badges available.

“High five for living up to the wellness challenge at [park name]. Once you have completed one or more of the wellness challenge activities at [park name] you can claim your badge!

The visitor will right click on the badge to download the badge for printing or saving it as a photo to share on social media.”

Survey Prompt: There will be an invitation for wellness challenge participants to complete the evaluation —and get access to a Wellness Challenge Completion Certificate.

“Get Your Completion Certificate Here. [Answer our brief survey, to get your Wellness Challenge Completion Certificate](#) for [park name]”

(D) Expected Response Rate / Confidence Level:

Based on the potential sample estimates and previous surveys of this type conducted by the NPS Social Science, we are anticipating that 1 of 1,356 individuals will potentially initiate the “Claim Your Badge Experience,” however we expect that only 50% will complete the exercise and claim their badge. We anticipate that the remaining individuals (n=539) will not initiate the process.

Table 2: Anticipated Response Rates

<i>Wellness Challenge Badges</i>	Potential Number of Respondents	Expected Number of Responses (50%)	Non-respondents (50%)
Gateway Arch National Park	400	200	100
Sainte Genevieve National Historical Park	50	25	12
Ulysses S. Grant National Historical Site	100	100	25
Harry S. Truman National Historical Site	30	15	15
George Washington Carver National Monument	111	56	55
Wilson’s Creek National Battlefield	265	133	132
Ozark National Scenic Riverways	400	200	200
TOTAL	0	0	0

We estimate 75% of those who “claimed their badge” (n=547) will complete the post-experience survey and the remaining 25% (n=182) will refuse.

Table 3: Anticipated Response Rates

On-line Survey	Potential Number of Respondents	Expected Number of Responses (75%)	Non-respondents (25%)
Gateway Arch National Park	200	150	50
Sainte Genevieve National Historical Park	25	19	6
Ulysses S. Grant National Historical Site	100	75	25
Harry S. Truman National Historical Site	15	11	4
George Washington Carver National Monument	56	42	14
Wilson’s Creek National Battlefield	133	100	33
Ozark National Scenic Riverways	200	150	50
TOTAL	0	0	0

(E) Strategies for dealing with potential non-response bias:

For the survey, we will use the number and types of *Wellness Challenge* badges collected and the number of surveys completed to determine the process for calculating the non- response bias check. The information from the survey test will not be used to generalize the information beyond the scope of this collection. Any implications of non-response bias will used to pursue methods to increase develop educational messaging to increase the response rate.

(F) Description of any pre-testing and peer review of the methods and/or instrument:

This survey effort uses similar methods and questions that have been used in previous NPS Programmatic survey and we used question taken from the NPS Pool of Known Questions (1024-0224). The purpose of the survey is to test the clarity of instructions and questions.

BURDEN ESTIMATES:

The combined estimated burden for this collection to be 118 hours. This time includes the time to read the instruction, download the Wellness Badge (45 hours) and to complete the on-line survey (73 hours).

Wellness Badge:

We are expecting that 50% (n=1,356) of the potential respondents take approximately 2 minutes access the on-line webpage to download the Wellness Badge for a at least one challenge resulting 45 burden hours. The time to complete the challenge is not calculated in the burden because it is a routine part of a typical recreational experience. The burden for the non-respondent completely refusing to participate will not be calculated due to lack of participation.

Table 4: Burden Estimates

Wellness Badges	Completed Responses	Completion Time * (minutes)	Burden Hours (rounded up)
Gateway Arch National Park	400	2	13
Sainte Genevieve National Historical Park	50	2	2
Ulysses S. Grant National Historical Site	100	2	3
Harry S. Truman National Historical Site	30	2	1
George Washington Carver National Monument	111	2	4
Wilson's Creek National Battlefield	265	2	9
Ozark National Scenic Riverways	400	2	13
Subtotal	0		0

On-line Survey:

At the end of the Wellness Badge experience the participants will be provided a link to the post experience survey. We anticipate that 75% (n=547) visitors will complete the post-experience survey. The time to complete the survey will take 8 minutes (547 X 8 minutes = 73 hours).

Table 5: Anticipated Response Rates

Wellness Badges	Completed Responses	Completion Time * (minutes)	Burden Hours (rounded up)
Gateway Arch National Park	150	8	20
Sainte Genevieve National Historical Park	19	8	3
Ulysses S. Grant National Historical Site	75	8	10
Harry S. Truman National Historical Site	11	8	1
George Washington Carver National Monument	42	8	6
Wilson's Creek National Battlefield	100	8	13
Ozark National Scenic Riverways	150	8	20
Subtotal	0		0

REPORTING PLAN:

The results of this survey will be used by the National Park Service, Office of Public Health – Health Promotion Branch to understand the demographic of the participants with potential gain an understanding future participation (or reasons for non-participation). The goal of the Program is to create opportunities to encouraging Americans from all walks of life— to enjoy the health benefits of parks, therefore the reports resulting from this survey will be used to develop educational messages related to service-wide Healthy Parks Healthy People initiatives.

NOTICES

Privacy Act Statement

General: This information is provided pursuant to Public Law 93-579 (Privacy Act of 1974), December 21, 1984, for individuals completing this form.

Authority: National Park Service Research mandate (54 USC 100702)

Purpose and Uses: This information will be used by The NPS Information Collections Coordinator to ensure appropriate documentation of information collections conducted in areas managed by or that are sponsored by the National Park Service.

Effects of Nondisclosure: Providing information is mandatory to submit Information Collection Requests to Programmatic Review Process.

Paperwork Reduction Act Statement

We are collecting this information subject to the Paperwork Reduction Act (44 U.S.C. 3501) and is authorized by the National Park Service Research mandate (54 USC 100702). This information will be used by The NPS Information Collections Coordinator to ensure appropriate documentation of information collections conducted in areas managed by or that are sponsored by the National Park Service. All parts of the form must be completed in order for your request to be considered. We may not conduct or sponsor and you are not required to respond to, this or any other Federal agency-sponsored information collection unless it displays a currently valid OMB control number. OMB has reviewed and approved The National Park Service Programmatic Review Process and assigned OMB Control Number 1024-0224.

Estimated Burden Statement

Public Reporting burden for this form is estimated to average 12 minutes per collection, including the time it takes for reviewing instructions, gathering information and completing and reviewing the form. This time does not include the editorial time required to finalize the submission. Comments regarding this burden estimate or any aspect of this form should be sent to the Information Collection Clearance Review Coordinator, National Park Service, 1201 Oakridge Dr., Fort Collins, CO 80525.