

## **Part B(i) of the Supporting Statement – Teacher and Student Surveys**

### **SECTION I – SURVEY OBJECTIVES, KEY VARIABLES, AND OTHER PRELIMINARIES**

#### **1(a) Survey Objectives**

EPA's SunWise Program provides sun protection education via a standardized curriculum to school children in grades K-8 in public, parochial, and charter schools. More than 25,000 schools and 3,000,000 children have received SunWise education since the 1999-2000 school year. EPA proposes to conduct customer satisfaction and process-related evaluative surveys with the teachers using the program. The Teacher Survey and Individual Interview will determine:

- \$ Students' satisfaction with SunWise activities and resources;
- \$ Teachers' satisfaction with SunWise activities and resources;
- \$ How and how often teachers are using the SunWise materials, resources and programming;
- \$ How many students are receiving SunWise education;
- \$ If teachers are sharing resources with other teachers;
- \$ What barriers to school-wide changes in sun safety practices exist;
- \$ If teachers are changing their own behavior;
- \$ If students are changing their behavior;
- \$ If teachers have suggestions for improving or creating new SunWise resources.

The data will be analyzed, and results, although not generalizable, will indicate how the Program is being implemented and how it can improve.

The primary objective of the optional student surveys is to see if students are still getting the same benefit from the SunWise Tool Kit as in quasi-experimental study designs testing the same concepts (see previous ICR supporting statement for more details). Because this portion of the survey will be voluntary and self-selecting, the results will not be generalizable to every student that has received a SunWise education.

#### **1(b) Key Variables**

Satisfaction; frequency of use; number of students participating; number and types of activities taught; school-wide changes; student and teacher knowledge, attitudes and behavior; ways to improve the program.

#### **1(c) Statistical Approach**

The primary objective in conducting the SunWise Teacher Survey is to understand how the SunWise program is being implemented, and how it can be improved. It is not practical to survey every teacher that participates in the SunWise Program, however. Since the results are not intended to be generalizable to the complete pool of SunWise teachers, no statistical approach is needed.

The student surveys will serve as a useful way to see if students are still getting the same benefit from the SunWise Tool Kit as in previous years. However, because these surveys are optional and self-selecting, and the results are not intended to be generalizable, no statistical approach is needed.

### **1(d) Feasibility**

EPA has reviewed the administrative procedures necessary to conduct the SunWise teacher and student surveys and has determined that it is feasible to continue with the surveys. The Teacher Survey was reviewed by educators and survey specialists to ensure that the questions asked will reveal sufficient information to evaluate the implementation of the SunWise Program and how it could be improved, especially by adding an incentives or “Levels of SunWise” recognition program. The student survey was previously pretested as described in Section III below.

In addition, EPA has funding to conduct the survey and provide the necessary analysis of the resulting data.

## **SECTION II – SURVEY DESIGN**

### **2(a) Target Population and Coverage**

A self-selected sample from all participating SunWise teachers will be used. SunWise teachers are very diverse, with some in schools and others in recreation programs and other organizations.

### **2(b) Sample Design**

School faculty and other educators register for the SunWise program through EPA. Registrants provide their name and contact information, including the name of their school/organization, and state whether they are a classroom teacher, health teacher, gym teacher, school nurse, or other. Recruitment emails will be sent to all registered SunWise schools and partners. Participants may also be recruited through additional avenues, such as recruitment letters distributed through the SunWise Tool Kit, educator conferences, or direct mailings. However, many will not participate in the survey.

#### **2(b)ii Sample Size**

EPA anticipates sending recruitment emails to more than 35,000 formal and informal educators, however only 1,300 are expected to actually participate in the survey. This number is based on previous survey participation.

#### **2(b)iii Stratification Variables**

None.

## **2(b)iv Sampling Method**

As noted above, recruitment emails will be sent to all teachers who have registered for the SunWise Program since the program began in 1999. Because participation in the teacher survey is voluntary, the sampling method is voluntary self-selection.

**Inclusion criteria:** Signed up with the SunWise program.

**Exclusion criteria:** Incomplete Teacher Survey.

## **2(b)v Multi-Stage Sampling**

None.

## **2(c) Precision Requirements**

### **2(c)i Precision Targets**

N/A

### **2(c)ii Nonsampling Error**

N/A

## **2(d) Questionnaire Design**

The Teacher Survey was derived from a SunWise instrument previously approved by OMB on November 2, 2001 and April 15, 2008 (ICR #1904.01 and #1904.04). It is based on the instrument approved by OMB in the most recent ICR (ICR #1904.04, April 15, 2008). The Teacher Survey was updated based on pretesting with nine teachers at various conferences SunWise attended. As a result, teachers in more than one subject and in most of the grades between kindergarten through eighth grade participated. Specifically, questions were added to gauge participation in the SunWise with SHADE poster contest as well as *Don't Fry Day*. The purpose of the survey is to determine how teachers like and use the program so it can be further improved to meet their needs.

The student survey is derived from a SunWise instrument previously approved by OMB on November 2, 2001, and most recently approved on February 28, 2010.

## **SECTION III – PRETESTS AND PILOT TESTS**

To pretest the revised SunWise Teacher Survey, less than nine teachers attending conferences that SunWise attended completed the survey and then participated in an interview with staff from EPA. The pretesting focused on the readability and understandability of the Teacher Survey. Teachers had no suggestions for revisions to the Teacher Survey. The survey was also time-tested to ensure completion in 20 minutes or less.

The pretesting of the student survey was conducted under the previous ICR (1904.04). It focused on the readability and understandability of the questions and possible responses; following the pretest, the survey was revised to: (1) include instructions for students to turn over the two-page, double-sided survey; (2) increase the font of multiple choice instructions; (3) put all questions referring to “last summer” together in a box at the end of the survey; (4) delete one question that students found difficult; (5) revise the wording of several questions to clarify question meaning; (6) add a new response choice for why students do not wear sunscreen; and (7) increase the response scale for several questions from a three-point to a five-point scale.

## **SECTION IV – COLLECTION METHODS AND FOLLOW-UP**

### **4(a) Collection Methods**

Teacher Surveys are not anonymous and are administered online.

All student surveys will be anonymous. Student surveys are administered in the classroom setting, and conducted by the teachers. All student surveys are anonymous, and thus no specific information on a child can be reported to parents or school staff. Student surveys will be returned to EPA by one of several methods: scanned and emailed; faxed; or sent through U.S. Postal Service using a self-addressed, postage-paid envelope supplied by EPA.

A letter explaining the survey and a parental passive consent form (see Attachments 6 and 7) will be sent home with students prior to the administration of the survey, and pediatric dissent will be honored.

### **4(b) Survey Response and Follow-Up**

The target response rate is approximately 3 to 4 percent among all teachers registered for the SunWise Program, although some of those teachers may no longer be teaching the Program. Actual response rate will be measured based on the number of teachers that submit surveys divided by the number of total teachers signed up for the program. No additional follow-up will occur unless there are questions with the survey, or if additional clarification is necessary on suggested improvements.

## **SECTION V – ANALYZING AND REPORTING SURVEY RESULTS**

### **5(a) Data Preparation**

All Teacher Survey data will automatically be entered into a database hosted on the EPA server.

All student survey data will be entered into a database, including surveys with questions that have not been completed. A double-entry protocol will be observed throughout data entry to ensure accuracy.

### **5(b) Analysis**

The data obtained through this survey will be reviewed and analyzed using descriptive statistical methods in the aggregate for the purpose of determining satisfaction; frequency of use; number of students participating; number and types of activities taught; school-wide changes; student and teacher knowledge, attitudes and behavior; ways to improve the program. All of this information will give EPA insight into how best to improve the program, and how the program is being used. The results will not be generalizable to the total pool of SunWise teachers or students, but will nonetheless be informative.

### **5(c) Reporting Results**

The results of the survey will not be written up formally; rather they will be used internally by the SunWise program to understand how the SunWise program is being implemented, and how it can be improved. The raw survey data will be maintained by EPA. EPA will share the information with a contractor, but will remain unavailable to the public.

## **Part B(ii) of the Supporting Statement – Teacher Interviews**

### **SECTION I – SURVEY OBJECTIVES, KEY VARIABLES, AND OTHER PRELIMINARIES**

#### **1(a) Survey Objectives**

EPA’s SunWise Program provides sun protection education via a standardized curriculum to school children in grades K-8 in public, parochial, and charter schools. More than 25,000 schools and 3,000,000 children have received SunWise education since the 1999-2000 school year. EPA proposes to conduct customer satisfaction and process-related evaluative surveys with the teachers using the program. The teacher telephone interviews will gather qualitative information regarding:

- \$ Teachers’ involvement in the SunWise Program;
- \$ What barriers teachers face to making school-wide changes in sun safety practices, and how SunWise may help them overcome those barriers;
- \$ Which SunWise activities and resources teachers feel are the most effective;
- \$ How teachers’ approach to teaching SunWise activities has changed over time;
- \$ How the SunWise Program can more effectively disseminate its materials and recruit more teachers;
- \$ How the SunWise Program can encourage teachers to increase their involvement in SunWise and their promotion of sun safety in schools; and
- \$ Receptiveness to an incentives or “Levels of SunWise”<sup>1</sup> educator recognition program, and ideas for making such a program successful.

The information will be analyzed and results, although not generalizable, will indicate how the Program is being implemented and how it can improve.

#### **1(b) Key Variables**

Involvement; school-wide changes; frequency of use; number and types of activities taught; most effective activities and resources; interest in a recognition program; motivation for increased participation; effort involved in recognition program.

#### **1(c) Statistical Approach**

The primary objective in conducting the SunWise teacher interviews is to gather qualitative information on how the SunWise program is being implemented, and how it can be improved. Since the results are not intended to be generalizable to the complete pool of SunWise teachers, no statistical approach is needed.

#### **1(d) Feasibility**

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<sup>1</sup> At this time, SunWise does not have a recognition or incentives program, however the program would like to develop one if teachers are receptive to the idea. Among other things, by conducting the teacher interviews, SunWise hopes to determine if teachers are receptive to the idea, and if so what the program should look like.

EPA has reviewed the administrative procedures necessary to conduct the SunWise teacher interviews and has determined that it is feasible to continue with the interviews. In addition, EPA has funding to conduct the interview and provide the necessary analysis of the resulting data.

## **SECTION II – SURVEY DESIGN**

### **2(a) Target Population and Coverage**

The target population consists of teachers that have taught the SunWise Program in the past two years; these teachers span the United States.

### **2(b) Sample Design**

#### **2(b)i Sampling Frame**

The sampling frame consists of all teachers that have registered for the SunWise Program. Interview participants will be recruited via a screening email to all registered SunWise educators asking (a) whether they have taught SunWise in the past two years; (b) how many years they have been teaching SunWise; and (c) whether they are willing to both complete an online teacher survey and participate in a one-on-one telephone interview.

#### **2(b)ii Sample Size**

EPA anticipates 200 teachers will respond positively to both screening questions (a) and (c) described in section 2(b)i above; however only 50 will be selected to participate in the interview process.

#### **2(b)iii Stratification Variables**

None.

#### **2(b)iv Sampling Method**

As noted, interview participants will be recruited via a screening email to all registered SunWise educators asking (a) whether they have taught SunWise in the past two years; (b) how many years they have been teaching SunWise; and (c) whether they are willing to both complete an online teacher survey and participate in a one-on-one telephone interview. Teachers responding positively to both screening questions (a) and (c), will be grouped by region and length of participation, and across these groups 50 teachers will be randomly selected to participate in the interview process. To the extent possible, the selected teachers will represent the geographical and participation range of those teachers responding positively to the screening questions (i.e., a sample of a sample), though the sample will not necessarily be representative in a statistical sense. The teachers that are not selected will still be encouraged to take the online survey, but will not be part of the group that will be individually interviewed.

**Inclusion criteria:** Registered with the SunWise Program; has taught SunWise in the past two years; indicated willingness to participate in an interview through the screening email.

**Exclusion criteria:** Incomplete Teacher Survey.

## **2(b)v Multi-Stage Sampling**

None.

## **2(c) Precision Requirements**

### **2(c)i Precision Targets**

N/A

### **2(c)ii Nonsampling Error**

N/A

## **2(d) Questionnaire Design**

An interview guide with topics of discussion (Attachment 4) was developed by a team of contractors, a grantee, and EPA staff, and reviewed by educational and survey experts.

## **SECTION III – PRETESTS AND PILOT TESTS**

Given the semi-structured approach to the teacher interviews and the qualitative nature of the study, pilot testing is not needed. The interview guide was reviewed by educational and survey experts to ensure that the questions asked will reveal sufficient information to evaluate the implementation of the SunWise Program and how it could be improved, especially by adding an incentives or “Levels of SunWise” recognition program.

## **SECTION IV – COLLECTION METHODS AND FOLLOW-UP**

### **4(a) Collection Methods**

Selected participants will be asked to complete the online teacher survey, as provided in Attachment 2 and described in Part B(i) of the Supporting Statement. After the participants have completed the online survey, EPA will arrange a convenient time to interview each of the selected teachers via the telephone.

Teachers will participate in one online survey and one telephone interview per year over a three year period, with slightly different informational goals for each year. In the first year, the interview will include discussion about the development of an educator recognition or incentives program, while interviews in later years may focus on other areas of interest, such as parental involvement. Teachers may receive an annual incentive for their participation in the survey and

interview, such as a \$25 gift certificate to a bookstore of their choosing to purchase classroom resources.

#### **4(b) Survey Response and Follow-Up**

EPA hopes to recruit a total of 50 teachers to participate in the interviews. The response rate is therefore not applicable to this survey as EPA will reach out to as many educators as needed to get the desired quantity of participants. Follow-up emails and telephone calls will be made to all teachers who were selected to participate but have not responded to an initial interview invitation. These follow-ups will explain the importance of the interviews and strongly encourage teachers to participate.

In addition, if fewer than 50 positive responses to the initial screening questions are received, EPA will follow up with an additional recruitment email encouraging participation and may also recruit participants through conferences, direct mailings, and other means.

EPA recognizes attrition could be a significant problem for a survey like this. In past SunWise studies, attrition has not been as high as anticipated. The program hopes that by providing the \$25 incentive and by supporting a program that improves health and well, teachers will stick with the survey.

### **SECTION V – ANALYZING AND REPORTING SURVEY RESULTS**

#### **5(a) Data Preparation**

The interviewer and/or assistant will take notes during the interview.

#### **5(b) Analysis**

The information obtained through these interviews will be analyzed qualitatively through a systematic content analysis to identify key findings based on response frequency and emphasis. While these findings will give EPA insight into how best to improve the program, and how the program is being used, the results will not be generalizable to the total pool of SunWise teachers.

#### **5(c) Reporting Results**

The results of the qualitative content analysis will be written up in a summary report, which may also be shared on the EPA website and with partners and interested parties. The individual interview notes will be maintained by EPA and/or an EPA contractor<sup>2</sup>.

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<sup>2</sup> Under FOIA exemption six (5 U.S.C. 552(b)(6)), EPA may be able to prevent the release of individual's names and other personally identifiable information if individual survey results are requested under the Freedom of Information Act.

## **Part B(iii) of the Supporting Statement – Certification Program**

### **SECTION I – SURVEY OBJECTIVES, KEY VARIABLES, AND OTHER PRELIMINARIES**

#### **1(a) Survey Objectives**

To expand the SunWise Program beyond the formal classroom, EPA has developed an online tutorial and certification questions to educate outdoor recreation staff who supervise teens and pre-teens about the importance of sun safety. Outdoor recreation staff who supervise teens and pre-teens include camp counselors, swim instructors, and parks and recreation staff/educators. By way of this voluntary tutorial/certification program, EPA looks to educate outdoor recreation staffers that supervise teens and pre-teens about the importance of sun safety for them and the youth in their care. This can be done through a number of ways including smart-scheduling, positive role-modeling and other policy changes at individual camps, pools or centers.

Upon completion, each user will be able to email their certificate of accomplishment to their supervisor. A series of survey questions are included throughout the tutorial and must be answered to advance through and complete the tutorial/certification program. EPA intends to meet two main objectives through asking the survey questions. The primary objective is to determine the current sun protection knowledge, attitudes, practices, intended practices, and teaching habits of outdoor educators, as well as basic demographic information (e.g. age, gender, education). Responses to the tutorial/certification questions will also determine the environmental conditions (i.e., policies) already in place to minimize UV damage to the staff and visitors, and the perceived cultural norms of camp staff. This information will help inform SunWise program decisions such as framing a sun safety message and developing materials for pre-service teachers and outdoor educators to promote sun protection outside of the formal classroom.

The secondary objective is to gather feedback on the usefulness of the certification program. This feedback will help the Agency determine if online media is an effective method of teaching sun safety lessons, and whether additional resources are needed for outdoor recreation facilities.

#### **1(b) Key Variables**

Key variables considered in this tutorial/certification program are demographic information about the educator (e.g., age, gender, education), the age range of children being supervised by the educator, the educator's sun safety practices and intended practices, and policies related to sun safety implemented by the educator's program or organization.

#### **1(c) Statistical Approach**

The primary objective of the tutorial/certification program questions is to measure the sun protection attitudes, practices, intended practices, and teaching habits of outdoor educators. Every outdoor educator that participates in the tutorial/certification will be asked to respond to the questions that are built into the online program. It is not practical, however, to require all outdoor educators to participate in the tutorial/certification program, so participation will be

voluntary and self-selecting. From this group, the Agency will not be able to draw conclusions about outdoor educators in general, however the information will be valuable nonetheless.

The tutorial/certification program asks a series of questions about outdoor educators' sun protection attitudes, practices, intended practices, and teaching habits. EPA intends to have each educator only complete the survey once during the period for which this ICR is in effect. An analysis of these results will give a snapshot of outdoor educators' behaviors, and will help the Agency to better understand the challenges associated with promoting sun safety in outdoor education programs.

#### **1(d) Feasibility**

EPA has determined that an online, voluntary, self-selecting tutorial/certification program is a feasible way to gather information regarding sun protection in an outdoor education setting. In addition, EPA has developed the online tutorial/certification program, and has funding to collect and review responses and perform necessary updates to the program.

## **SECTION II – SURVEY DESIGN**

#### **2(a) Target Population and Coverage**

The target population consists of outdoor recreation staff members that supervise teens and pre-teens. Because the tutorial/certification program is self-selecting and voluntary, the coverage of this population is not known.

#### **2(b) Sample Design**

##### **2(b)i Sampling Frame**

U.S. outdoor recreation staff members can be identified through mailing lists from the American Camp Association (ACA) and the National Recreation and Park Association (NRPA), which are updated regularly.

Survey participants will be recruited via a targeted email to all programs in the ACA and NRPA lists, which will direct participants to the EPA website. Advertisements for the tutorial/certification program will also be placed on the EPA SunWise Web site and ACA and NRPA Web sites. In addition, participants will be recruited at conferences related to sun safety and education, and EPA may also reach out to sports coaching associations for participant recruiting.

##### **2(b)ii Sample Size**

Because the tutorial/certification program is self-selecting and voluntary, it is not possible to pre-determine participation. However, EPA anticipates about 1,000 outdoor recreation staff members will complete the tutorial/certification program.

##### **2(b)iii Stratification Variables**

None.

## **2(b)iv Sampling Method**

Because participation in the tutorial/certification program is voluntary, the sampling method is voluntary self-selection. Because the survey questions must be answered to advance through the tutorial, all outdoor educators that elect to participate in the certification program will necessarily complete the survey. There is sampling bias associated with self-selection on both an individual and an organizational level as camps or programs may require all of their educators to take the tutorial; however, because participation in the certification program is voluntary, self-selection is the only feasible sampling method available to the Agency.

## **2(c) Precision Requirements**

### **2(c)i Precision Targets**

N/A

### **2(c)ii Non-sampling Error**

N/A

## **2(d) Questionnaire Design**

The tutorial/certification questions were derived from those developed in a 2008 study by Glanz *et al.*<sup>3</sup> In Glanz *et al.* (2008), a group of investigators evaluated available questionnaire measures of sun exposure and protection in order to propose a core set of standardized survey items for a range of age groups (adults, adolescents aged 11 to 17, and children 10 years or younger). The investigators used these core questions in cognitive testing and found that they had good clarity and applicability for measuring sun exposure and sun protection behaviors across a broad range of populations. In addition, it was determined that these methods are appropriate for studies tracking morbidity and/or mortality and evaluating prevention program effects.

Based on this study, participants are asked a series of questions throughout the tutorial about themselves, their sun protection-related behavior and their experience with the tutorial. These questions are meant as a self-assessment tool and must be answered in order to complete the tutorial. Participants are encouraged to think about how they can improve their current behavior while answering. The questions are incorporated into each of the five sections of the on-line tutorial/certification program:

- *Introduction*: provides a brief overview of the tutorial.
- *UV Basics*: emphasizes the importance of knowing the facts about UV radiation.

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<sup>3</sup> Glanz, K, Yaroch, AL, Dancel, M, Saraiya, M, Crane, LA, Buller, DB, Manne, S, O’Riordan, DL, Heckman, CJ, Hay, J, Robinson, JK. Measures of Sun Exposure and Sun Protection Practices for Behavioral and Epidemiologic Research. *Archives of Dermatology*. 2008; 144 (2); 217-222.

- *Louder than Words*: describes sun safe actions and provides information on sun protection attire and SPF sunscreen.
- *Do As I Do*: provides insight to participant's ability to influence young people, and offers suggestions for modeling sun safe behaviors.
- *Before You Go*: summarizes information from the tutorial, provides links to additional resources, and presents questions about participant's intentions to follow suggestions presented in the tutorial.

The training is expected to take approximately 45 minutes to complete, of which approximately 7 minutes will be for answering the survey questions.

### **SECTION III – PRETESTS AND PILOT TESTS**

No pilot testing of the tutorial/certification questions is planned.

### **SECTION IV – COLLECTION METHODS AND FOLLOW-UP**

#### **4(a) Collection Methods**

Tutorial/certification program participants will complete the tutorial/certification online through the EPA SunWise Program website, and responses will be automatically submitted electronically upon completion. All tutorials/certifications are anonymous, and no personal information will be stored.

#### **4(b) Survey Response and Follow-Up**

Because outdoor educators self-select to complete the tutorial and certification questions, no response rate will be specifically measured, although EPA will keep count of the number of respondents. No follow-up will be performed with outdoor educators that complete the tutorial/certification program.

### **SECTION V – ANALYZING AND REPORTING SURVEY RESULTS**

#### **5(a) Data Preparation**

No personal information will be stored. Responses to questions presented in the tutorial will be collected and stored automatically upon completion, and will be reviewed by EPA to help determine necessary changes to make to the tutorial and program.

#### **5(b) Analysis**

Data obtained through the tutorial/certification will help EPA gain a better understanding of adjustments to make to the SunWise tutorial/certification program to better educate outdoor

recreation staff. In addition, responses will provide EPA with an idea of the types of sun safety policies implemented in outdoor education programs, policy effectiveness, as well as possible areas of improvement to increase sun protection.

Basic descriptive statistical analyses will be used to describe and present a basic summary of responses collected and organize them in a logical manner. Data will be aggregated to calculate, for example, the percentage of outdoor educators that practice a certain sun safety behavior, or the mean number of times outdoor educators remind teens and pre-teens in their care about sun protection. Data will also be parsed for comparison by different demographic or other categorical variables in order to compare, for example, the percentages of *male* versus *female* outdoor educators that remind children to protect themselves from the sun. Differences in percentages will be calculated together with tests to determine whether the differences are statistically significant.

### **5(c) Reporting Results**

Information from tutorial/certification responses will serve to inform EPA of program areas needing improvement to better reach the target audience, as well as increase sun safety awareness and practices in informal and outdoor education settings.

Raw survey data will be kept confidential. EPA plans to share aggregated findings with partners and the public to improve sun safety education.

## **Part B(iv) of the Supporting Statement – Pretesting the Partner Survey**

### **SECTION I – SURVEY OBJECTIVES, KEY VARIABLES, AND OTHER PRELIMINARIES**

#### **1(a) Survey Objectives**

EPA’s SunWise Program provides sun protection education via a standardized curriculum and other resources (i.e., Sun Safety Tutorial) to children in grades K-8 in communities at registered 501(c)(3) organizations such as science centers and camps, children's museums, and scouting groups, as well as other not-for-profit organizations like local, county and state health, recreation and education departments. About 4,600 informal education centers have registered with SunWise since the 1999-2000 school year.

EPA will undertake pretesting of a survey for non-school partners participating in the SunWise Program. These partners may include state and local health departments, childcare centers, museums, camps, and science centers. The purpose of the survey will be generally to better understand how non-school partners are interacting with the SunWise Program, as well as to determine:

- \$ How and how often partners are using the SunWise materials, resources and programming;
- \$ How many children are receiving SunWise education through non-school partners;
- \$ Children’s satisfaction with SunWise activities and resources;
- \$ Partners’ satisfaction with SunWise activities and resources;
- \$ If partners are sharing resources with other partners;
- \$ If partner organizations’ sun safety policies are being changed as a result of SunWise;
- \$ If partners have suggestions for improving or creating new SunWise resources.

The pretesting is intended to determine the validity, reliability, and effectiveness of the survey questions—e.g., whether questions measure what they are supposed to measure, whether partners understand what the questions are asking are asking, and whether the questions are the right questions to gain a better understanding of how partners are interacting with the SunWise Program.

#### **1(b) Key Variables**

Understandability, validity, reliability, and effectiveness of questions; right questions for understanding partner participation in SunWise.

#### **1(c) Statistical Approach**

The primary objective of the pretesting is to gather information that will help EPA develop a new questionnaire for SunWise non-school partners, and to determine the validity, reliability, and effectiveness of initial draft questions. No statistical approach is needed.

## **1(d) Feasibility**

EPA has reviewed the administrative procedures necessary to pretest the SunWise partner survey and has determined that it is feasible to continue with the pretesting. EPA has funding to conduct the pretesting and use the resulting input to revise the partner survey.

## **SECTION II – SURVEY DESIGN**

### **2(a) Target Population and Coverage**

The target population includes all non-school partners registered with the SunWise Program, or approximately 4,600 organizations. These organizations include 501(c)(3) organizations such as science centers and camps, children's museums, and scouting groups, as well as other not-for-profit organizations like local, county and state health, recreation and education departments.

### **2(b) Sample Design**

#### **2(b)i Sampling Frame**

Partners register for the SunWise program through EPA. Registrants provide their name and contact information, including the name of their organization, and state what their role is. EPA will send a recruitment email to all registered SunWise partners in the Spring/Summer timeframe encouraging them to participate in the pilot testing of the partner survey (Attachment 5). Participants may also be recruited through additional avenues, such as recruitment letters distributed through the SunWise Tool Kit, educator conferences, or direct mailings. However, many may choose not to participate.

#### **2(b)ii Sample Size**

EPA anticipates sending a recruitment email to about 4,600 non-school partners, however only 30 will be selected for participation in the survey pretesting.

#### **2(b)iii Stratification Variables**

None.

#### **2(b)iv Sampling Method**

From those partners responding positively to the recruitment email, EPA will sort the willing partners into types of organizations (e.g., health, recreation, and educational departments; childcare centers; camps and scouting groups; and educational centers such as museums or science centers) and randomly select participants from each group for a total of 30 participants. The number of participants selected from each group will be weighted based on the overall composition of SunWise registered partners.

**Inclusion criteria:** Registered with the SunWise program.

**Exclusion criteria:** Non-response.

## **2(b)v Multi-Stage Sampling**

None.

## **2(c) Precision Requirements**

### **2(c)i Precision Targets**

N/A

### **2(c)ii Nonsampling Error**

N/A

## **2(d) Questionnaire Design**

The partner survey for pretesting derived from a SunWise teacher instrument previously approved by OMB on November 2, 2001 and April 15, 2008 (ICR #1904.01 and #1904.04). Because this information collection consists of pretesting with the goal of developing a new survey for SunWise non-school partners, the design of the survey will necessarily change through the pretesting process and additional or different questions may be pretested with partners. The draft survey for pretesting is provided in Attachment 5.

## **SECTION III – PRETESTS AND PILOT TESTS**

This information collection consists of pretesting for the development of a new survey for SunWise non-school partners.

## **SECTION IV – COLLECTION METHODS AND FOLLOW-UP**

### **4(a) Collection Methods**

Depending on available resources and other constraints, the survey will be self-administered with feedback gathered from each participant over the telephone, OR administered in-person either in an individual or group setting, with feedback gathered through in-person interviews. Only one of these administration methods will be selected, depending on budget availability. In either case, participants will be asked if they understood all questions, whether the survey was easy to complete, and whether there were questions they would suggest removing or adding to better reflect the participation of partners in the Program. Based on this feedback, EPA will revise the partner survey. EPA will also measure the time it takes for each respondent to complete the survey (estimated at less than 20 minutes).

#### **4(b) Survey Response and Follow-Up**

EPA will contact as many partners as needed to recruit 30 educators at partner institutions for this survey. Follow-up emails and telephone calls will be made to all partners who were selected to participate but have not responded to an initial invitation. These follow-ups will explain the importance of the pretesting and strongly encourage partners to participate.

### **SECTION V – ANALYZING AND REPORTING SURVEY RESULTS**

#### **5(a) Data Preparation**

All survey data will be entered into a database. A double-entry protocol will be observed throughout data entry to ensure accuracy.

During interviews with partners following pretesting of the survey, the interviewer and/or assistant will take detailed notes.

#### **5(b) Analysis**

The survey data and qualitative input obtained through the pretesting will be aggregated and analyzed for the purpose of determining the validity, reliability, and effectiveness of survey questions. All of this information will be used by EPA to revise the survey questions.

#### **5(c) Reporting Results**

The results of the pretesting will be used by EPA to revise the partner survey. The raw survey and interview data will be maintained by EPA and/or an EPA contractor and will remain unavailable to the public.