

Measuring Impact

Can digital technology help us understand the relationship between time spent on the water and public health?

CASIOPA | September 24, 2018 | Krystyn Tully



Research Focus

1. Can we create apps and websites that motivate more people to spend more time outside more often?
2. How do we know that a communications platform contributed to a person's increased time spent in nature?
3. Can we link that time spent in nature to positive effects on mental, physical, or public health?

About Us

Swim Drink Fish Canada has been working for a swimmable, drinkable, fishable future since our launch in 2001.

By blending science, law, education, and storytelling with technology, we empower millions of people to know and safeguard their waters.





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DRINK
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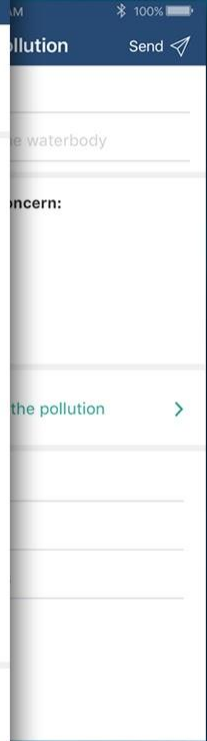
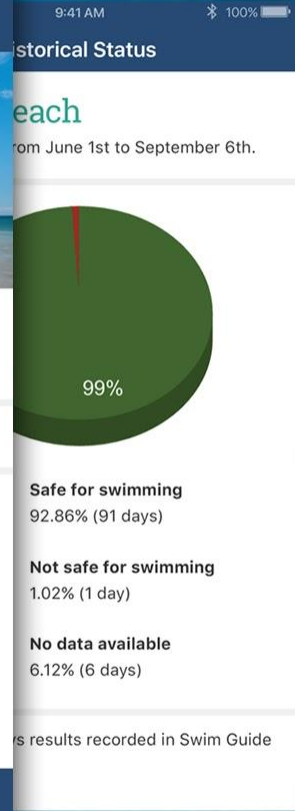
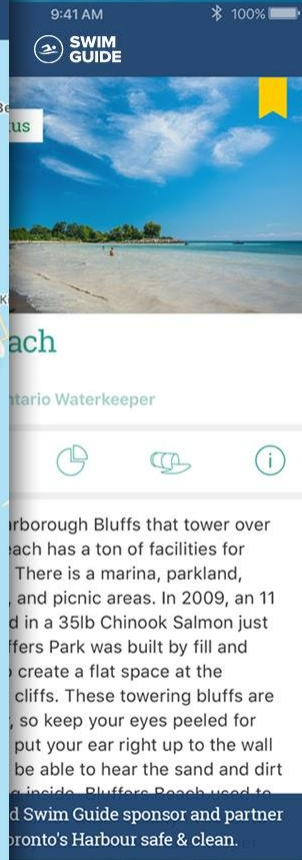
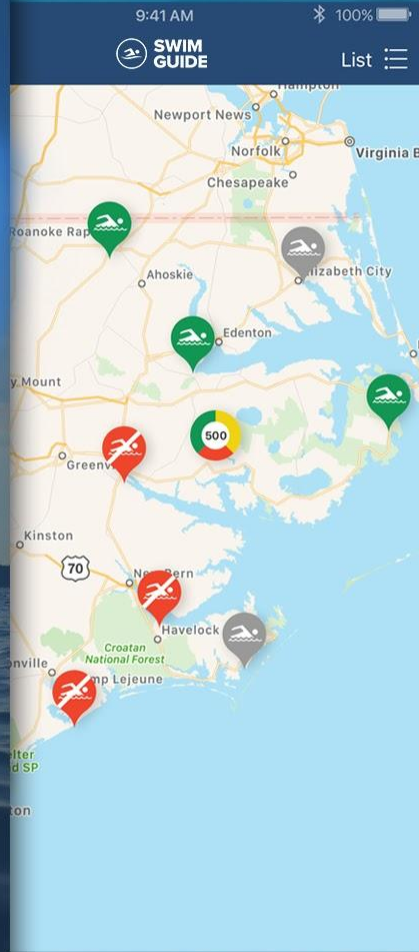


SWIM GUIDE

Powered by



Made by Swim Drink Fish Canada
/ Lake Ontario Waterkeeper



Let us guide you

[Get Started](#)

[▶ Watch Full Video](#)

What to do



Relax



Hike



Swim



Camp



Where to go



Algonquin Provincial Park
St. Lawrence River Watershed



Awenda Provincial Park
Lake Huron Watershed



Balsam Lake Provincial Park
Lake Ontario Watershed



Batchawana Bay Provincial Park
Lake Superior Watershed

Common problem

There is an assumption built into every park, beach guide, and tourism website: users will look at a destination page, decide to visit it in real life, and then go there.

How do we know this is actually happening?

Why do we need to measure?

1. To inform our tactics
(e.g., which messages are most effective?)
2. To inform our strategies
(e.g., is my platform effective at all?)
3. To estimate the health and economic benefits of an investment in web communications
4. To reach youth, who rely heavily on web-based communications for information

Short, frequent visits to water and nature are important

- **58%** of Great Lakes residents never touch the water
- We spend **90%** of our time indoors and $\frac{1}{3}$ of Canadians spend less than **30** minutes outside each week
- $\frac{1}{4}$ of Canadians says that fear prevents them from being active outside
- Millennials are **3-times** less likely to protect the environment than older generations

We integrated features into Swim Guide and Great Lakes Guide that would help to measure (a) whether viewing a destination online preceded a real-world visit and (b) whether the messages (image and copy) influenced the likelihood that a person would visit a destination in real life.

Pilot #1: Swim Guide

NEW FEATURES

The image displays four screenshots of the Swim Guide mobile application, showcasing new features:

- Screenshot 1 (Left):** A form titled "Suggest a Beach" with a background image of a beach. It includes a "Share" button with a Facebook icon, a text input field for "Beach Name", and another text input field for "City where the beach is located".
- Screenshot 2 (Middle-Left):** A navigation menu with the "SWIM GUIDE" logo at the top. The menu items are: Beach List, Beach Map, Suggest a Beach, Report Pollution, About, Affiliates, Contact, Donate, Help, Funders, and Version.
- Screenshot 3 (Middle-Right):** A profile page for "LaSalle Park" in Buffalo, New York, updated by "Buffalo Niagara Waterkeeper". It features a "Historical Status" badge, a "Map" button, and a description: "LaSalle Park, a 77-acre park is Buffalo's largest waterfront park and located where the mouth of the Niagara River meets Lake Erie. On the northern edge of LaSalle Park is the historic Colonel Francis G. Ward Pumping Station, a colossal five-story building constructed during the early 1900s. The station houses several electric pumps".
- Screenshot 4 (Right):** A survey modal titled "Help more people get outside. Please tell us:". It contains two questions: "Are you going to this beach this summer?" and "Have you been to LaSalle Park before?". Each question has "Yes" and "No" radio button options. A red "Submit" button is at the bottom. A disclaimer states: "Don't worry, Swim Guide will not collect any personal information." and a "Hide this question. I prefer not to help." link is at the bottom right.

Pilot #2: Great Lakes Guide

Beach

Parc provincial Bon Echo Provincial Park

0 Recommendations



(La version française suivra) Bon Echo Provincial Park is located near Cloyne Village in Lennox and Addington County. The park is a favourite destination for painters and photographers and is renowned for Mazinaw Rock, a 1.5-km sheer rock face that rises 100 m above Mazinaw Lake. The Rock features over 260 native pictographs - the largest visible collection in Canada! Main Beach is a popular sandy beach with buoyed swimming area (but no lifeguards) and shady areas with picnic tables, water taps and hibachis. North and South beaches are nearby. There is also a secluded beach on Joeperry Lake for campers staying at those paddle-in sites.

Water samples are taken monthly on Wednesdays.

Watershed

St. Lawrence River

[Directions](#)

[Website](#)

Water Quality:

Passes water quality tests 95%+ of the time.

[See water quality legend](#)



Provided by:
SWIM GUIDE

Weather:

Mostly clear

24°

Provided by:
The Weather Network

Activities:



Go Birding



Go Boating



Camping



Canoeing



Cycling



Learn About Nature

[See more activities](#)

Amenities:



Boat Launch



Flush toilets



Information centre



Laundromat



Park store



Playgrounds

[See more amenities](#)

Panel Experiment: Great Lakes Guide

61 million

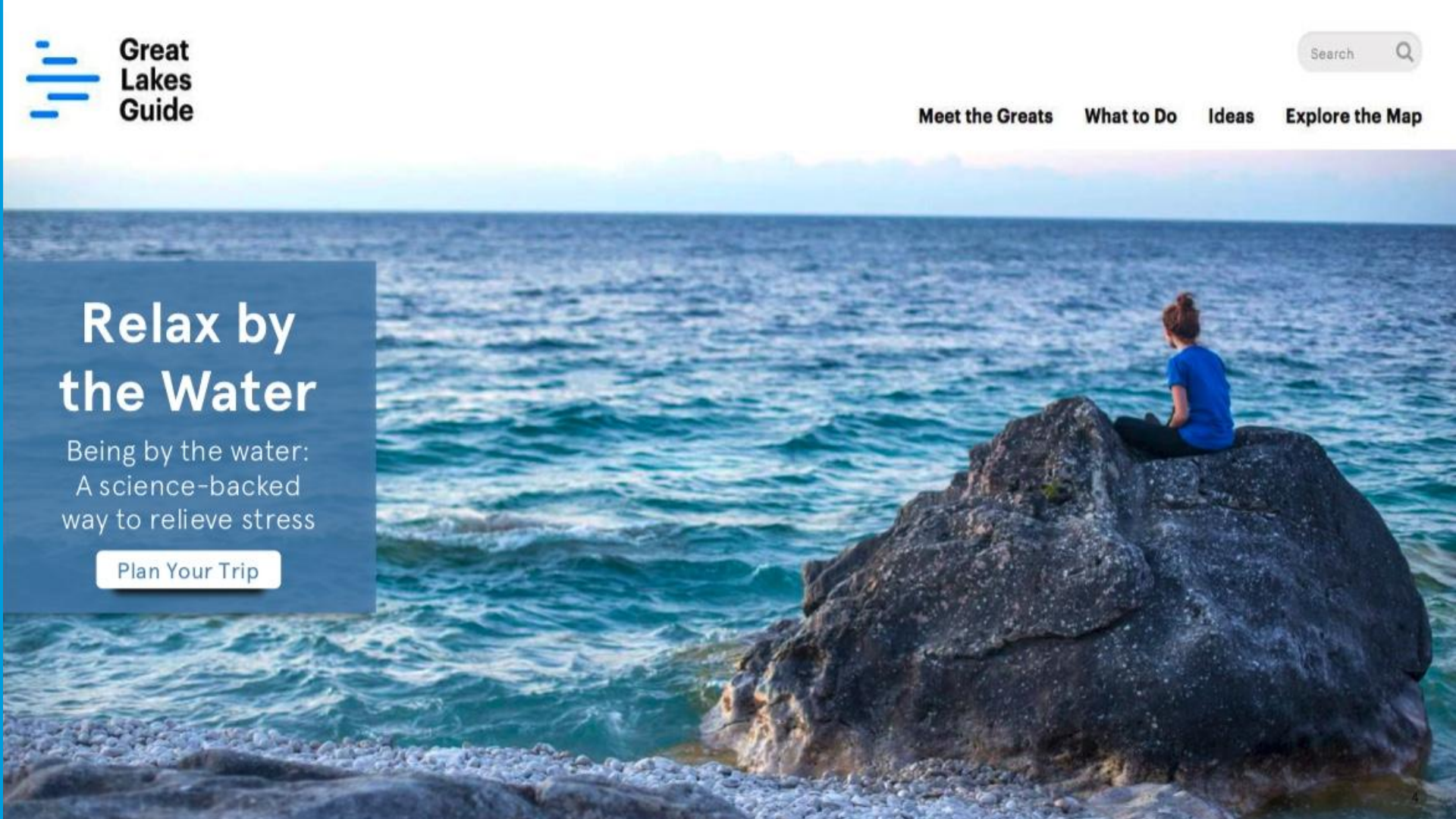
people visit the
Great Lakes each year

[Plan Your Trip](#)



Relax by the Water

Being by the water:
A science-backed
way to relieve stress

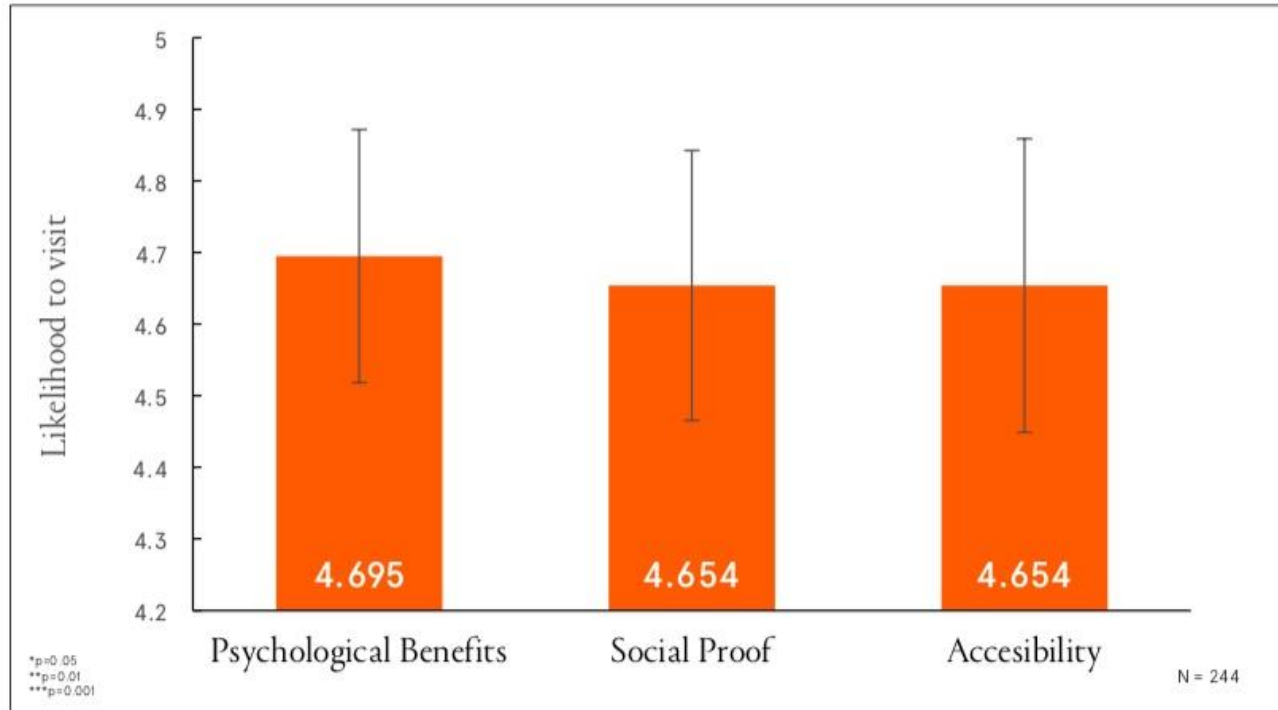
[Plan Your Trip](#)



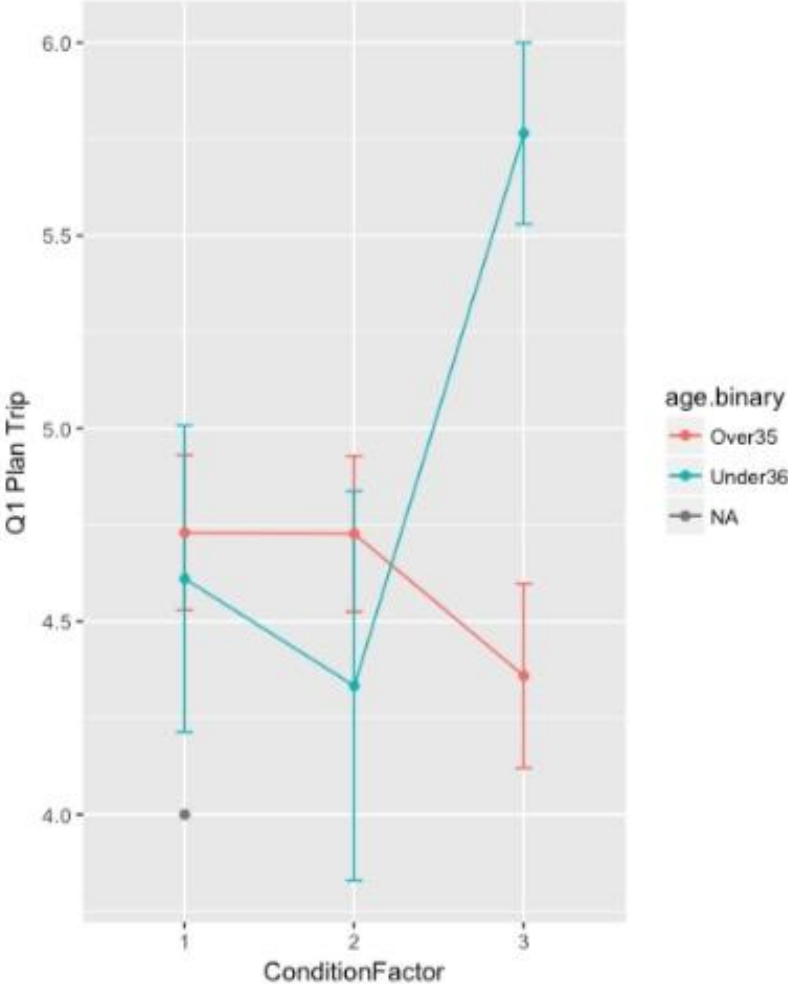
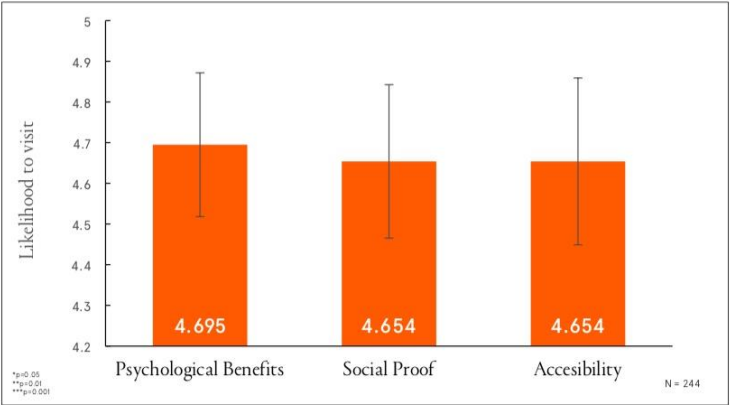
85%
of Ontarians live
near a Great Lake

[Plan Your Trip](#)

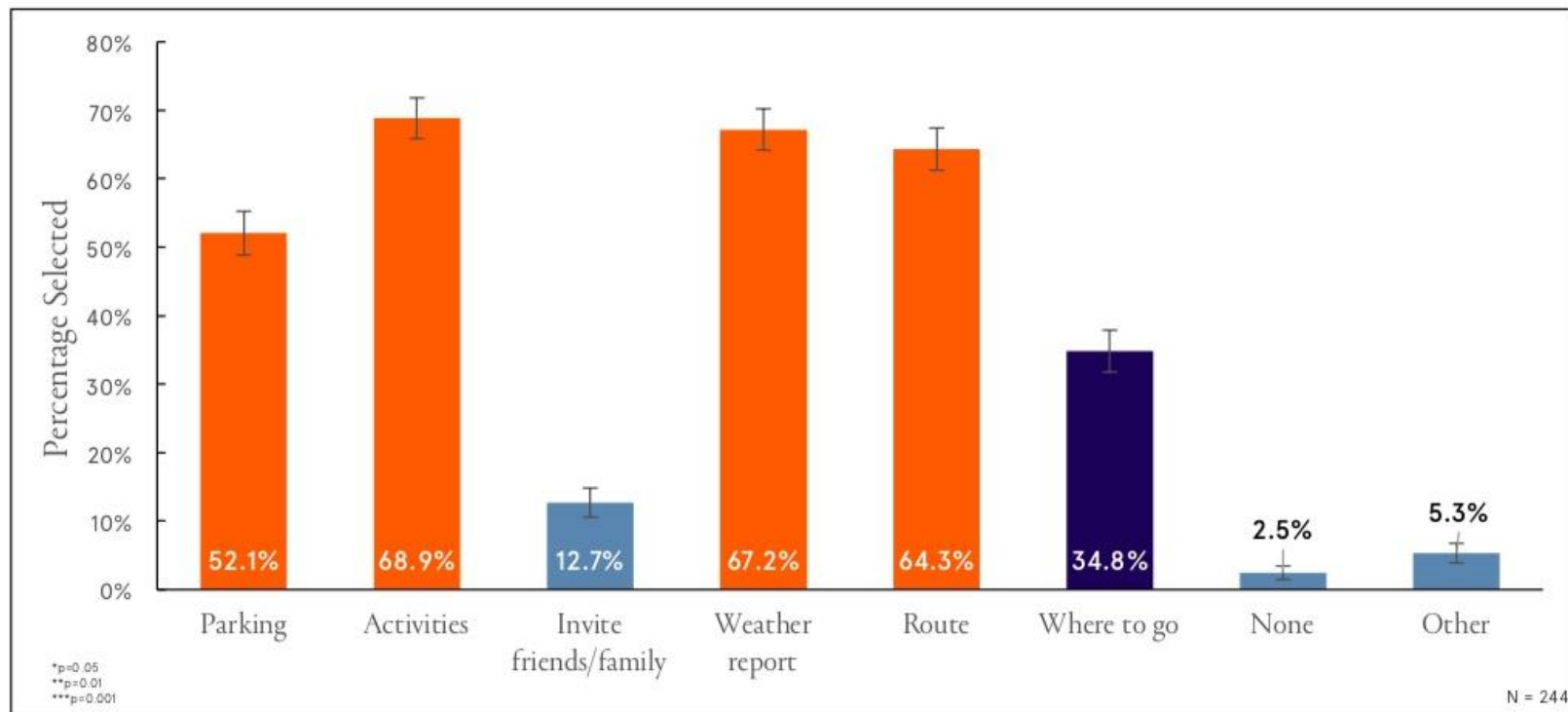
How likely are you to **plan a trip** to go visit the Great Lakes this summer? (7-point Scale, 1 = Very unlikely, 7 = Very likely)



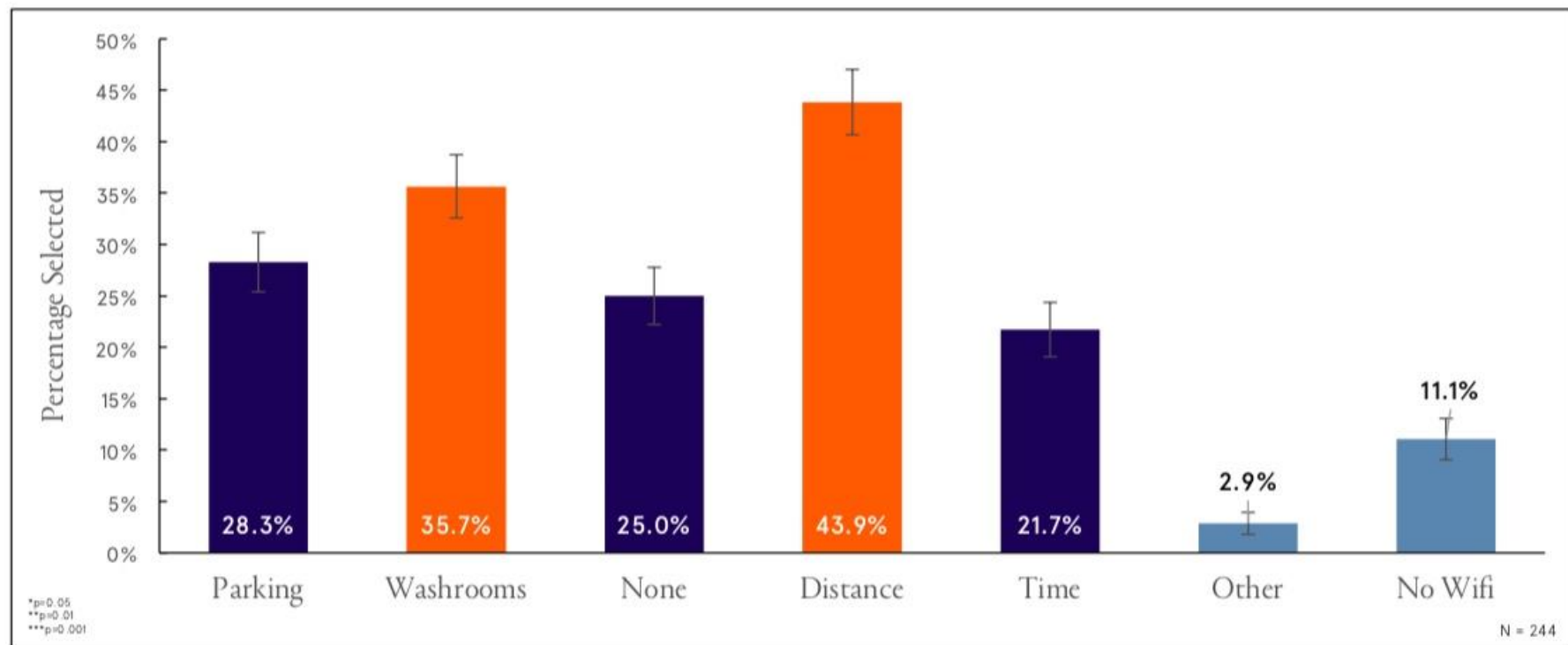
How likely are you to **plan a trip** to go visit the Great Lakes this summer? (7-point Scale, 1 = Very unlikely, 7 = Very likely)



If you were to plan a trip to one of the Great Lakes this summer, **what information would you be looking for?** (Select all that apply)



Do you perceive any of the following as being **barriers** to visiting Great Lakes?
(Select all that apply)



Insight 1 2 3

**Show people how to find
nature close to home.**

Insight 1 2 3

**Give people a reason to
go now.**

Insight 1 2 3

**Give people a sense of
progress.**

Where do we go from here?



Discussion





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