

Project Summary
Rocky Mountains Cooperative Ecosystem Studies Unit

Project Title: Understanding audiences to Get the Lead Out of NPS environments

Discipline: Social Science
Type of Project: Research
Funding Agency: National Park Service
Other Partners/Cooperators: Colorado State University
Effective Dates: 9/30/2009-12/31/2012
Funding Amount: \$39,000 [FY10: \$14,000; FY09: \$25,000]

Investigators and Agency Representative:

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Project Abstract: Recent policies to reduce use of lead ammunition in internal NPS operations revealed that this topic is likely to be a highly visible and potentially controversial issue if applied to public hunting and fishing in parks. NPS is currently evaluating potential human, wildlife, and environmental health risks of various lead pathways in parks, but requires technical assistance to identify and better understand potential audiences and develop appropriate communication and civic engagement opportunities. This project will serve a number of objectives: (1) to identify potential audiences, their attitudes toward this issue, and avenues for reaching them, (2) to demonstrate clear links between human dimensions inquiry as audience research and how it can improve communication strategies, and (3) to make recommendations to improve civic engagement as part of the public scoping process.

Outcomes with Completion Dates:

Phase I:

- 1) A comprehensive report synthesizing relevant human dimensions literature and information about outreach efforts by other agencies and organizations regarding adoption of non-lead options for hunting and fishing activities. The report would also evaluate applicability of existing outreach initiatives to NPS activities.
- 2) Development and implementation of qualitative/exploratory research designed to obtain preliminary information about target audiences. This research would be used to inform development of a survey or other methodology that could be implemented on a larger scale (see #3 below).
- 3) Development and implementation of a survey instrument or other appropriate methodology (e.g., narrative techniques) to understand potential audiences, including their perceptions of risks from lead in the environment and responses to potential policies and management strategies. This will include working closely with the Social Science Program to ensure any socio-economic information is collected in such a way as to be comparable with that obtained from other NPS-sponsored research efforts.
- 4) A report summarizing results of audience research and outlining preliminary recommendations for communication and civic engagement strategies.

Phase II:

- 4) Assistance with development of appropriate communication strategies and outreach mechanisms. Jointly-produced products might include videos, exhibits, posters, brochures, pamphlets, and other communication materials. They might also include a media outreach plan.
- 5) Assistance with development of appropriate civic engagement strategies.

Due Date for Final Report and/or Other Products: December 31, 2012

Keywords: National Park Service, Biological Resource Management Division Colorado State University, lead ammunition, health risks, public engagement