

# Item 3A: Outreach Summary

## Results from survey at spring events



### *Pleased to Meet You Survey Results*

- Four-question exploratory survey, convenience sampling, hybrid-style questions (choices are closed-ended with an open-ended option)
- 138 responses

<b>RESULTS</b>	<p><b>How did you hear about us?</b></p> <ul style="list-style-type: none"><li>• 54% heard about PRAMP at the in-person event (teachers' conventions/trade show)</li><li>• 11% library</li><li>• 10% MoveUp Magazine</li><li>• 10% Previous events/tradeshows</li><li>• 8% Social media</li><li>• 8% Radio</li></ul> <p><b>What would you like to know about air quality?</b></p> <ul style="list-style-type: none"><li>• 46% - how air quality affects my health</li><li>• 30% - how my actions affect air quality</li><li>• 17% - where to find more information</li></ul> <p><b>Which community do you live in or near?</b></p> <ul style="list-style-type: none"><li>• 40% Peace River</li><li>• 37% Grimshaw</li><li>• 5% Brownvale</li><li>• 5% Nampa</li></ul> <p><b>Can we contact you?</b></p> <ul style="list-style-type: none"><li>• 24% of respondents indicated yes (33 people subscribed to newsletter)</li></ul>
<b>KEY FINDINGS</b>	<ul style="list-style-type: none"><li>• In-person events are a successful way to raise awareness about PRAMP. When results are combined, 54% of people have heard about PRAMP through in-person events.</li><li>• Learning about health information related to air quality is the number one priority for the majority of those who responded.</li></ul>
<b>RECOMMENDATIONS</b>	<ul style="list-style-type: none"><li>• Continue attending in-person events within the community and use these opportunities to gather more information.</li><li>• Track anecdotal information from conversations at events including the questions people ask (organize responses by common themes)</li><li>• Before asking "How did you hear about us?" ask "Have you heard about us before?" Collect these responses.</li><li>• Continue to deliver information related to health and air quality and the AQHI. Answer the questions people ask and brainstorm additional information that could be shared.</li></ul>