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**Youth Survey on Outdoor Recreation: April 2-15, 2018**

The Missouri State Parks Department looking to better understand how Missouri youth currently participate in outdoor activities, what outdoor areas are available to them, and why kids do or don’t use them.

Synergy Group and our partner, Smarty Pants, a national youth and family research firm, will conduct an online survey of Missouri kids, tweens, teens and parents. The survey results will help improve access to safe outdoor resources for students in your district and throughout Missouri.

We want to make sure to hear from rural Missouri youth and are looking to partner with schools and school districts to invite parents to participate in the online survey. We’ll provide an email invitation template with a link to the survey, which you can send to parents on **April 2**. Parent/student pairs from your district to complete the survey will receive a $5 gift card of their choice.

**FAQ**

***How will the survey be conducted?***

Parents and students will participate in a 20 to 25-minute online survey. First, parents will be asked a few demographic questions. Then we will randomly select a student from each family to complete a set of fun and engaging questions, with colorful photos to help them make choices.

***How can we involve our families?***

We need your help to invite parents from your district to participate in the online survey. We’ll provide an email invitation template with a link to the survey, which you can send to parents.

***When will the survey take place?***

The online survey will open from April 2 to April 15. Please plan to send the email invitation with the survey link on Monday, April 2. Pre-communications with parents can begin immediately!

***Will families be rewarded for participating?***

The first TBD# parent/student pairs from your district to complete the survey will receive a $5 gift card of their choice.

***Who can participate?***

We need feedback from Missouri students of all ages, genders and backgrounds, so we have a few requirements:

* Students must be between 8 and 17 years old (2nd through 12th grade).
* Only one student per family.

The survey tool will automatically monitor the gender of students, to select an equal number of girls and boys.

***Is the survey anonymous?***

Yes, it is. We will not collect any personal identifying information.

***How can we promote the survey?***

We encourage you to talk up the survey now. Please let parents know that the ultimate goal is improving outdoor spaces in Missouri. Here are some ideas:

* District and school websites
* Social media
* Newsletters
* Flyers to parents

***Who do I contact with questions?***

Rachel Brown at Synergy Group is your contact for this project. She will be in touch over the next few days to coordinate the email invitations and survey links. Please feel free to email Rachel at rbrown@synergy-pr.com or call (314) 266-7035 to confirm participation or discuss any questions or concerns you may have.

Thanks again for helping us make the Missouri outdoors an even better place for our youth!