

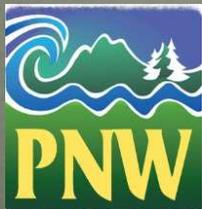
# The Influence of Communication Strategies on Public Acceptance of Smoke

*Preliminary Results from Communities Adjacent to Four US National Forests*



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# Overview

- Background
- Methods
- Study Locations
- Preliminary Findings
- Summary
- Next Steps



Air inversion in Oregon

# Background

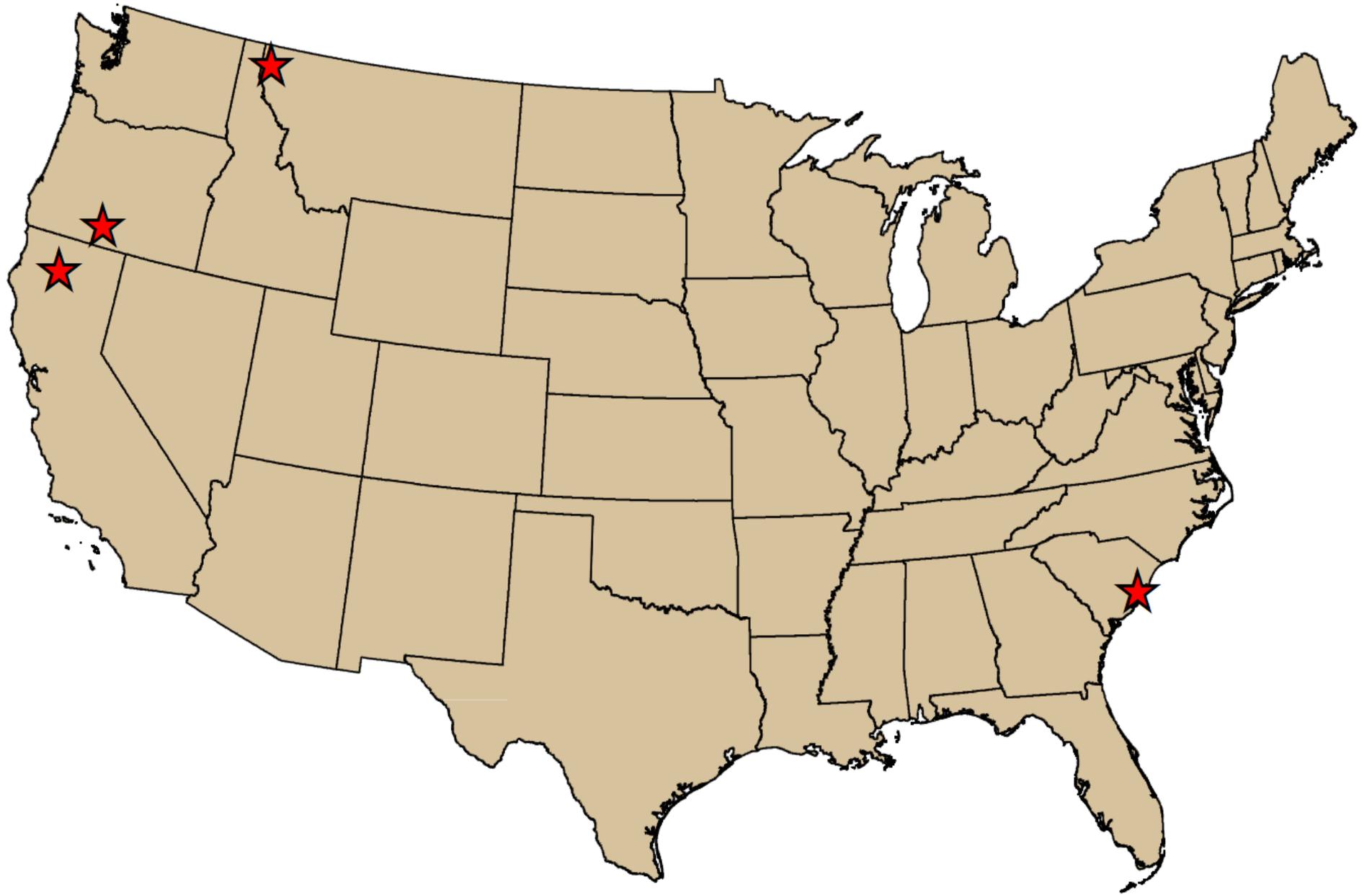


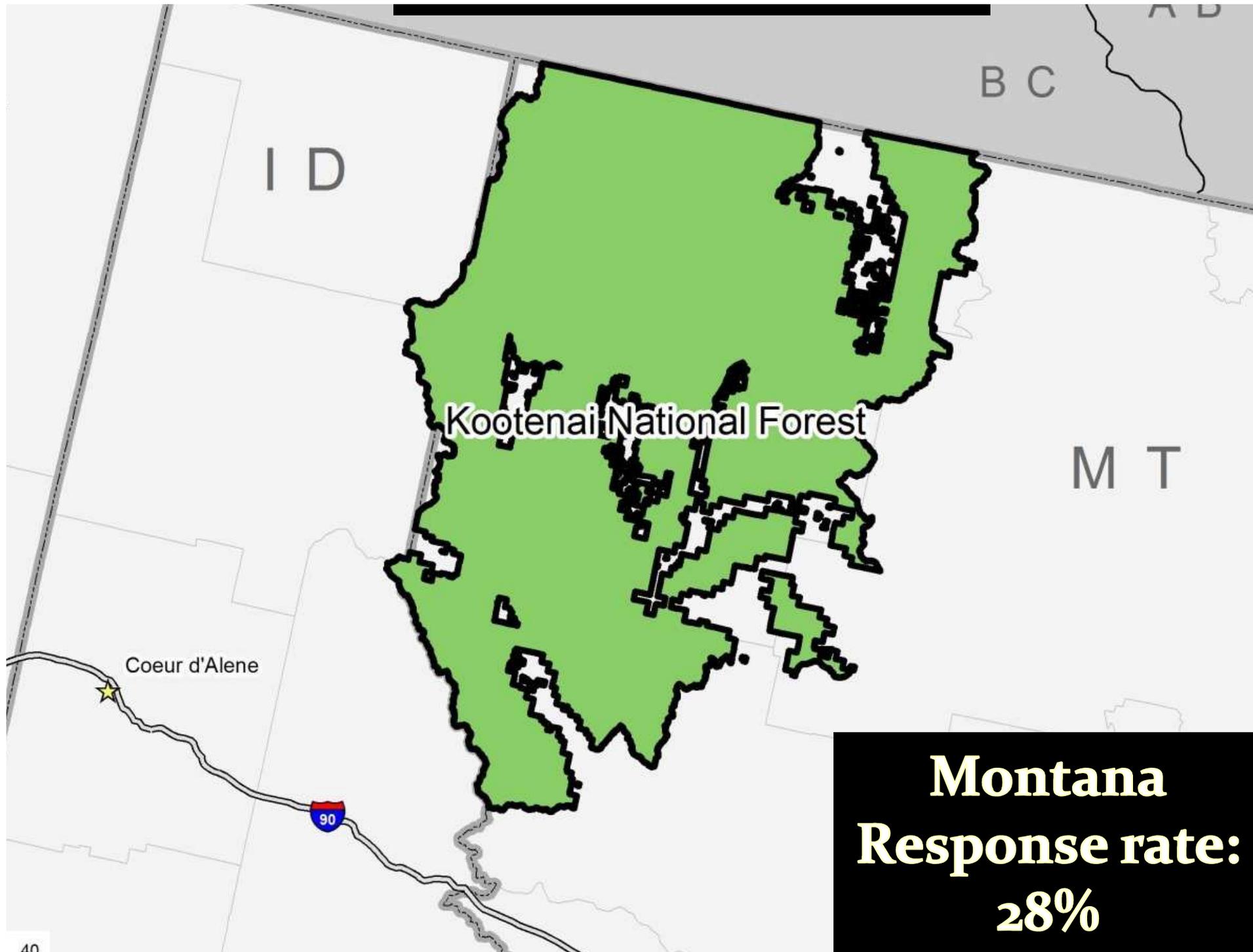
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# Methods

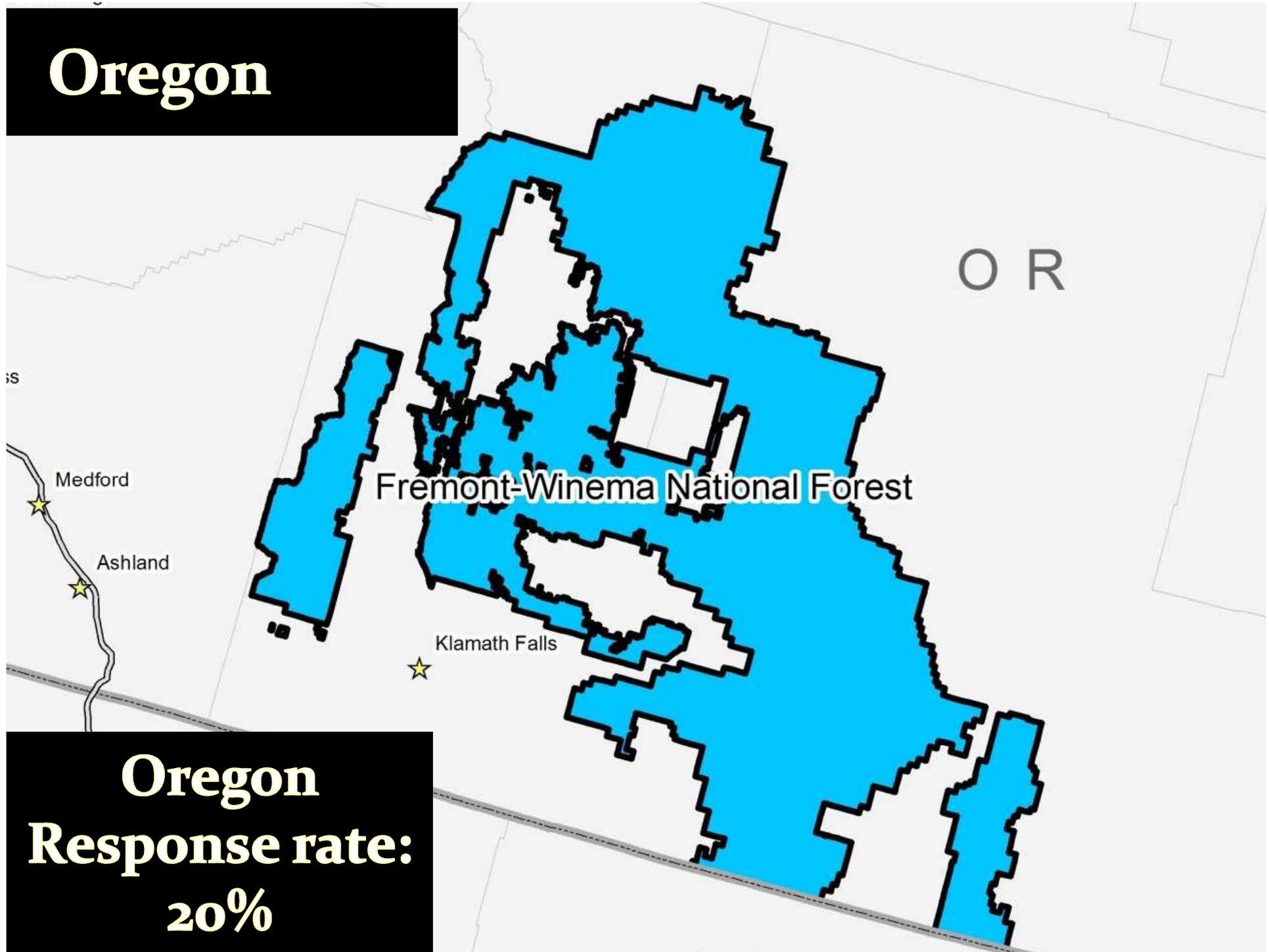
- Phase 2 of 3-phase project
- Interview-informed questionnaire
- Modified Dillman approach
- Currently logging 2<sup>nd</sup> wave.  
Final postcard still to go.
- Questions addressed smoke,  
communication, forest management  
activities, agency interactions





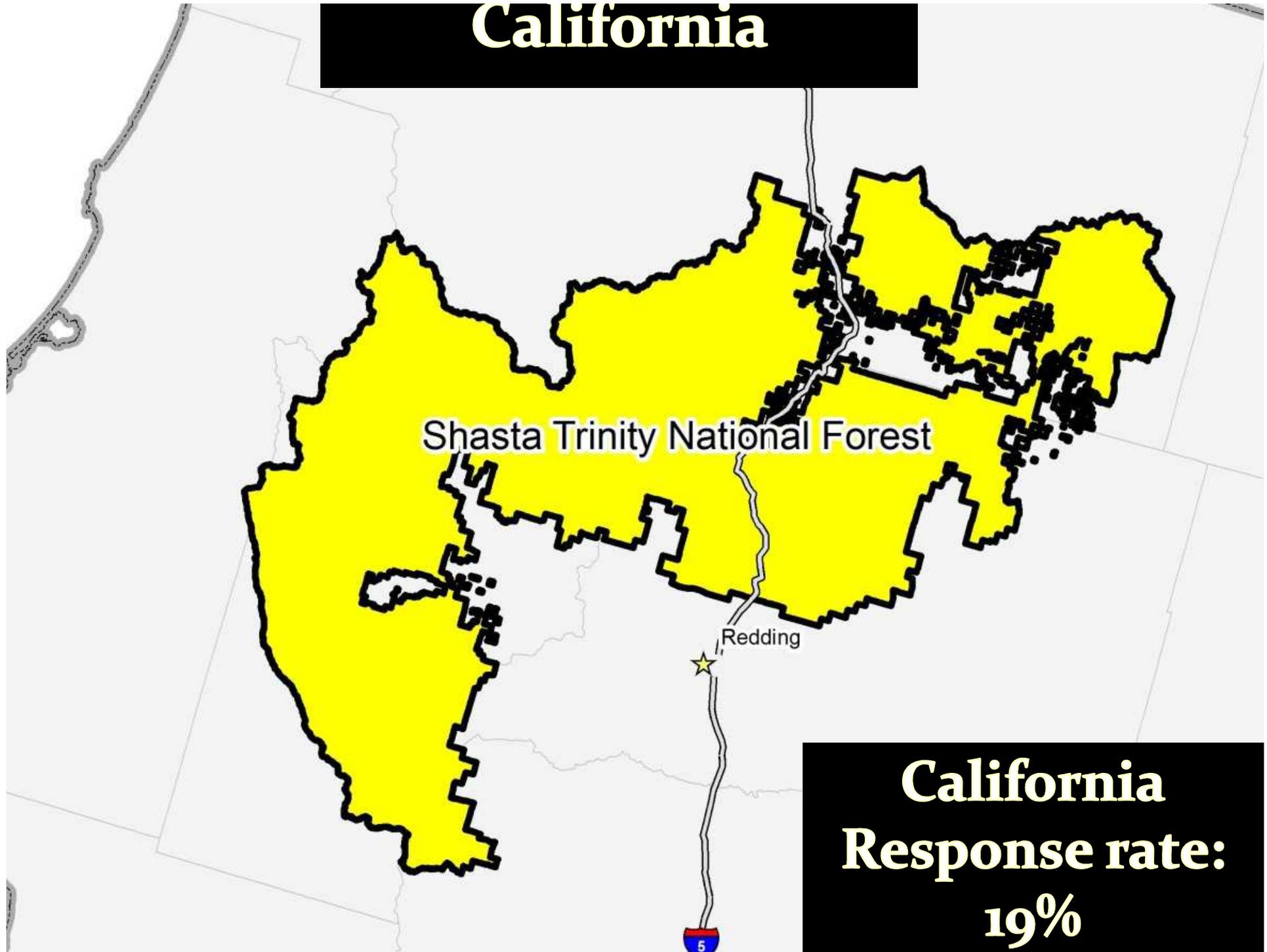


# Oregon



**Oregon**  
**Response rate:**  
**20%**

# California



**California**  
**Response rate:**  
**19%**

# South Carolina

Francis-Marion National Forest

26

North Charleston

Charleston

Mount Pleasant

**South Carolina  
Response rate:  
13%**



# Preliminary Findings

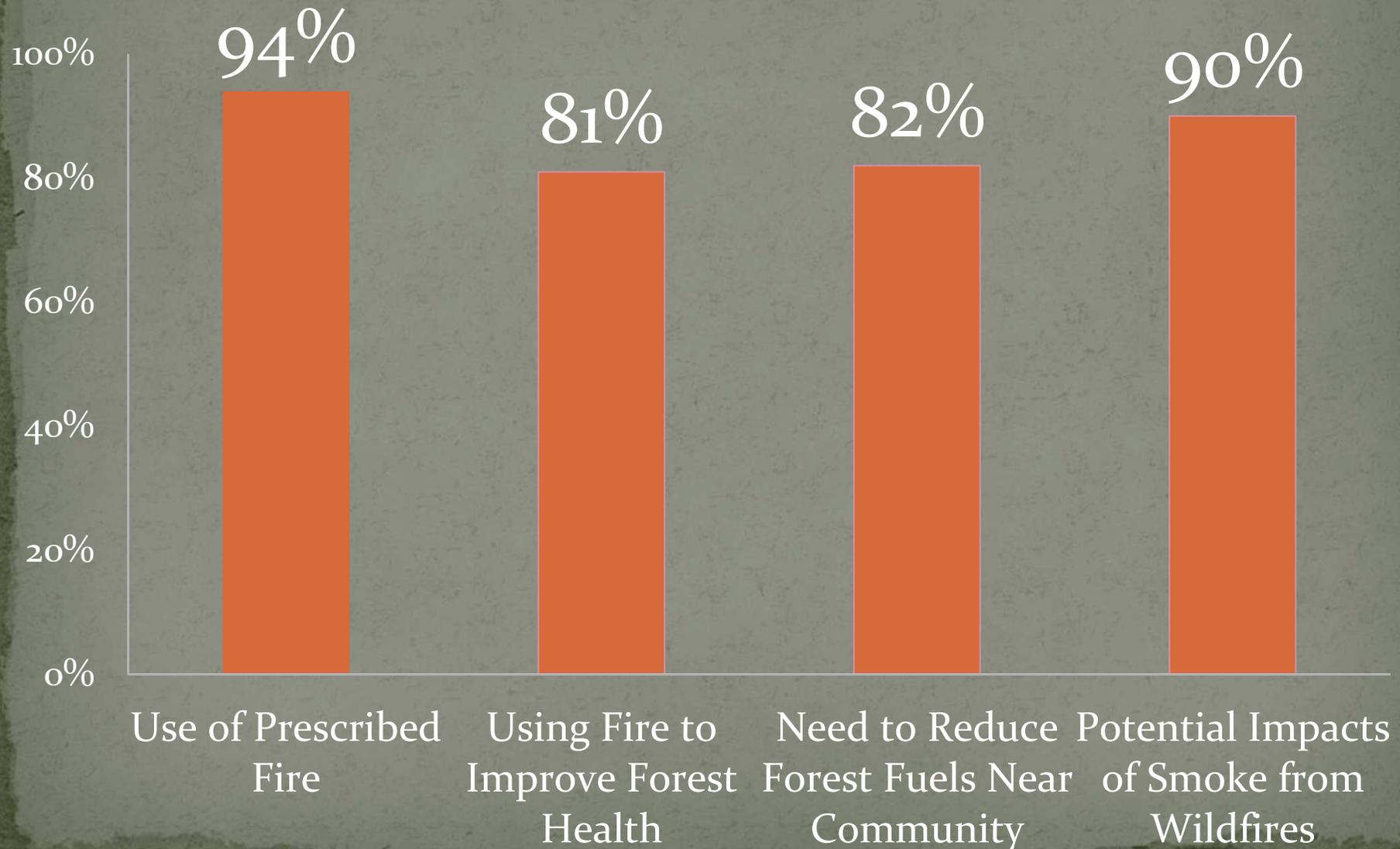


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# Respondents

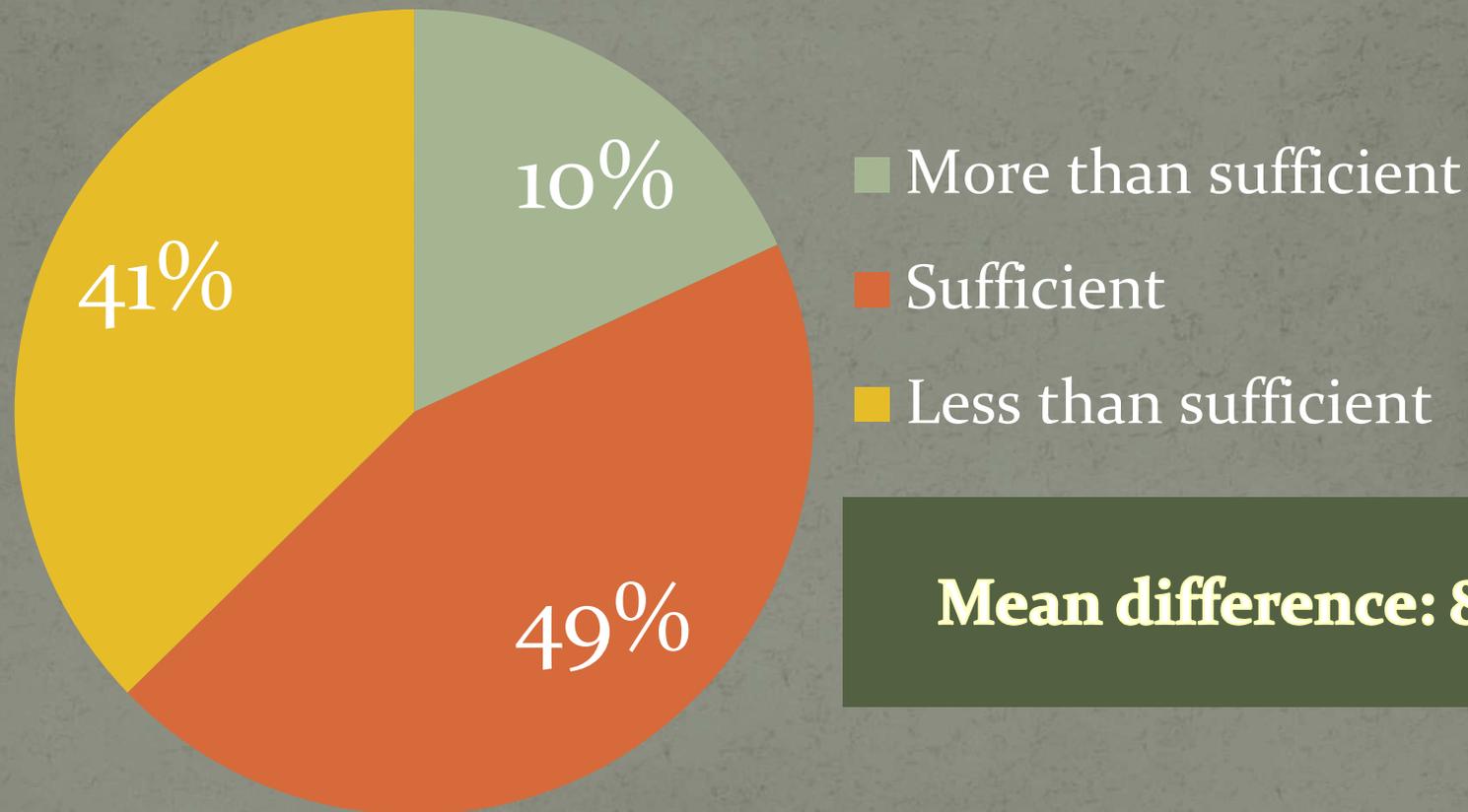
- N = 783
- 59% Male
- 62 years old
- 89% white/Caucasian
- 60% attended some college
- Middle class (\$40,000-60,000)
- Long-time residents (28 years)

# Perceived Knowledge

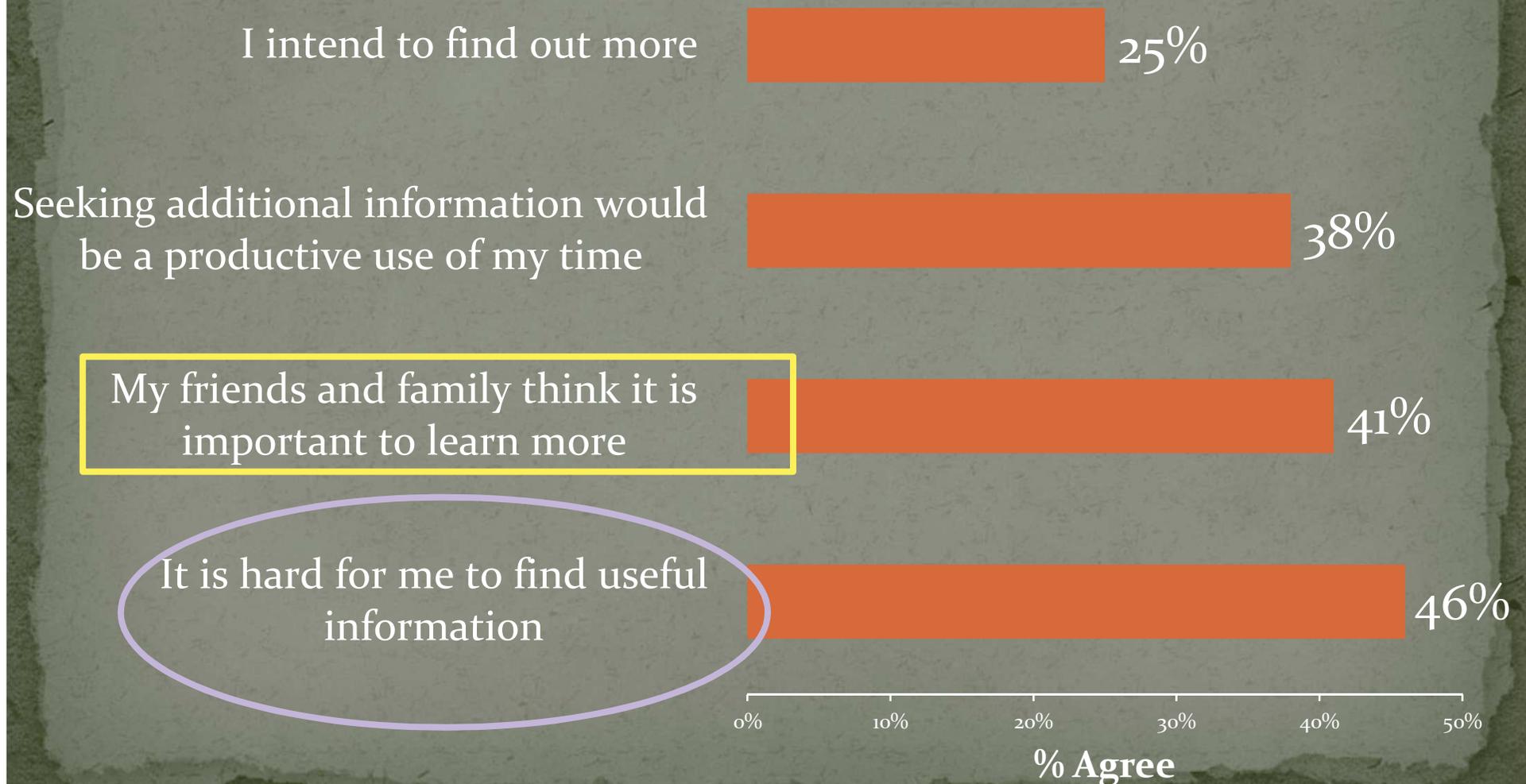


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# Smoke Information Needs



# Smoke Information Availability



# Useful Communication Sources

- 1) Educational Workshops ( $M= 3.94$ )
- 2) State air quality websites ( $M=3.78$ )
- 3) General web pages ( $M= 3.73$ )
- 4) Visitor center/interpretive signs ( $M= 3.70$ )
- 5) Conversations with agency staff ( $M= 3.70$ )

A higher number of sources used correlated with a higher level of self-assessed knowledge about smoke.

# Agencies Meeting Info Needs

Agency fire managers provide...	State Agency (mean)	Federal Agency (mean)
...enough smoke information so I can decide what actions I should take	3.98	3.70
...timely information regarding smoke	4.0	3.81
...the best available information on smoke issues	3.91	3.66

All significantly different at  $p < .001$

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# Summary

- More information regarding smoke is still needed
- Accessing smoke information may be difficult
- Social motivations to learn more about smoke?
- Information sources should focus on interactive activities and websites
  - But providing a variety of methods is still important

# Next Steps

- Complete survey administration
- Non-response check
- Further analysis
- Model information needs, sufficiency, access, and smoke acceptance
  
- Longitudinal panel study of one site
- Supply findings for phase 3 – site testing of experimental interventions

# Questions



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