Participant Experience Evaluation

September 2021

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Report Background and Overview

MyDD implemented a participant survey in order to better understand the experiences of those who participate in the My Discovery Destination (MyDD) program, to include program usage and participation outcomes. MyDD contracted with Bach Harrison, L.L.C. to develop and implement the survey, which was designed to collect data on how participants are utilizing MyDD, their experiences with the platform, and impacts of participation. The goal was to use the data to identify needed improvements to enhance the participants' experience and inform the creation of a more structured MyDD program experience, ultimately to increase the positive impact of the program on its participants and in its communities. The survey was disseminated online from July to August 2021. Participants were invited to participate via a link that was posted in MyDD Facebook groups, the Summer Passport 2021 hubs, and sent via email to registered participants.

Survey respondents were offered incentives for participating, including passes to a special event (varied by community) and a raffle for a Facebook Portal. Regular postings and reminders were pushed via all MyDD social media platforms to increase response rate and reach. However, it is not possible to know how the experiences of those responding to the program differed from those who did not. Throughout the report, "respondent" and "participant" are used interchangeably and refer only to the participants completing the evaluation survey unless otherwise indicated.

The remainder of the report details the findings from the participant survey, organized by: who is using MyDD (Who are the participants and which MyDD programs did they participate in?); user experience with the MyDD platforms (How are they accessing MyDD and what barriers did they experience?); and outcomes (the impact of participation in MyDD). Recommendations based on the data are also provided, but the reader is encouraged to examine the data closely and consider other contextual MyDD factors when deciding on the relevance of the recommendations.

Within the report, 'n' refers to number of respondents and 'm' refers to the mean. Some total numbers (N) may not add up to the total number of respondents due to participants leaving items blank or to multiple selections. Percentages may not add up to 100 due to rounding or multiple selections. Reported percentages refer to the percent of respondents who answered a given item and do not include respondents that did not answer the item. When applicable, relationships between the data points are examined for significance (for example, the relationship between outcomes and the number of adventures completed or differences in the groups in participation experience.[1]

Supplemental data can be found in the Appendices. Appendix A includes the quantitative question frequencies and Appendix B includes all the open-ended comments from participants. Appendix C provides a summary of the findings from Group 2 (BCTC) as well as their item frequencies.

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[1] When relationships are significant, significant values (p-values) are noted. When a difference or relationship is significant, it means that it is unlikely that the difference or relationship would have been obtained by chance and that it is more likely that the finding represents a real relationship or difference. The generally accepted probability used to obtain significance is .05; that is, a difference is only reported as significant if there is less than a 5% possibility that the results were due to chance. Some results presented in the text have less than a 1% possibility of being due to chance.

Report Highlights

Participant Background

- Participants completed the adventures with an average of four children ages six to ten.
- 29% of participants did both the Discovery Family Adventures and the Summer Passport 2021 programs.
- Participants from all groups most often learned about MyDD through Facebook.

Participant Experience

- Utah participants usually connected through the Discover Family Fun FB communities and Goosechase.
- BRHD participants checked their preferred MyDD platform an average of once a week, while other participants checked on average a few times a month.
- Across all participants, more than half of the participants had problems with the MyDD platforms.
- Participants had the most trouble with the two program websites.
- Participants' most frequent problems with the platforms included finding information and understanding how the information related to what they wanted to do.
- Recommendations for improving the platforms included having clear instructions, simplifying registration and participation, and only having one platform or app.
- The most helpful component of the program was the flexibility to do the adventures at any time and the most common barrier was scheduling conflicts.

Participant Use of MyDD

- Participants started an average of 16 adventures and completed 11 adventures. The most common reason for non-completion was lack of time (but they planned to complete them in the future).
- Overall, participants did five adventures a month and spent 3.5 hours a month on adventures.
- Approximately half of Utah participants completed all their adventures as a family; they were significantly more likely to do so than those not in Utah.
- Participants that read more of the informational content were significantly more likely to find the information useful and complete the adventures as a family.
- The most frequently mentioned favorite adventures were the ones that happened outside, such as hiking, camping, swimming, and going to parks.
- Overall, 37% of participants felt the prizes encouraged them to complete more adventures, while 32% were not aware that there were prizes or what they were.

Participant Outcomes

- As a result of participating, 50% of participants have spent more time doing activities with their families, 41% have given their children more opportunities to practice new skills, and 38% have been more intentional about scheduling family time.
- Participants report the most important thing they learned was the importance of spending quality time together as a family and how much fun family time can be.
- Almost all participants were satisfied with the adventures and would recommend MyDD to others.
- Participant recommendations included more adventures tailored to specific ages and in more locations, more prizes, better organization, and having only one platform or a way to link the platforms together.
- Overall, those who participate in MyDD report increased bonding; efforts to improve the user experience will be important in expanding the reach and impact of the MyDD program.

Who are the Participants?

There were 425 participants that completed the survey and contributed to the results presented.[2] The participants are organized into four groups for analysis based on the self-reported zip code where participants live. These groups, selected based on program implementation and funding, included:

TABLE 1: PARTICIPANT GROUPS		
Group	N	%
BRHD	132	31%
BCTC	12	3%
Other Utah	141	33%
Non-Utah	140	33%
Total	425	

Group 1: Bear River Health Department (BRHD). This includes participants from Rich County, Cache County, and Box Elder County.

Group 2: Bonneville Communities that Care (BCTC). This includes participants from Uintah, Washington Terrace, South Ogden, and Riverdale.

Group 3: Other Utah. This includes Utah participants not accounted for in groups 1 and 2.

Group 4: Non-Utah. This includes participants that live outside of Utah.

Table 1 provides the respondent numbers for each of the four groups. The BCTC group only accounted for 3% of the total responses. Due to the large discrepancy in response rates, findings from the BCTC group were pulled out and analyzed separately in Appendix C. However, they do contribute to an All Utah group (composed of the BRHD, BCTC and Other Utah groups) presented throughout the report. The remaining three groups were also analyzed individually and are compared to each other throughout the report.
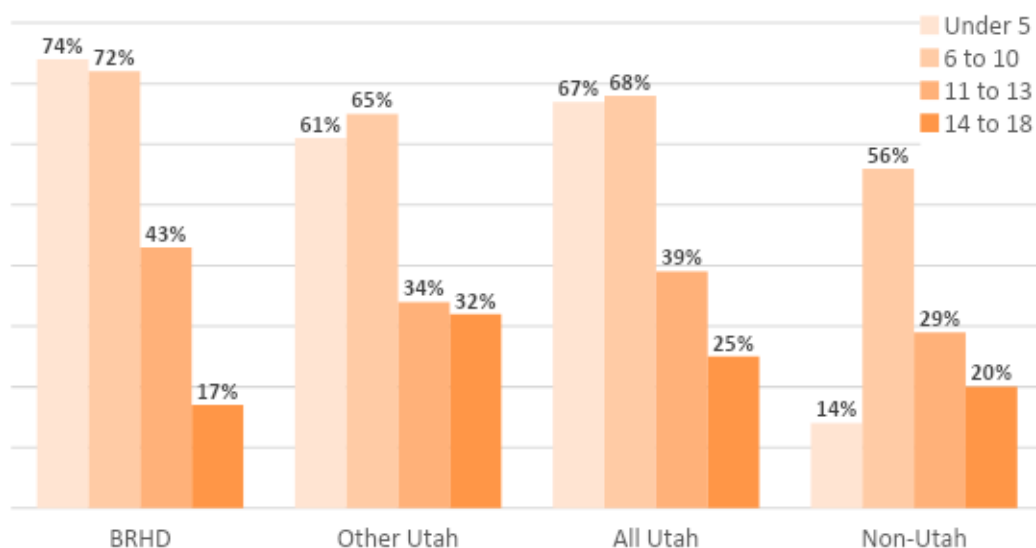
Participant Demographics

Participants were asked to report how many children under the age of 19 they were participating in MyDD with and the children's age ranges. On average, across all groups, participants participated with four children under the age of 19. The most selected age range for the children was 6 to 10 years old.

When looking specifically at each of the three analysis groups, both Utah groups participated with an average of three children under the age of 19 (see Figure 1). Participants in the BRHD group participated with a range of one to eight children. Over 70% of BRHD participants attended with at least one child that was 10 years old or younger; only 17% participated with children between the ages of 14 and 18.[3] Participants in the Other Utah group had a wider range for the number of children participating: zero to 18 children. Like BRHD, most participants in this group participated with children 10 years old or younger; however, this group did have a larger percentage of participants attending with children aged 14 to 18 years old. Participants from outside of Utah took part in MyDD with an average of five children, ranging from zero to 25 children. Approximately half of these participants participated with children aged 6 to 10. Only 14% had children under the age of five. This highlights a difference in those participating in MyDD within Utah compared to other states. Overall, it is important to ensure that adventures geared to all ages are available, but particularly geared toward the 10 and younger age group.

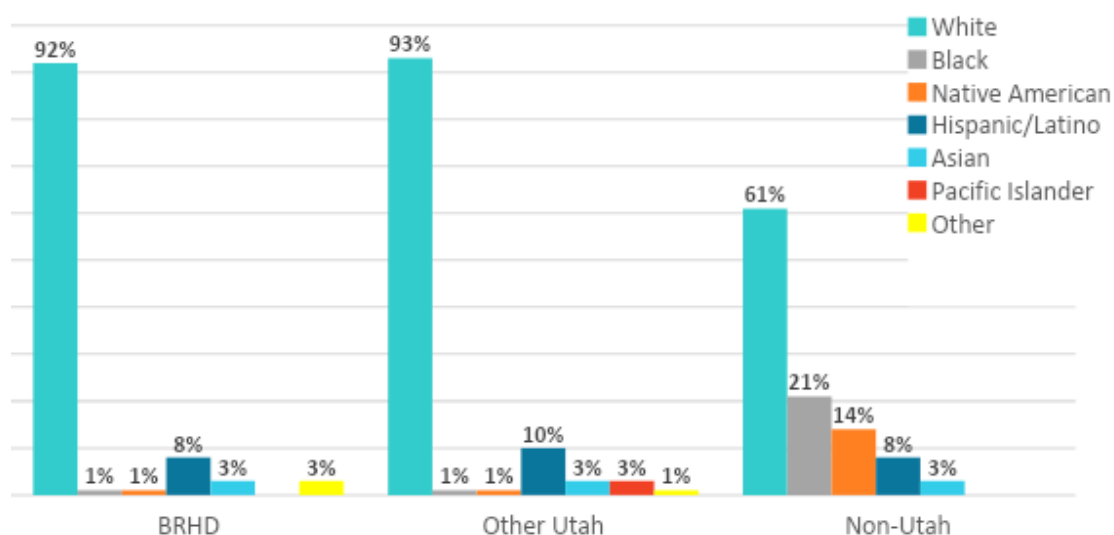[2] An additional 43 respondents were removed due to duplicate responses.
[3] Participants were able to select multiple age ranges to account for each child they have.

FIGURE 1: AGE RANGES OF PARTICIPATING CHILDREN

Legend: Under 5 | 6 to 10 | 11 to 13 | 14 to 18

BRHD: 74%, 72%, 43%, 17%
Other Utah: 61%, 65%, 34%, 32%
All Utah: 67%, 68%, 39%, 25%
Non-Utah: 14%, 56%, 29%, 20%

Almost all participants in both the BRHD and the Other Utah groups identified as White (92% and 93% respectively). The second most common race/ethnicity for participants within Utah was Hispanic/Latino. In the Non-Utah group, the most common race was also White (61%), however, this was followed by Black/African American (21%). The Non-Utah group showed more variability in the race/ethnicity of participants (see Figure 2).

FIGURE 2: PARTICIPANTS' RACE/ETHNICITY

Legend: White | Black | Native American | Hispanic/Latino | Asian | Pacific Islander | Other

BRHD: 92%, 1%, 1%, 8%, 3%, 3%
Other Utah: 93%, 1%, 1%, 10%, 3%, 3%, 1%
**Non-Utah:** 61%, 21%, 14%, 8%, 3%

Participants' MyDD Program

Respondents were asked which MyDD program they participated in – the Discovery Family Adventure program and/or the Summer Passport 2021 program. Across all groups, 29% of participants were involved in both the Discovery Family Adventures and the Summer Passport 2021 programs.

Approximately half of the BRHD participants indicated they are participating in both the Discovery Family Adventures program and the Summer Passport 2021 program (47%, n=61) (see Figure 3). Most participants in the Other Utah group also participated in both programs but overall, their responses were more variable, with approximately only a quarter participating in both programs. Outside of Utah, participants most frequently indicated they were only doing one of the programs (40% Discovery Family Adventure and 30% the Summer Passport 2021 program). Generally, respondents were participating in at least one of the programs, although 25% of the Other Utah group were not. Though most often they are participating formally in a program, this points to both formal and informal family participation in MyDD (a strength of the MyDD experience).

Of note, across all participants, 20% indicated they were not sure which program they were participating in; this was particularly true of the Utah participants (see Figure 3). This may point to the need to make the difference between the programs clearer.

However, overall, these data suggest that the current data represent participants and experiences across both programs.

FIGURE 3: PARTICIPANTS' MyDD PROGRAM
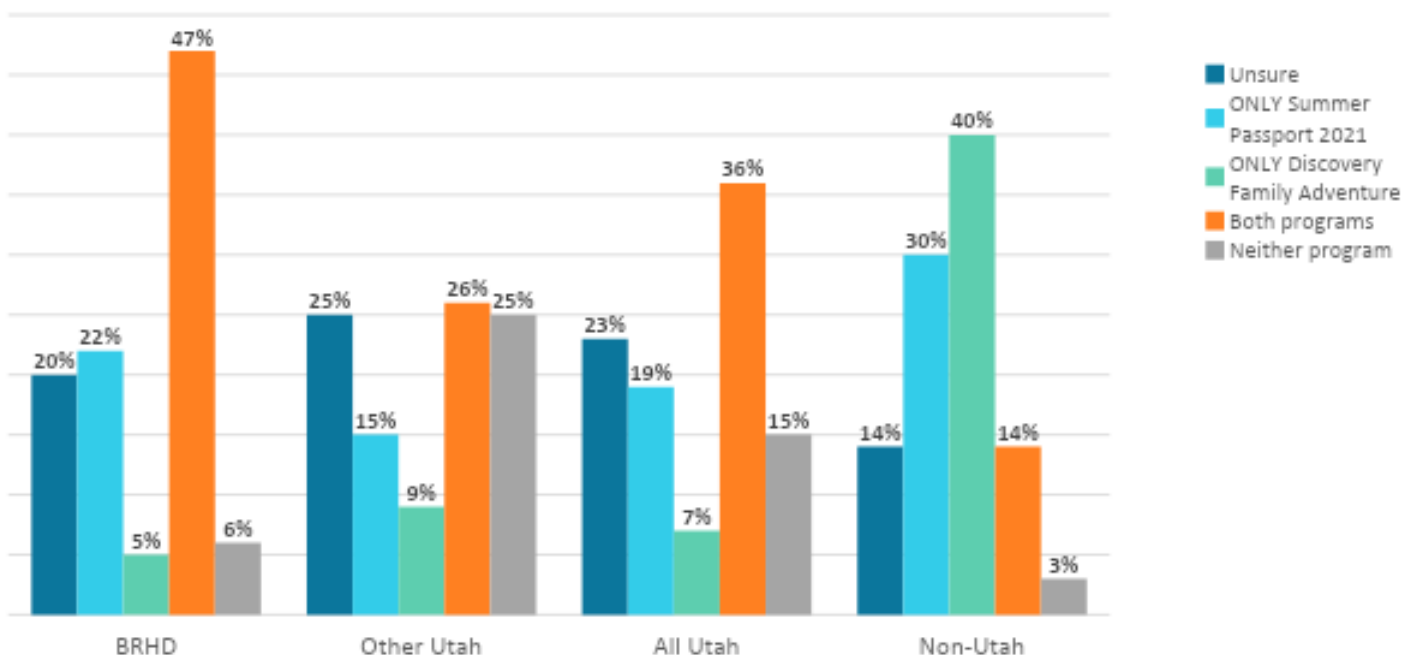
Participants who participated in the Summer Passport 2021 program were asked which hub(s) they joined. Almost all participants from the BRHD group joined the Cache Valley hub (71%, n=64), followed by Box Elder (36%, n=32). This was expected as both these areas are in the BRHD catchment area. Participants in the Other Utah group most frequently selected the Salt Lake City and Weber/Davis hubs. Participants in the Non-Utah group most often selected the USA hub; however, some did select Utah-based hubs indicating that participants are joining groups outside of the areas in which they live. There were no participants in any of the groups that selected the Tooele hub (see Figure 4). No respondents selected "other".

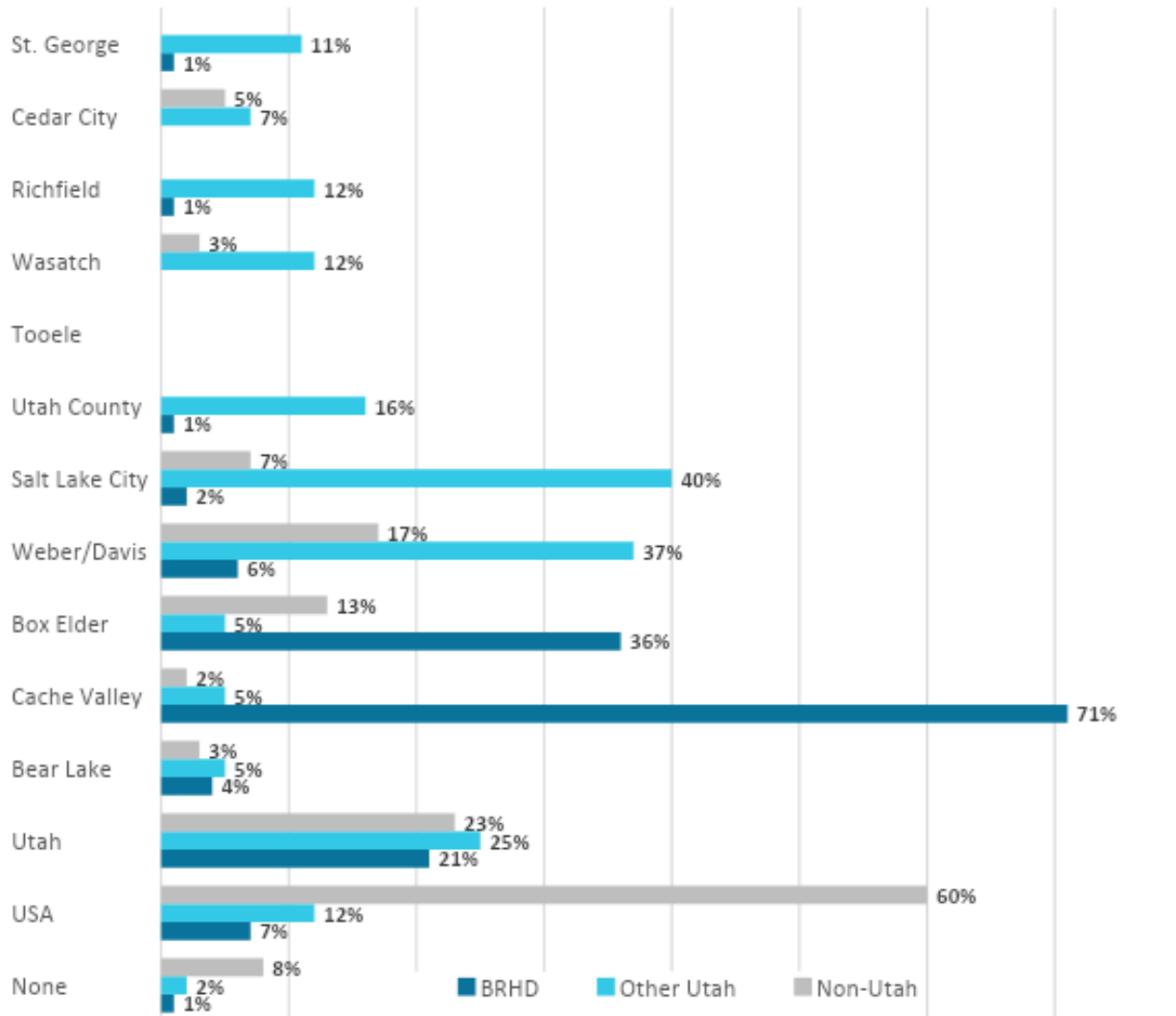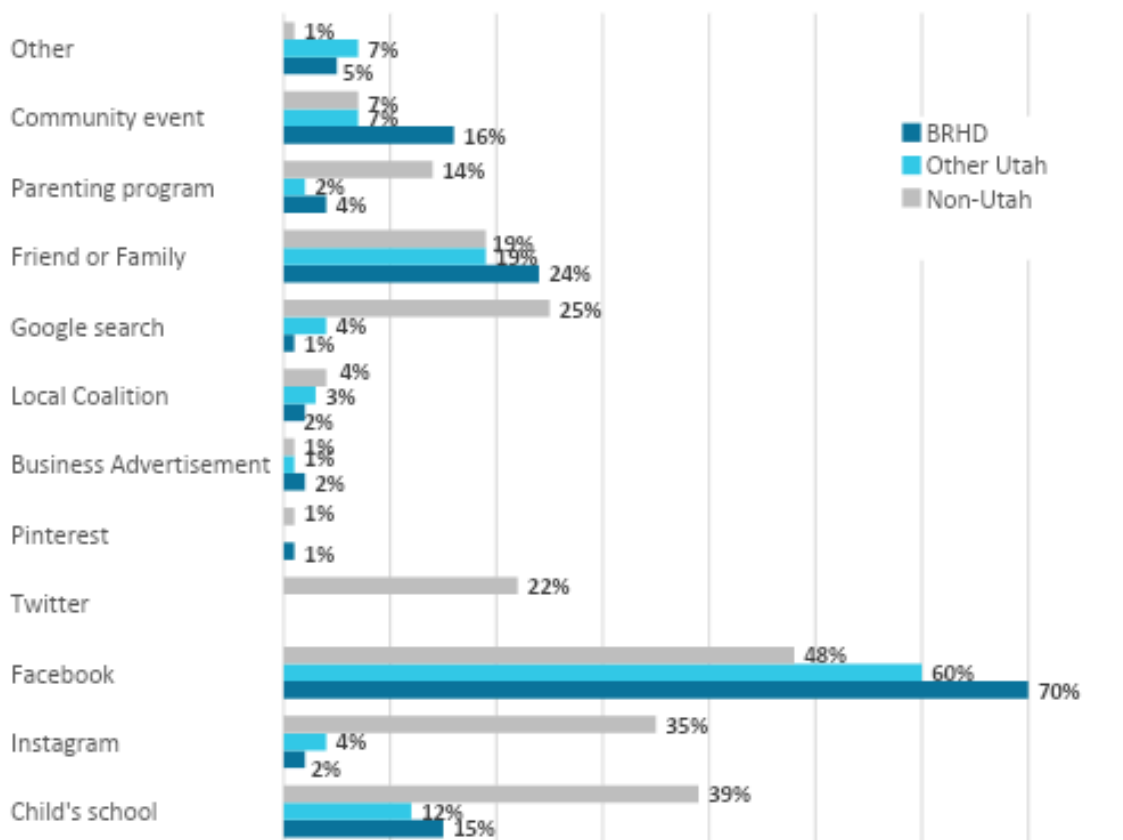FIGURE 4: SUMMER PASSPORT 2021 PARTICPANT HUBS

FIGURE 5: HOW PARTICIPANTS LEARNED ABOUT MYDD

Participants were asked how they learned about MyDD. The most selected response across all three groups was through *Facebook* (see Figure 5). The next most frequently selected responses for the BRHD and Other Utah groups were through a *friend or family* or at a *community event*. The second most frequently selected response for the Non-Utah group was through their *child's school*. None of the participants from the Utah groups learned about MyDD through *Twitter*, but this was a relatively common source for Non-Utah participants. Overall, with exception of *friends or family* (which was common for both groups) and *Pinterest*, *business advertisements*, and *local Coalitions* (which were low for both groups), the sources for the Utah and Non-Utah groups were different.

Approximately 5% of participants selected *other.* Other ways participants learned about MyDD included from Blue Star Families, the library, participating in the MyDD program in the past, community newspaper, and through meetings with MyDD.

MyDD staff should consider the relative efforts made to disseminate the survey through the various avenues to provide context to which avenues were most effective. If Twitter was used in Utah, this may be a less effective way to reach Utah families likely to participate in MyDD.
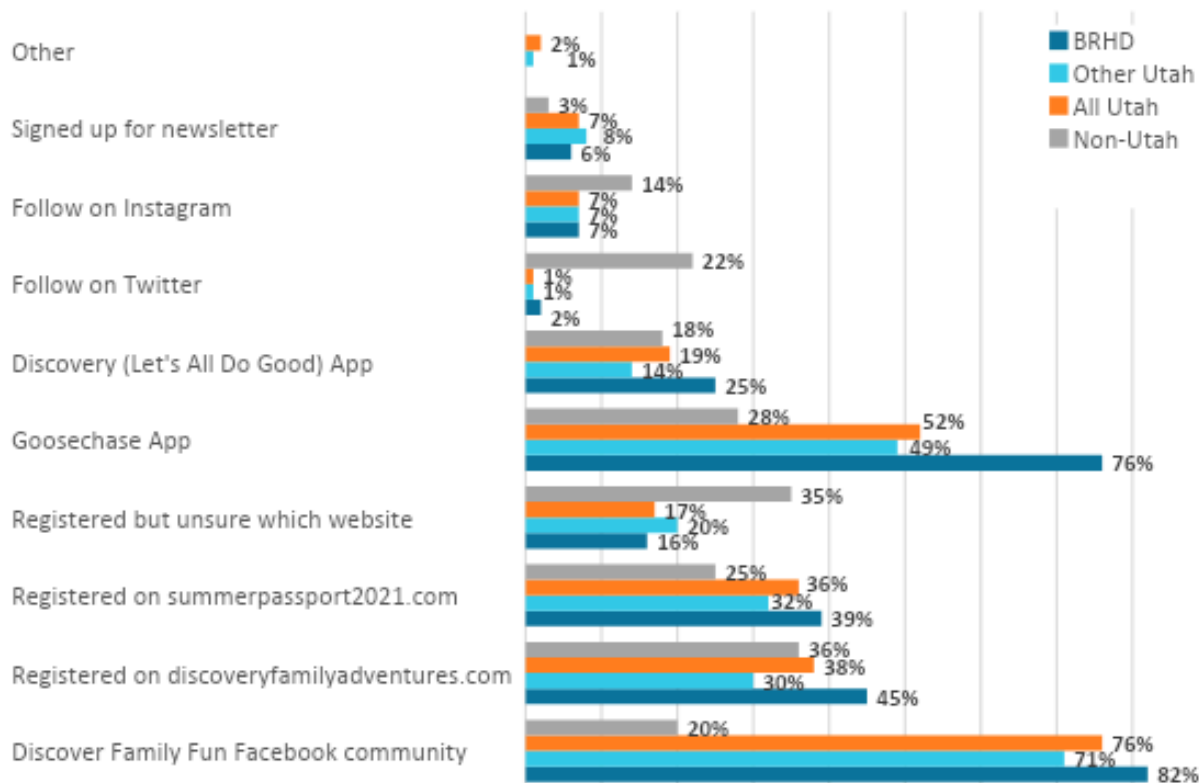
What was the Participants' Experience Connecting with MyDD?

There are a variety of ways people can connect to MyDD online. These include joining local Discover Family Fun Facebook communities, officially registering with the programs (Family Adventures or Summer Passport), though an app (Goosechase or Let's All Do Good Discovery App), receiving the newsletter, or other social media (Twitter, Instagram). This section reviews the platforms most utilized and the participants' experiences using the platforms and MyDD programs.

Ways Participants Connect to MyDD

For Utah, the most frequently selected ways participants connected to MyDD were through the Discover Family Fun Facebook community and the Goosechase app, although the Goosechase app was much more common among those in the BRHD group (see Figure 6). Otherwise, the Utah groups accessed MyDD similarly. Participants outside of Utah connected to MyDD fairly evenly across all the available platforms. It should be noted that there is little difference between registration for the two MyDD programs, but less than half of the participants are registering with the programs. Again, this points to both informal and formal use of MyDD. While this flexibility is a strength of the program, it may be worth considering how to entice more participants who begin utilizing MyDD to register in order to increase the impact of participation.

FIGURE 6: HOW PARTICIPANTS CONNECT TO MYDD

	BRHD	Other Utah	All Utah	Non-Utah
Other		1%	2%	
Signed up for newsletter	6%	8%	7%	3%
Follow on Instagram	7%	7%	7%	14%
Follow on Twitter	2%	1%	1%	22%
Discovery (Let's All Do Good) App	25%	14%	19%	18%
Goosechase App	76%	49%	52%	28%
Registered but unsure which website	16%	20%	17%	35%
Registered on summerpassport2021.com	39%	32%	36%	25%
Registered on discoveryfamilyadventures.com	45%	30%	38%	36%
Discover Family Fun Facebook community	82%	71%	76%	20%

Across all participants, the number of methods used to connect to MyDD ranged from 1 to 9 (all methods indicated), with an average of 2.3; the average participant used between 2 and 3 ways to connect with MyDD. While the average was similar across all individual groups, however, the groups showed differing distributions (see Figure 7). Utah participants were more likely to use multiple methods compared to the Non-Utah group, but this was particularly true of the BRHD participants.

FIGURE 7: NUMBER OF WAYS PARTICIPANTS CONNECT WITH MyDD
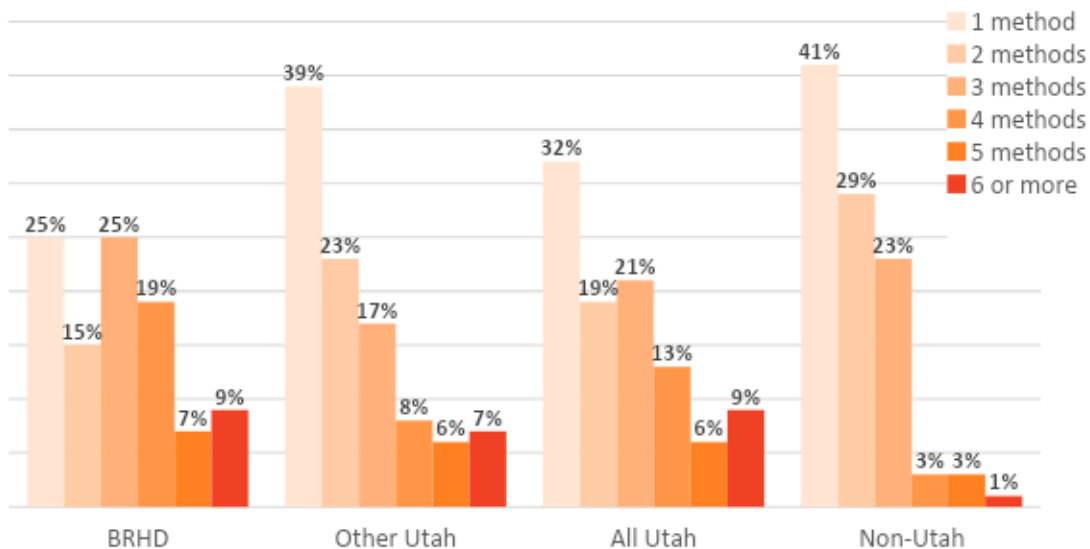
Those joining a Facebook Discover Family Fun Facebook community were asked to indicate the community they joined in an open-ended comment. For participants in the BRHD group, the most frequently joined community was Cache Valley (41%, n=44), followed by Tremonton and Brigham City. Responses from participants in the Other Utah group that joined a Discover Family Fun Facebook community were spread across more communities, as would be expected. However, the most frequently selected community was Salt Lake City (17%, n=18) followed by Utah County (12%; n=13) and Kaysville (10%; n=10).

Only approximately a third of the participants in the Non-Utah group who indicated that they joined a Discover Family Fun Facebook community left an open-ended comment about which community they joined (n=10). Half of these participants did not indicate a specific community. Similar to the Summer Passport 2021 hubs joined, this shows that people are joining online communities outside of the area in which they live. See Appendix A for a list of all communities joined and frequencies.

In addition to asking about all methods used to connect with MyDD, respondents were also asked to indicate the single way they *most often* accessed MyDD. These responses are presented in Figure 8. Across all three groups, the most frequently used platform was Facebook. For Utah participants, this was followed by the Goosechase app. For those outside of Utah the second most frequently selected platform was *one of the websites, but they were unsure which* and the Discovery Family Adventures website. Like overall platforms used, the Non-Utah group showed more variation.

FIGURE 8: THE SINGLE MyDD PLATFORM PARTICIPANTS USED MOST OFTEN
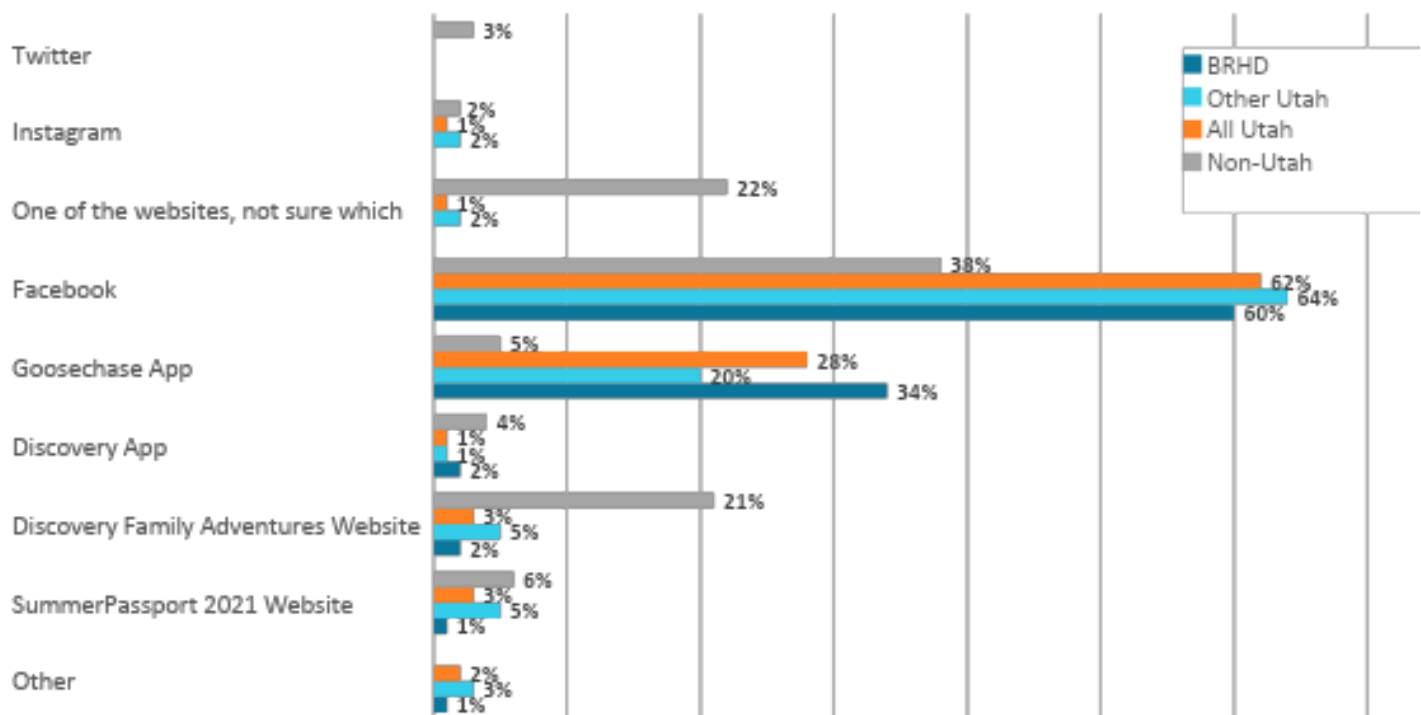
Not surprising, the most used platform results mimic the way participants are connected with MyDD. Therefore, another way to consider platform preference is to look at the most used platform *among those using more than one platform.* This can provide a better sense of which platforms are preferred. These results are presented in Figure 9.

Overall, the data suggest multiple avenues for connection with MyDD are important given how many participants use more than one platform to connect to MyDD. However, at the same time, it might be useful to consolidate some avenues. For example, given the consistent preference for Goosechase over the Discovery App, it may be beneficial to put all efforts into the Goosechase app to reduce MyDD program burden and decrease confusion for participants. Similarly, both the Summer Passport and Discovery Family Adventure websites have relatively low use; it may be useful to consolidate both program components through one website. Additional information on how they use the platforms differently (for example, for which purpose) may be useful.

FIGURE 9: THE SINGLE MyDD PLATFORM USED MOST OFTEN AMONG PARTICIPANTS USING MORE THAN ONE PLATFORM
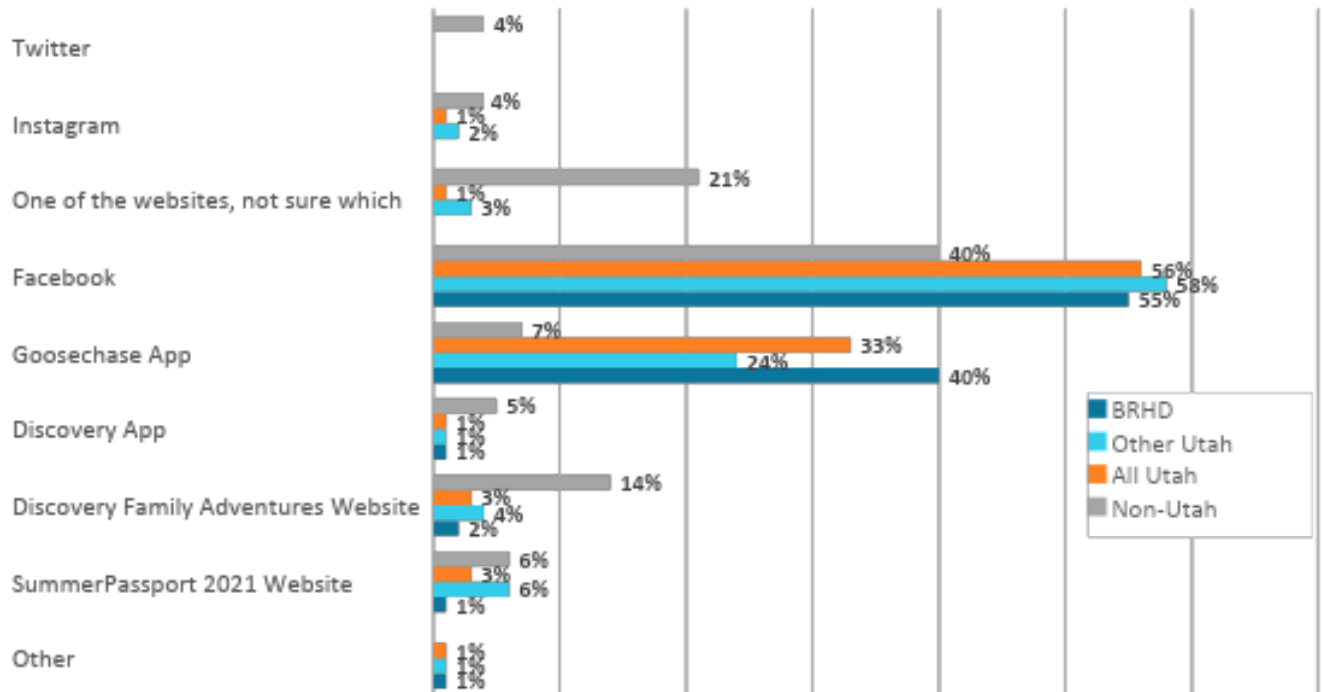
Respondents were asked how frequently they checked or accessed the platform they used most often. These results are presented in Figure 10. On the eight-point scale from 1 (only once ever) to 8 (more than once a day), the Utah participants averaged 4.68 (corresponding to between a *a few times a month* and *once a week*. By contrast, the Non-Utah group averaged 3.61 (corresponding to between *a few times a month* and *about once a month.*

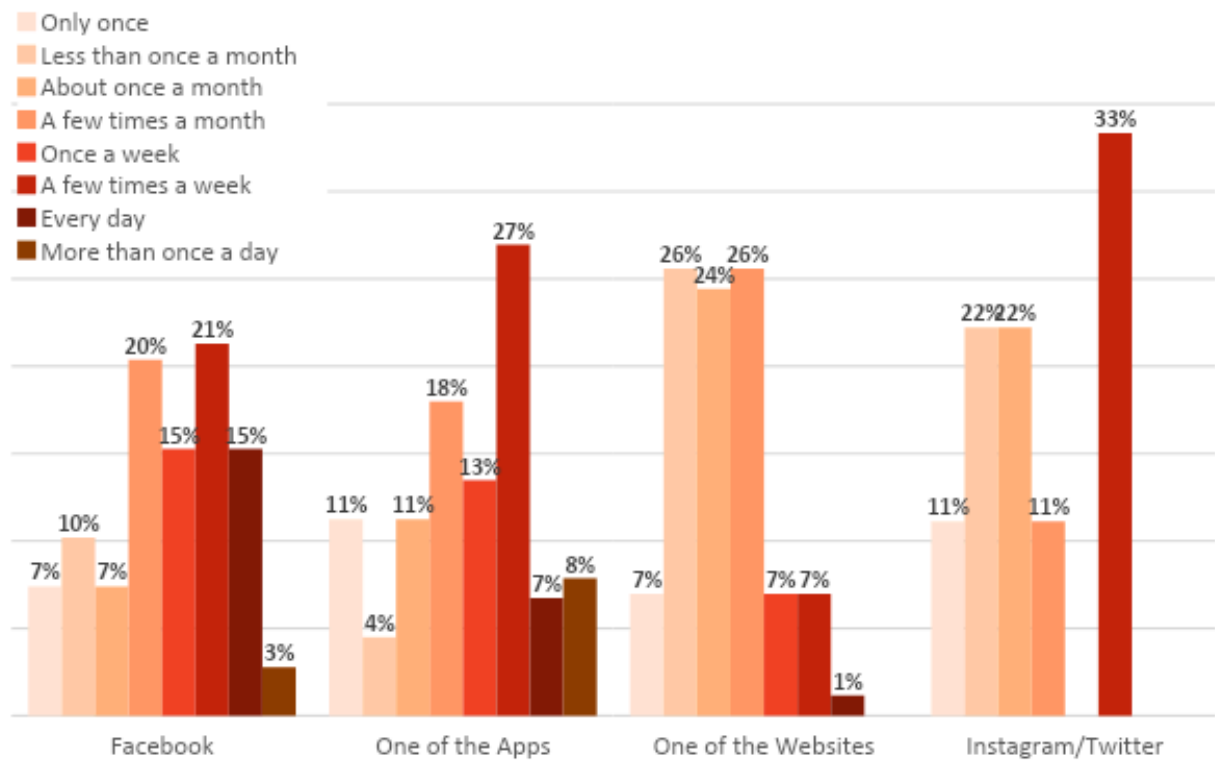FIGURE 10: HOW OFTEN PARTICIPANTS CHECKED THE PLATFORM THEY USED MOST OFTEN
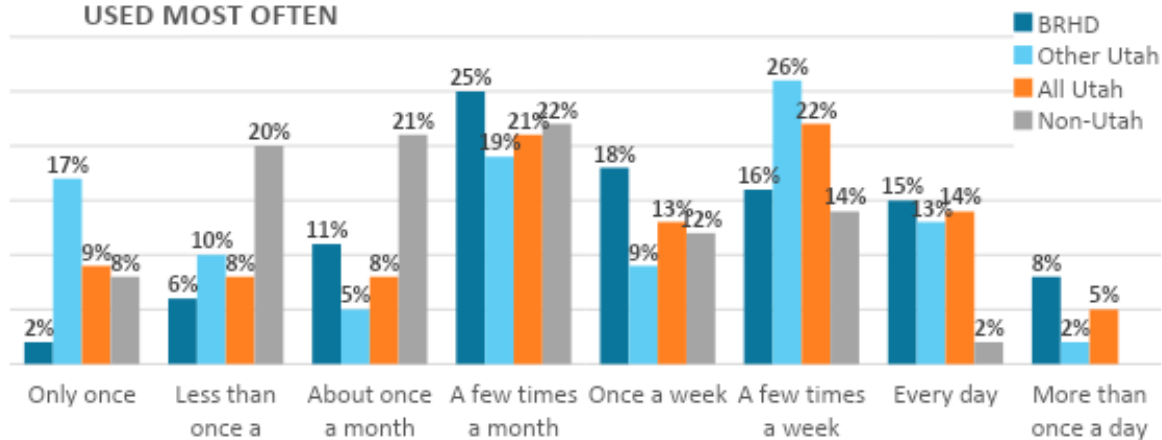
Within Utah, BRHD group checked their preferred platform an average of *once a week* (m=4.97) while the Other Utah group check between *a few times a month* and *once a week* (m=4.34). The Other Utah group had the highest percentage of participants that only checked the platform once (17%), while the BRHD group had the highest percentage of participants that checked the platform more than once a day (8%) (see Figure 10). Participants in the BRHD group were accessing their platform significantly more often than the other two groups.[4] More

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[4] p<.05

information is needed to determine if this is because BRHD participants are more involved in the program or the hubs and communities in this area are updated more often. It does not appear to be due to their predominate use of the Goosechase app. As can be seen in Figure 11, generally those using the websites checked the least. Instagram/Twitter users were split on more versus less frequent use. But Facebook and app users reported a range of use frequencies.

FIGURE 11: FREQUENCY OF USE BY PLATFORM

Legend:
- Only once
- Less than once a month
- About once a month
- A few times a month
- Once a week
- A few times a week
- Every day
- More than once a day

Barriers to Platform Use

An important component in family retention and program engagement is ease of access. To that end, participants were asked which platforms (if any) they had trouble using, what difficulties they experienced, and how the platforms could be improved.

Overall, 41% (n=167) of participants across all groups have not had difficulty with any of the platforms they used. However, examination by group shows that only 7% (n=10) of Non-Utah participants experienced no difficulties, compared to 58% (n=157) of Utah participants (see Figure 12). More information is needed to determine why participants outside of Utah are having more trouble with the platforms. However, even within Utah, 42% experienced difficulty, pointing to the need to address access issues.

FIGURE 12: PERCENT OF PARTICIPANTS WITH NO PROBLEM USING THE PLATFORMS

- BRHD: 53%
- Other Utah: 62%
- All Utah: 58%
- Non-Utah: 7%
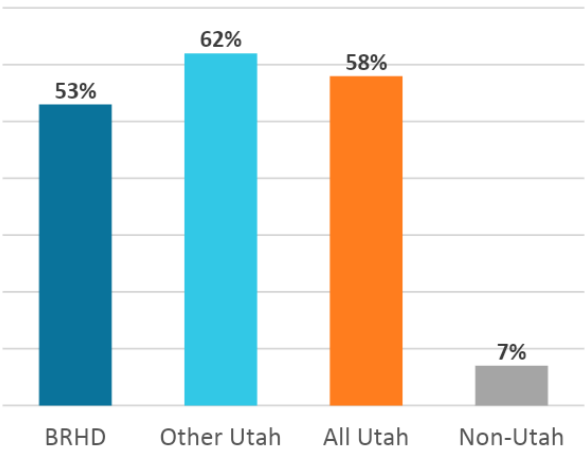
Of those who did have have trouble with a platform, the most common issues were experienced with the two websites.[5] Approximately one-third of participants in the Non-Utah group also had trouble with the Discovery app, and a third of participants in the two Utah groups had trouble with the Goosechase app (see Figure 13).

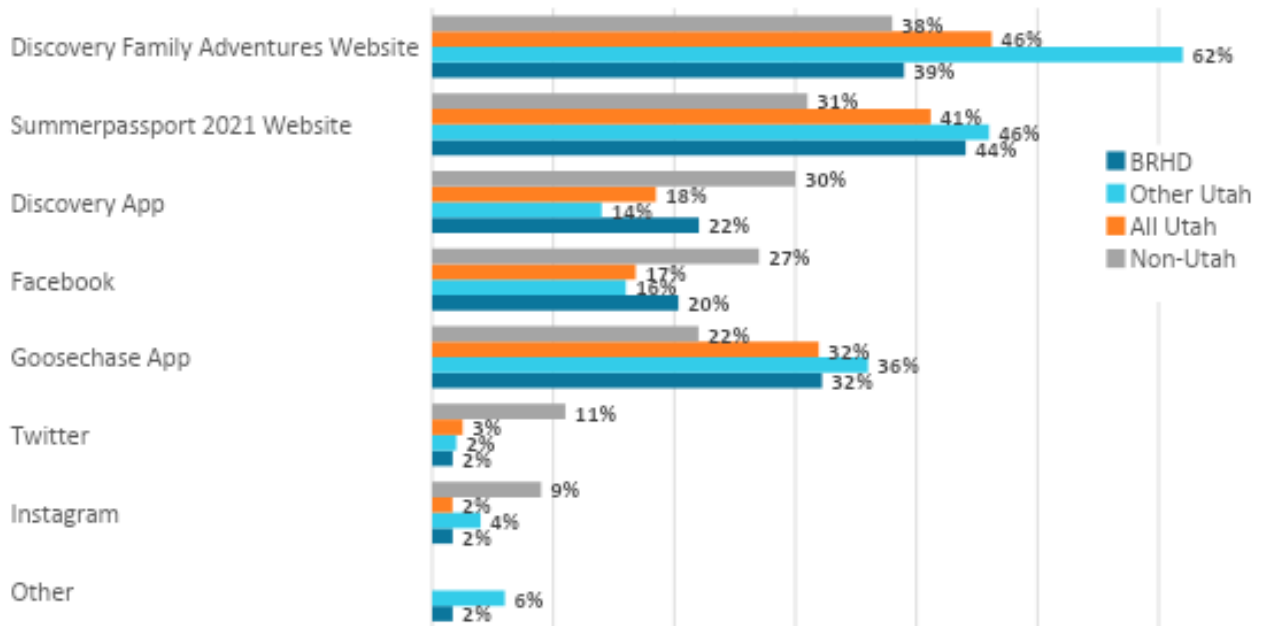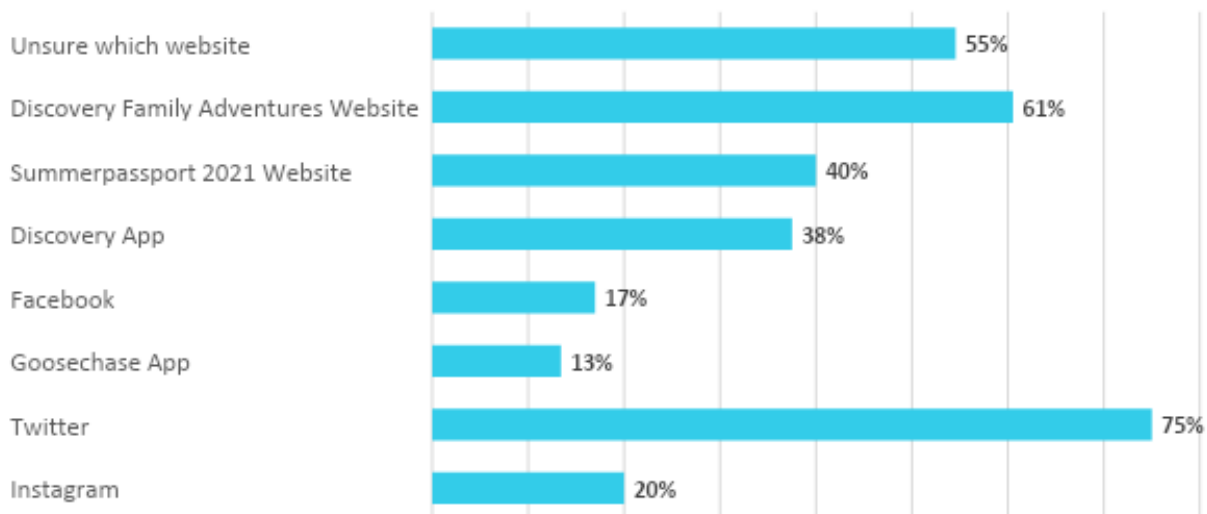FIGURE 13: THE PERCENT OF PARTICIPANTS EXPERIENCING PROBLEMS WITH EACH PLATFORM

Platform	BRHD	Other Utah	All Utah	Non-Utah
Discovery Family Adventures Website	39%	62%	46%	38%
Summerpassport 2021 Website	44%	46%	41%	31%
Discovery App	22%	14%	18%	30%
Facebook	20%	16%	17%	27%
Goosechase App	32%	36%	32%	22%
Twitter	2%	2%	3%	11%
Instagram	2%	4%	2%	9%
Other	2%			6%

FIGURE 14: THE PERCENT OF PARTICIPANTS EXPERIENCING PROBLEMS WITHIN THEIR PRIMARY PLATFORM

| Primary Platform	Percent
Unsure which website	55%
Discovery Family Adventures Website	61%
Summerpassport 2021 Website	40%
Discovery App	38%
Facebook	17%
Goosechase App	13%
Twitter	75%
Instagram	20%

[5] Number who experienced difficulties: BRHD group (n=59); Other Utah group (n=50); All Utah (119); Non-Utah group (n=128)

Another way to consider platform difficulties is to look at the percent of participants who have issues with their primary platform; in other words, of those that use a given platform most often, how often did they have problems with that platform? This data is presented in Figure 14. It should be noted that because the number of people using Twitter (n=4), Instagram (n=5) and Discovery app (n=8) are so low, small numbers result in large percentage changes. Again, we see that overall, participants are experiencing the most difficulties with the MyDD websites.[6] Facebook, which is by far the most used platform, is one of the platforms with the least issues.

When asked what participants found difficult about the platforms, those in Utah most often struggled to find the information they needed and to understand how the information related to what they wanted to do (see Figure 15). Participants in the Non-Utah group also most often struggled to understand how the information related to what they wanted to do, followed by feeling there was too much information. *Other* difficulties with the platforms included getting confused about the multiple platforms, finding it confusing to navigate the platforms or register, the activity descriptions being too long, and glitches with the log in system.

Another way to consider this data is organizing by platform the participants had difficulty with. Figure 16 presents the percentage of participants indicating they had the indicated difficulty among only those participants that indicated have any issues with a given platform. Note this is not a perfect comparison; since participants could select multiple platforms they were having difficulties with, we cannot directly link the problems they selected with an individual platform.[7] However, this does serve to help further refine which platforms are experiencing which issues.

FIGURE 15: PERCENT OF PARTICIPANTS HAVING VARIOUS PROBLEMS WITH THE PLATFORMS

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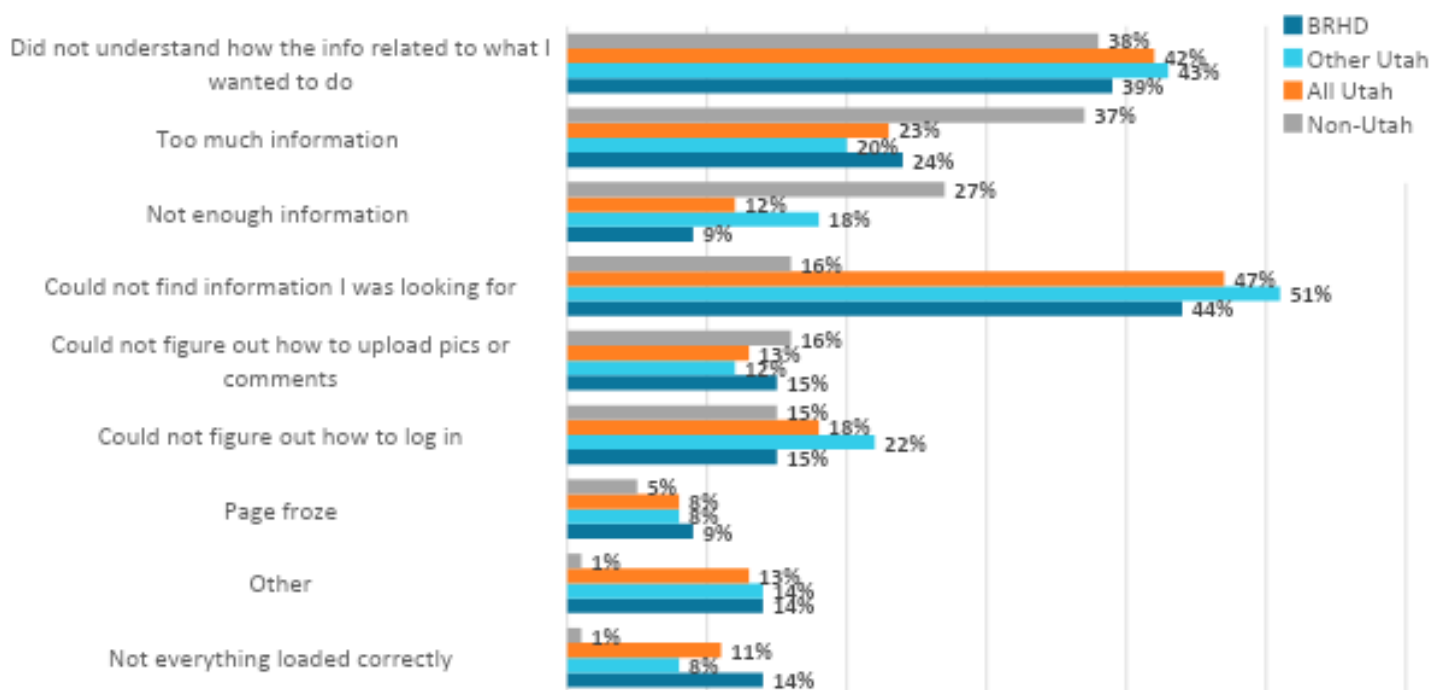
[6] For those who indicated their primary access point was a website but they were not sure which one, the percent experiencing problems is those reporting issues with either the Discovery Family Adventures or the Summer Passport website.
[7] Of those experiencing problems, the number of platforms participants indicated having issues with ranged from 1 to all 7 (m=1.7). Most only indicated 1 (52%), but 48% indicated 2 or more. 31% indicated 2; 14% indicated 3.

FIGURE 16: PERCENT OF PARTICIPANTS HAVING VARIOUS PROBLEMS WITH THE PLATFORMS BY PLATFORM THEY HAD PROBLEMS WITH
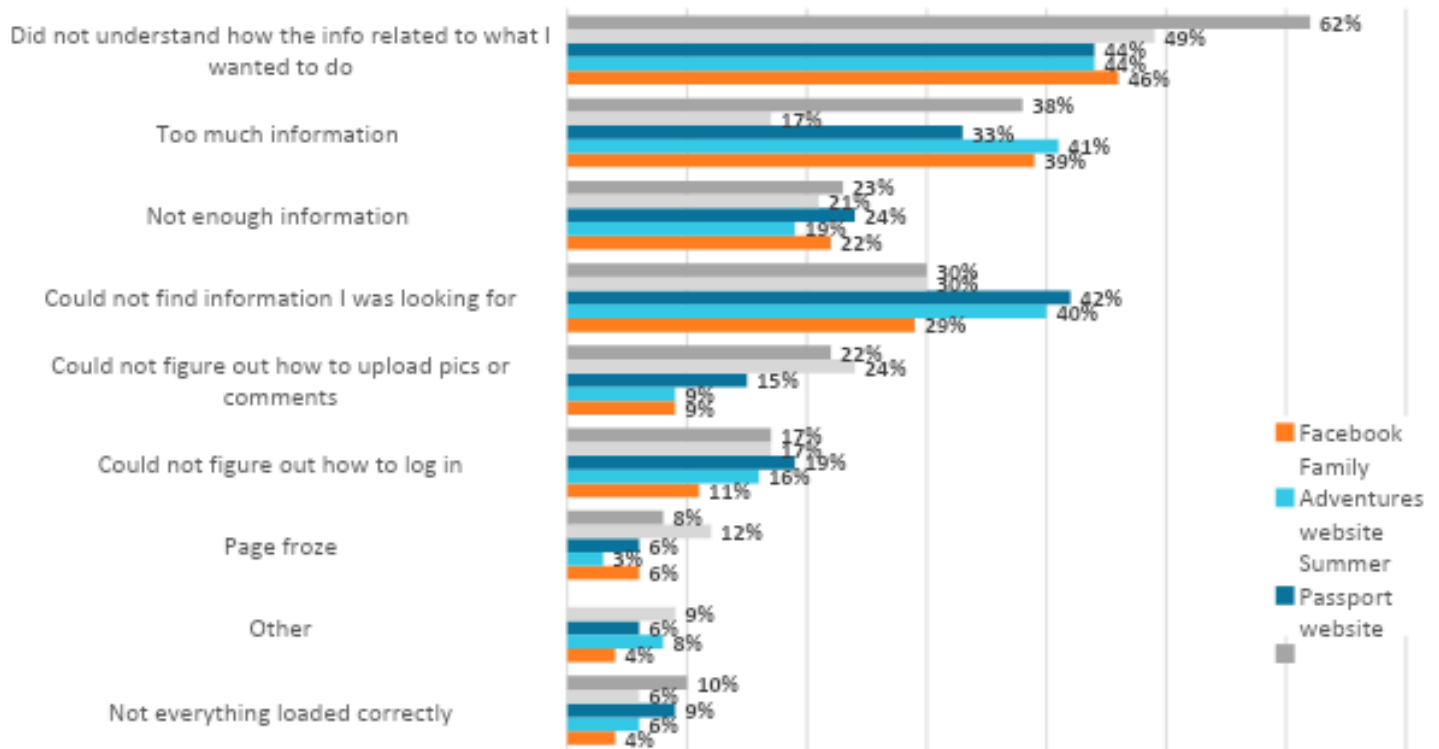
Figure 15 showed that not being able to find information participants were looking for was a common issue; Figure 16 suggests this is primarily an issue among web site platform users. Another common issues – not understanding how the information related to what they wanted to do – seemed to be fairly common on all platforms although particularly so for Goosechase. Difficulties with uploading pictures was primarily an issue with the apps.

Overall, few participants in any group had technical issues (such as pages freezing or loading incorrectly); rather, issues seemed to be primarily with platform design (participants could not find the information they were looking for, there was too much information, not understanding how the information related). It may be useful to review the platforms for improvements, particularly the web sites.

In considering platform enhancements, it will be useful to consider participants suggestions for improving the platforms (provided in an open-ended item). Echoing the rating above, their primary recommendations included: having clear instructions on what the program is and how to use it on each platform; making the process of joining and participating in the program simpler and more streamlined; and having just one platform/app for the program or a way of linking the platforms together. See Appendix B for all open-ended comments.

> *"Improve Facebook by making it more relevant to a newbie. All the posts seem to be for people who know what it [the program] is. I don't know what it is. Maybe an introduction or 'about this program' video or post now and again would be a good idea!"*
>
> *"I just always feel overwhelmed whenever I get in the discovery website. The navigation of it feels clunky and I can't ever seem to find what I want to, which is usually info about the next family adventure. I LOVE the Goosechase app! Very user friendly and easy to use! Navigation is smooth and simple. Love being able to like and see other families participating. Gets me wanting to do more of my own adventures!"*
>
> *"I think you should only use an app or the website to track things. It becomes a hassle looking at multiple platforms for activities."*

17

Helpful Program Components

In addition to asking about experiences with the MyDD platform, participants were asked generally about components of the MyDD program that they found helpful for their family as well as barriers they experienced to participating. These items are focused more broadly on overall program design; how the participants used the MyDD program components is discussed in the next section.

The program characteristic or component found most helpful across all participants was the flexibility to do the adventures at any time (51%, n=201), and the least often selected component was receiving information on issues related to raising connected and healthy children (17%, n=65). However, there were marked differences between the Utah and Non-Utah groups (see Figure 17).

The program component Utah participants found most helpful was the flexibility to do the adventures on their own schedule, although this was particularly true for BRHD participants. They also found the ability to adapt the adventures, the variety of adventures, and having locations in one location helpful. Participants from outside of Utah found the community engagement levels that help them connect to their neighborhood the most helpful followed by suggestions for teens.

Other helpful characteristics and components included: the free events and activities; the photo journal; and the Youth Leadership Summit Engagement.

FIGURE 17: PROGRAM CHARACTERISTICS AND COMPONENTS THAT PARTICIPANTS FELT WERE HELPFUL (% OF PARTICIPANTS)
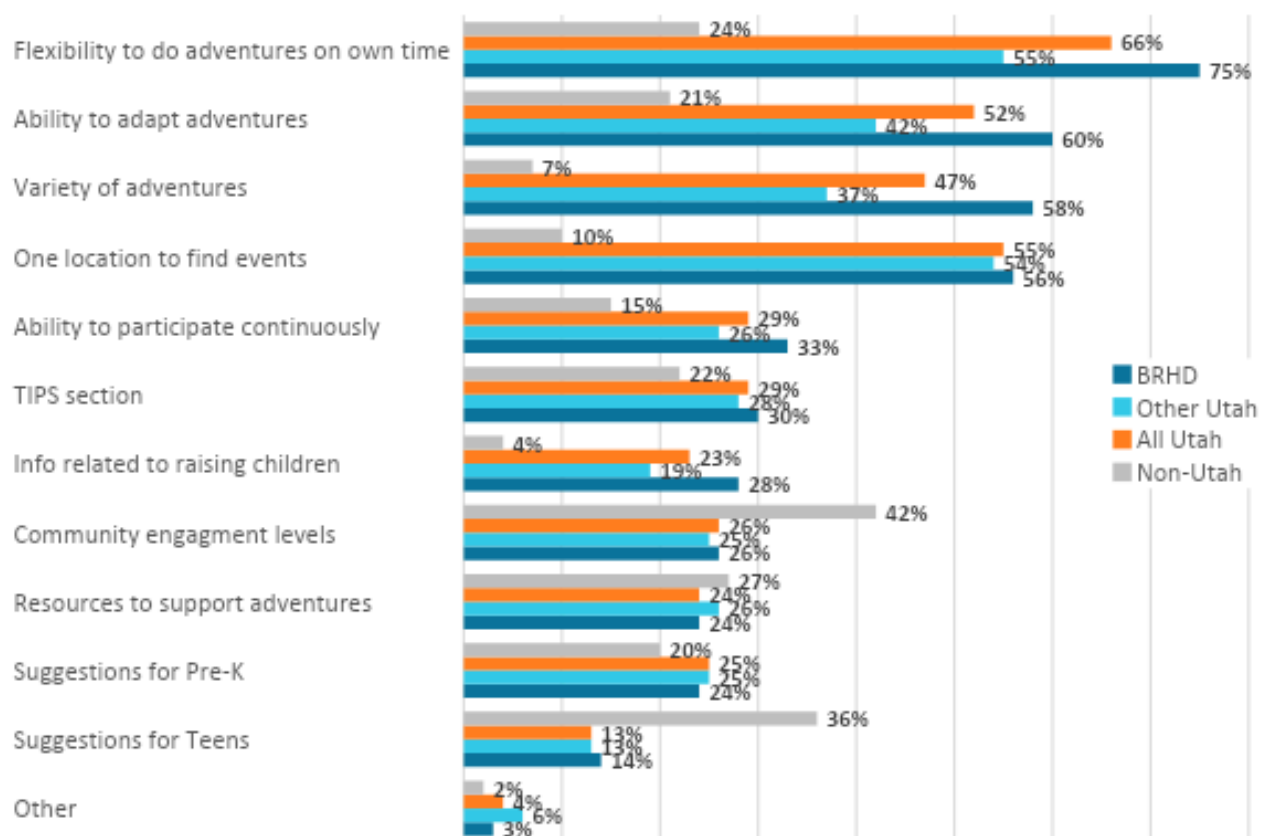
"I like looking back at my completed missions and seeing the pictures, it's like a photo journal."

"The free events and activities!"

Barriers to Participating in MyDD

Across all participants, 19% (n=74) did not experience any barriers to participating in MyDD. However, examination by group shows that differences between the Utah and Non-Utah groups, with the Utah participants reporting more barriers (see Figure 18). While some barriers are to be expected with any program, ideally the number of participants experiencing barriers would be lower for the Utah group.

At the same time, the most common barriers for the Utah participants were time restrictions and scheduling conflicts, barriers that MyDD has likely accommodated as much as possible through its flexibility (see Figure 19).

Among Non-Utah participants, the most frequently experienced barriers were related to scheduling conflicts and lack of transportation, a barrier rarely experienced by the Utah groups. Similarly, childcare concerns created a much larger barrier for the Non-Utah group. The least often experienced barriers across all groups included a lack of trust in the MyDD program and partners, and the program not fitting family culture.

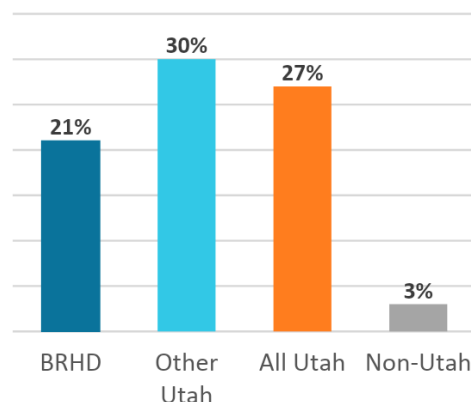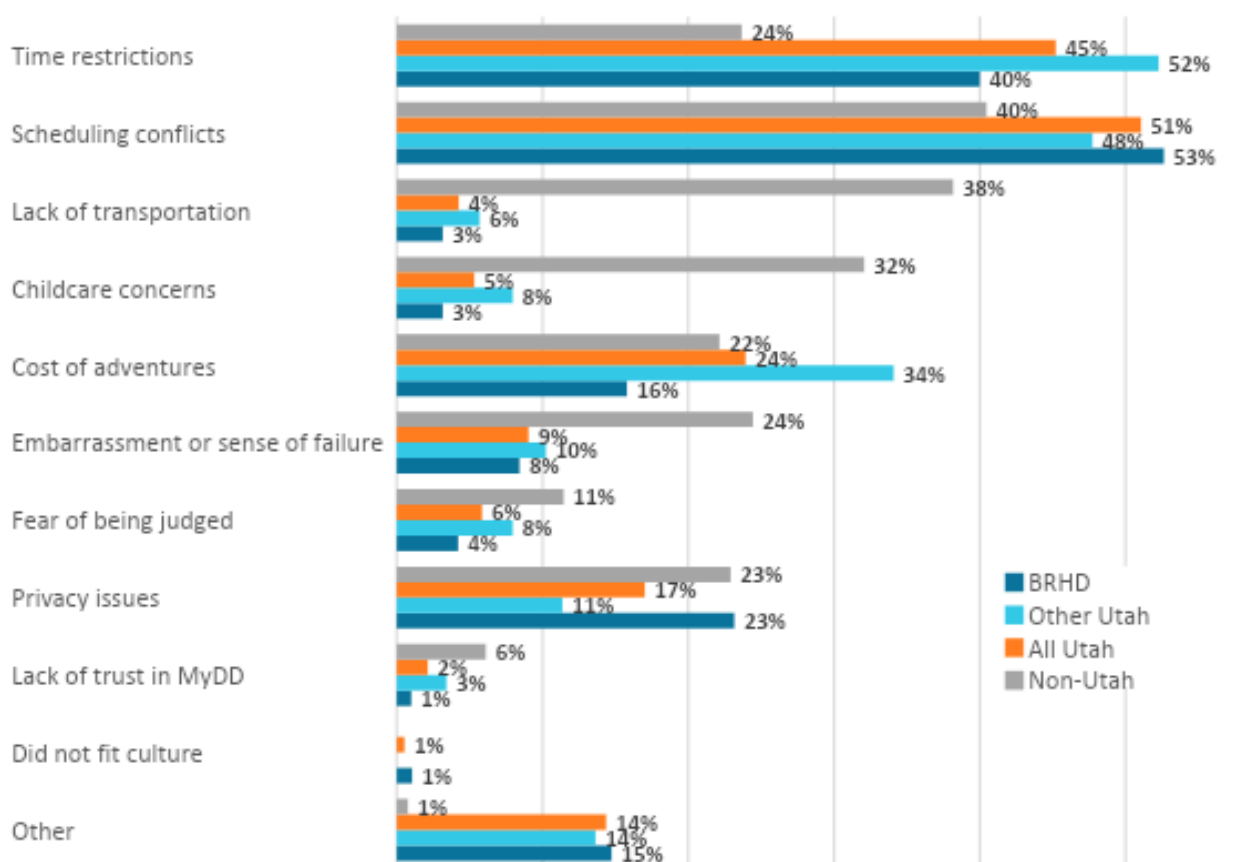**FIGURE 18: PERCENT OF PARTICIPANTS WITH NO BARRIERS TO PARTICIPATION**

Group	Percent
BRHD	21%
Other Utah	30%
All Utah	27%
Non-Utah	3%

FIGURE 19: BARRIERS EXPERIENCED WHILE PARTICIPATING IN MyDD (PERCENT OF PARTICIPANTS)

Barrier	BRHD	Other Utah	All Utah	Non-Utah
Time restrictions	40%	52%	45%	24%
Scheduling conflicts	53%	51%	48%	40%
Lack of transportation	3%	6%	4%	38%
Childcare concerns	3%	8%	5%	32%
Cost of adventures	16%	34%	24%	22%
Embarrassment or sense of failure	8%	10%	9%	24%
Fear of being judged	4%	8%	6%	11%
Privacy issues	23%	11%	17%	23%
Lack of trust in MyDD	1%	3%	2%	6%
Did not fit culture	1%	1%		
Other	15%	14%	14%	1%

Other barriers commonly identified by participants included: children being too young to participate; the COVID-19 pandemic; having adventures not count due to not taking pictures; not learning about activities until after they had occurred; and confusion about the program, the website, and the passport.

> *"Stress with the list being so long. I know we didn't have to do them all, but I would forget what was on the list and what was not and it was hard to look through the list and have to click on each one to refresh my memory. So sometimes I just didn't do it."*
>
> *"Was always busy interacting with my kids I would forget to pull out my phone to take pics so nothing ended up counting. So we kind of gave up on the program and just did our own things, only following FB not doing the passport anymore."*
>
> *"I don't understand the program or its purpose. I haven't seen a clear statement on this easily accessible from the company."* (left by participant using Facebook and one of the websites)
>
> *"I don't know what is happening with my contact info or photo."*

Follow-up questions were asked of participants who expressed privacy concerns or a lack of fit between MyDD and family culture. Thirty-two Utah participants [22 (23%) in the BRHD group and 10 (11%) in the Other Utah group] and 30 Non-Utah participants (23%) had privacy concerns that acted as barriers to participating in MyDD. The most common privacy concern for the Utah group was concerns about sharing pictures of their family, particularly for the Other Utah group. In the Non-Utah group, participants that were primarily concerned about connecting through their personal social media account and registering with their contact information (see Figure 20). *Other* responses as well as open-ended responses to culture fit are presented in Appendix B.

FIGURE 20: PARTICIPANTS' PRIVACY CONCERNS
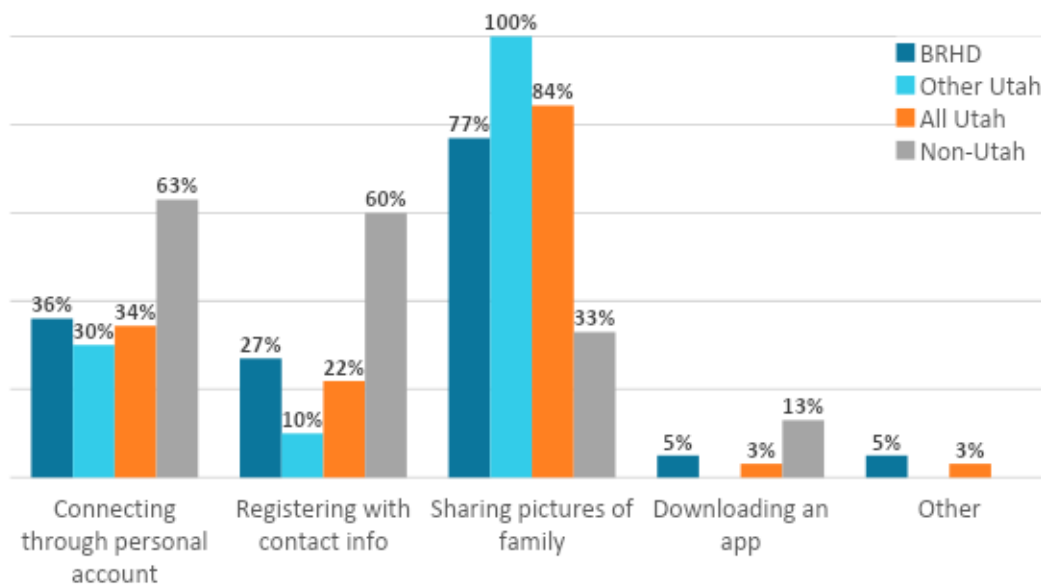
How did Participants Use the MyDD Program?

Number of Adventures Started and Completed

Participants were asked a series of questions about how they completed the adventures to understand more specifically how participants are utilizing the MyDD program. Overall, on average, participants *started* 16 adventures with a range of zero (7%, n=27) to 400 adventures (0%, n=1). Participants *completed* 11 adventures with a range of zero (17%, n=64) to 400 adventures (0%, n=1), starting five more adventures than they were able to finish.[8] Overall, participants completed 61% of the adventures they started (ranging from 0% to 100%).

FIGURE 21: THE AVERGE NUMBER OF ADVENTURES STARTED AND COMPLETED
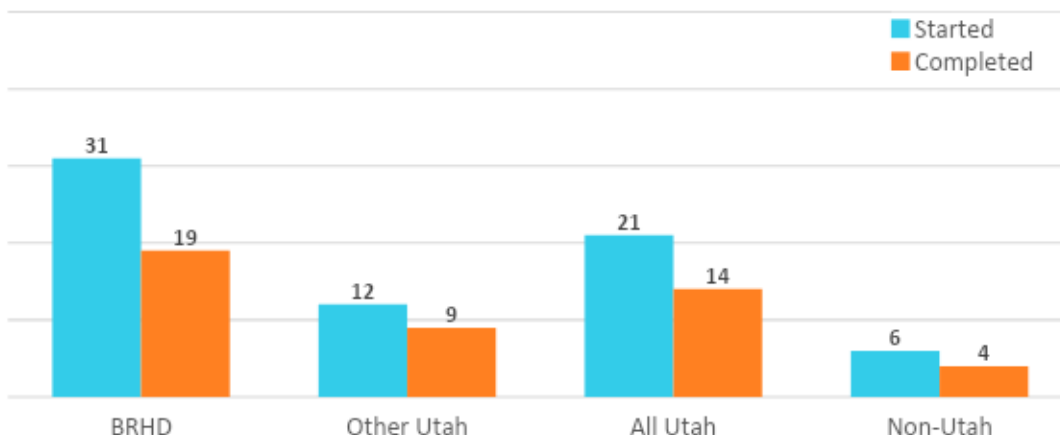
Figure 21 shows the average number of adventures started and completed for each group and Appendix B provides the frequencies. Approximately half of BRHD participants *started* between zero and ten adventures (49%); only 9% started 100 or more adventures. Approximately two-thirds of participants *completed* at most 10 adventures (65%); 4% completed 100 or more adventures. Over 70% of Other Utah participants started (71%) and completed (74%) at most 10 adventures. Participants from the Other Utah group started and completed on average less adventures than those in the BRHD group; however, they completed a slightly greater percentage of those they started (see Figure 22). The Non-Utah group, while engaging in the fewest adventures, reported the highest average completion rate. Between approximately one quarter and one third of participants completed 100% of the adventures they started (see Figure 23.

FIGURE 22: AVERGE PERCENT OF STARTED ADVENTURES PARTICIPANTS COMPLETED

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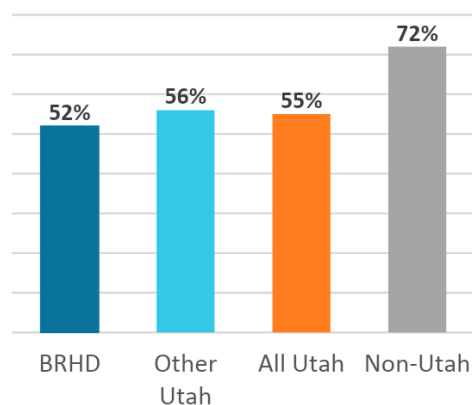
[8] Because there was a large gap between the respondent who answered *400* and the next response (*250)*, the mean was calculated without this individual. Removed, participants started an average of 15 adventures (range from 0 to 250) and completed 10 adventures (range from 1 to 150).

Participants were asked the main reasons they did not complete all of the adventures they started. Among all groups, the most common reason was *not having time to complete them yet but planning to in the future*. This was followed by forgetting to complete the adventures in the Utah groups and not feeling that the adventures were worth the time in the Non-Utah group (see Figure 24). *Other* responses revolved primarily around time constraints or difficulties/confusion around the platforms. Appendix B provides the *other* responses and may be more informative to understanding any issues that may need to be addressed in the platform than the ratings in Figure 24 do.

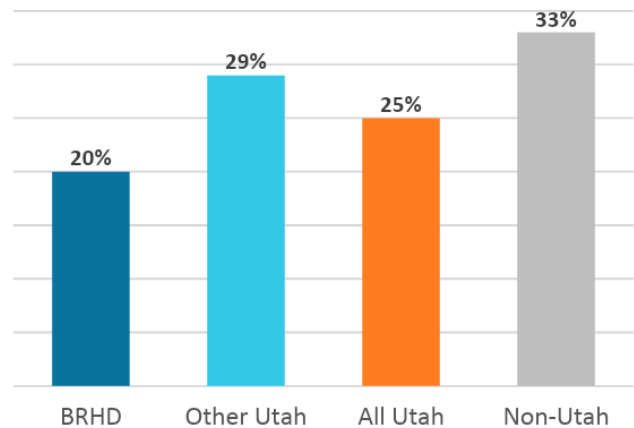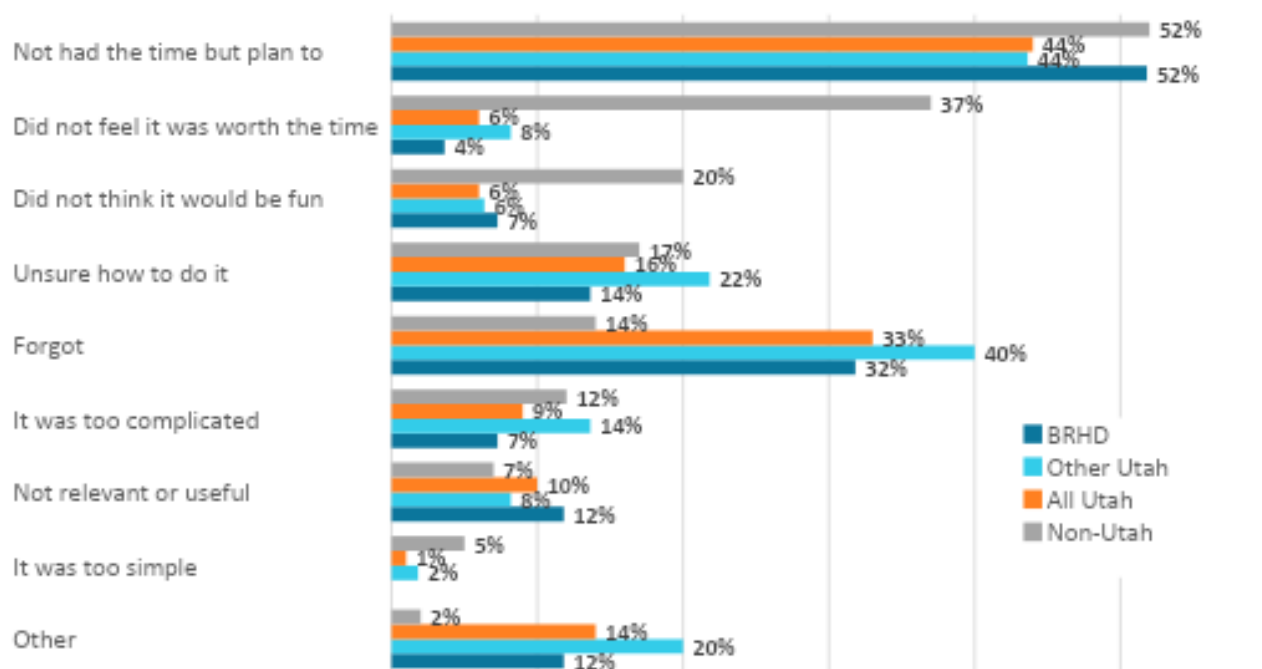**FIGURE 23: PERCENT OF PARTICIPANTS THAT COMPLETED ALL THE ADVENTURES THEY STARTED**

FIGURE 24: REASONS FOR NOT COMPLETING ALL OF THE ADVENTURES THAT WERE STARTED (PERCENT OF PARTICIPANTS)

"Time wasn't always there."

"Forget to take pictures so couldn't document it on the passport so after a few we gave up on the passport and just went back to our old way of deciding a family activity."

"I just haven't had time to sit down and figure out how this program works yet."

Participants who indicated they had registered on the websites or Goosechase app and completed adventures were asked whether they marked their adventures as complete on the website or the app. Most Utah participants indicated they did not mark any of their adventures as completed on the website (64%; see Figure 25) or the Goosechase app (42%; see Figure 26), although they were more likely to do so on the Goosechase app. In contrast, participants in the Non-Utah group were significantly more likely to mark adventures complete on the website compared with the Utah groups.[9] While not significantly different between the groups on the Goosechase app, only 4% of the Non-Utah group did not mark any as completed (see Figure 26).

While the Utah participants were similar on the website, they did report differences in the likelihood of marking adventures complete on the Goosechase app. Those in the Other Utah group were significantly less likely to mark adventures complete on the Goosechase app than the BRHD and Non-Utah groups (see Figure 20).[10] While the BRHD group did use the Goosechase app more and this may account for some of the difference, this item was only answered by those that indicated they registered on the app. However, overall, all groups were more likely to mark adventures as complete on the Goosechase app.

If marking adventures complete on the website and Goosechase app continues to be a goal, it would be helpful to gather more information on why participants are not marking the adventures as completed, with particular attention paid to Utah participants' lack of use of the website and why those in Utah areas outside of BRHD are less likely to use the Goosechase app. Open-ended comments left for other items indicated some had difficulties finding the adventures they were working on to mark as complete or did not have the photos to "complete" the challenge, which may have been a factor in this situation (see Appendix B). It is also likely time constraints are a factor for families here; finding ways to make the cost benefit ratio worth the effort for families will be important.

FIGURE 26: PERCENT OF COMPLETED ADVENTURES MARKED AS COMPLETE ON THE GOOSECHASE APP

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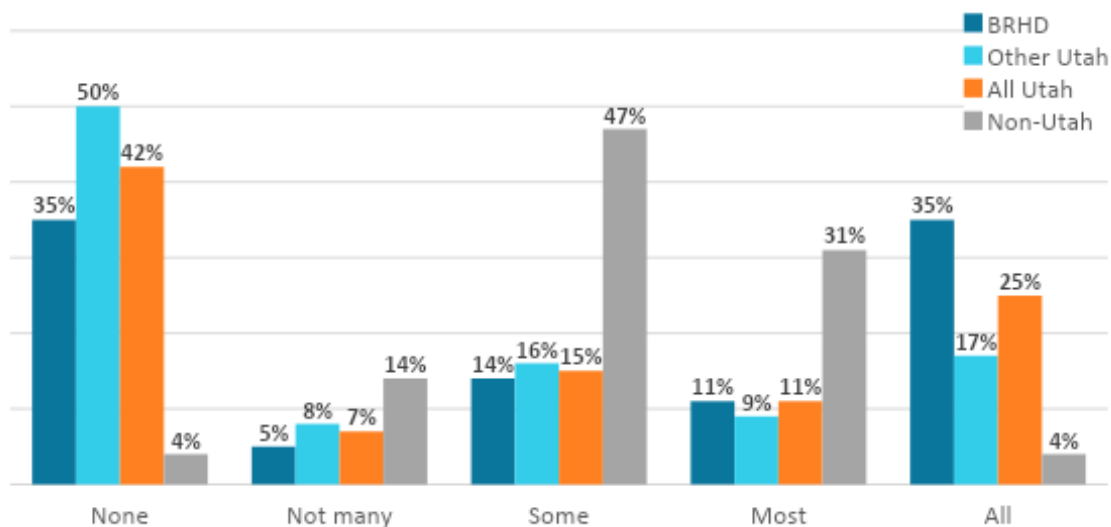
[9] p<.05
[10] p<.05

Amount of Time Spent on Adventures

Participants were asked, on average, approximately how many hours they spent on each adventure that they did, including reading materials, selecting an adventure, and starting or completing an adventure in their estimate. They were also asked how many adventures they did in an average month.

Overall, participants did an average of five adventures a month and spent an average of 3.5 hours a month on adventures. This means that on average, participants were spending a little less than an hour on each adventure. However, there were differences between groups (see Figure 27).

Across all Utah participants, the average number of adventures done a month was 5.5 over 3 hours. They averaged 1.40 hours an adventure. Participants in the BRHD group did seven adventures a month (ranging from 0 to 82) and spent three hours a month on the adventures (ranging from 0 to 45 hours).[11] They averaged 1.34 hours an adventure (with a range from .03 to 30 hours).

FIGURE 27: AVERAGE NUMBER OF ADVENTURES DONE AND HOURS SPENT PER MONTH
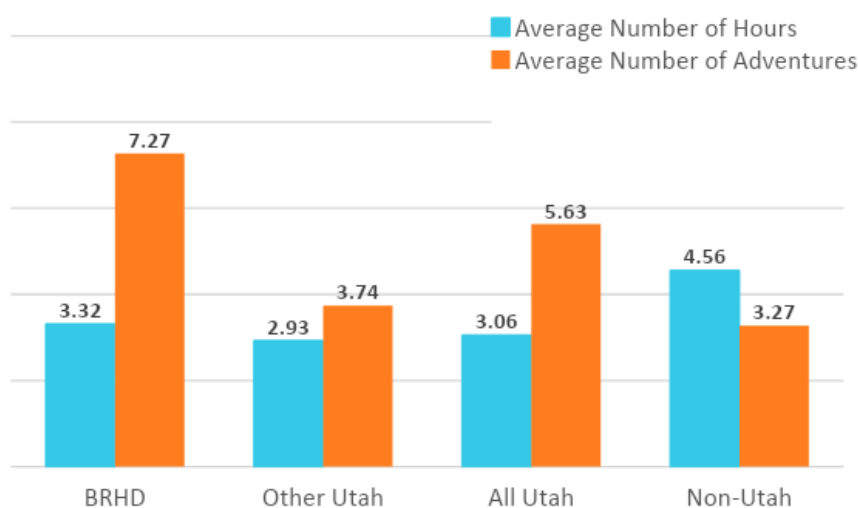
Participants in the Other Utah group did an average of four adventures a month (ranging from 0 to 40) and spent three hours a month on adventures (ranging from 0 to 30 hours). They spent an average of 1.64 hours on each adventure (ranging from .03 to 10 hours).

In the Non-Utah group, participants completed on average three adventures (with a range of 0 to 16) and spent 4.5 hours a month on adventures (with a range from 0 to 50 hours). They spent an average of 1.95 hours on each adventure (ranging from .20 to 5 hours per adventure).

Family Involvement in the Adventures

Overall, 77% (n=278) of participants completed at least *most* of the adventures together as a family. Almost all participants in the Utah groups did *most to all* of the adventures as a family (88% to 93%) (see Figure 28). Participants in the Utah groups were significantly more likely to complete the adventures as a family than those in the Non-Utah group.[12] Approximately half of participants in the Utah groups completed *all* of the adventures as a family, only 9% of those in the Non-Utah group did. Generally speaking, the families are completing the adventures as a family, as intended. This is particularly true of the Utah participants.

---

[11] One participant indicated they completed 82 adventures a month. Given that this is almost three adventures a day it is possible this was a mistake. With the 82 response removed, the average number of adventures a month would be 6.5.
[12] p<.05

FIGURE 28: HOW PARTICIPANTS COMPLETED THE ADVENTURES
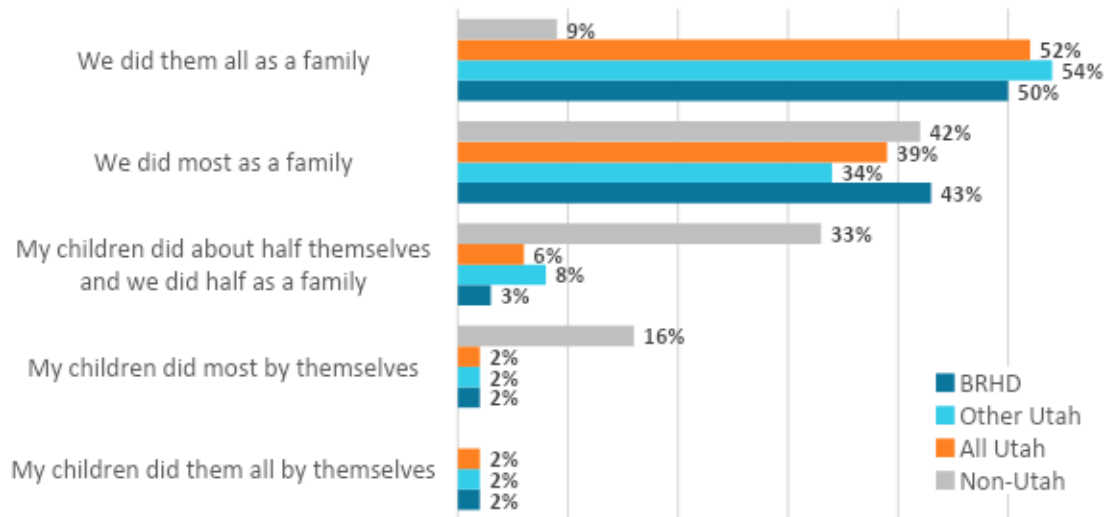
Use of the Informational Content

Participants were asked how much of the adventure informational content they read on a scale from 1 (*none or almost none*) to 6 (*all or almost all*). On average, participants in the BRHD group read *most* of the informational content (m=4.55) and 94% (n=110) read at least *some* of the content. Participants in Other Utah read *about half* of the materials (m=3.85), with 88% (n=93) reading at least *some* of the informational content. In the Non-Utah group, participants read on average *some* of the information (3.04); 59% (n=78) read *some* to *all* of the information (see Figure 29). Participants in the BRHD group were significantly more likely to read more of the informational materials than those in the Other Utah or Non-Utah groups.[13] To the extent that the program outcomes would like to extend beyond bonding (achieved through doing the adventures), it will be important to find ways to increase the amount of informational content participants are reading.

**FIGURE 29: AMOUNT OF INFORMATIONAL CONTENT PARTICIPANTS READ**

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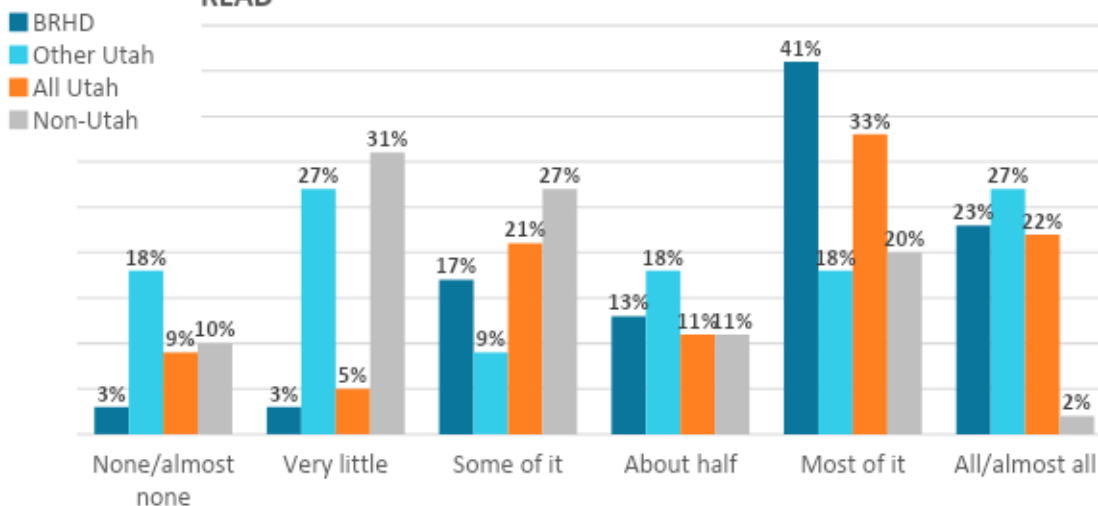
[13] p<.05

Approximately three-fourths of participants in the Utah groups found the informational materials useful, and less than 5% of participants found it *not at all* useful (see Figure 30). Overall, participants that read more of the informational content were significantly more likely to find the information useful and complete the adventures as a family.[14] There was no significant difference in how helpful the materials were based on participant location. This highlights the importance of encouraging all participants to read all of the information to ensure that they are getting use out of the materials and completing the adventures the way they are intended: as a family.

Participants were asked what would have made the information more useful. Recommendations included making the information more concise and organized (see Appendix B for all open-ended responses).

FIGURE 30: USEFULNESS OF THE INFORMATIONAL CONTENT
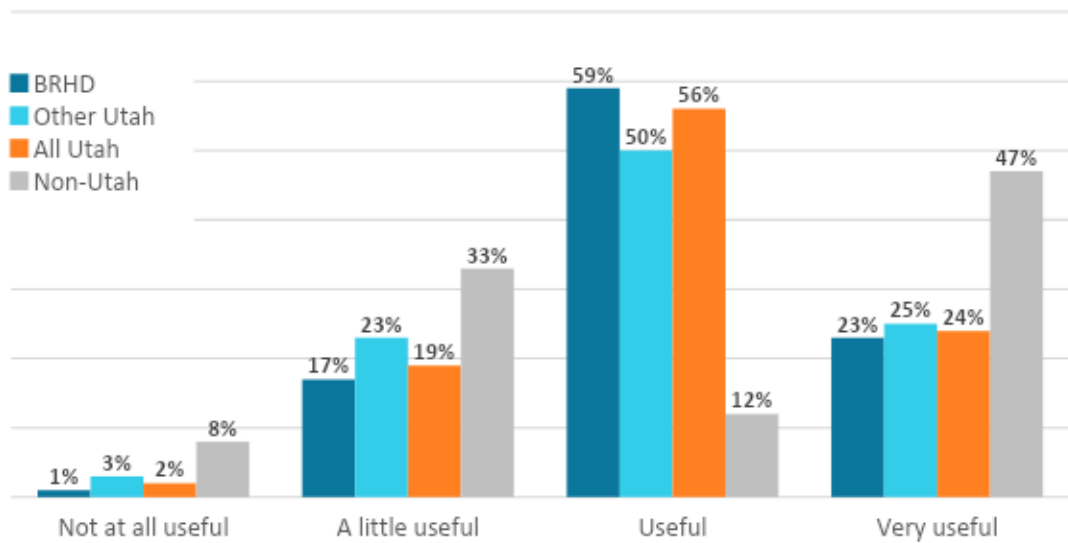
Comment Box

> "It is a lot of info so if there was basic info at the top and then more details listed below for those who wanted it, that would make it easier."
>
> "Bullet points for faster reading on some things. Overall, I thought it was easy to read and useful information."
>
> "Additional websites or links. Sometimes the links didn't work and we found that frustrating."
>
> "A title covering the basis of the adventure, how to complete it, and then extra information. I got overwhelmed by the wordiness."

---

[14] p<.01

Photo/Hashtag Use

There are a variety of activities a participant can do to show they have completed an adventure in addition to marking the adventure as complete on the websites/apps. This includes uploading pictures to the various platforms and using a hashtag in their posts. Participants were asked to report the percentage of their adventures (0 to 100) that they did so. Figure 31 shows the average percent of completed adventures where participants uploaded a picture or used a hashtag.

Utah participants most often uploaded a picture to the Goosechase app, although BRHD participants were slightly more likely to do so. Findings from the Non-Utah group were evenly spread across all options. Despite the frequent use of the Facebook pages, participants from the Utah groups rarely posted a picture to Facebook. They also rarely posted to Instagram or used a hashtag.

FIGURE 31: AVERAGE PERCENTAGE OF ADVENTURES PARTICIPANTS UPLOADED A PICTURE OR USED A HASHTAG
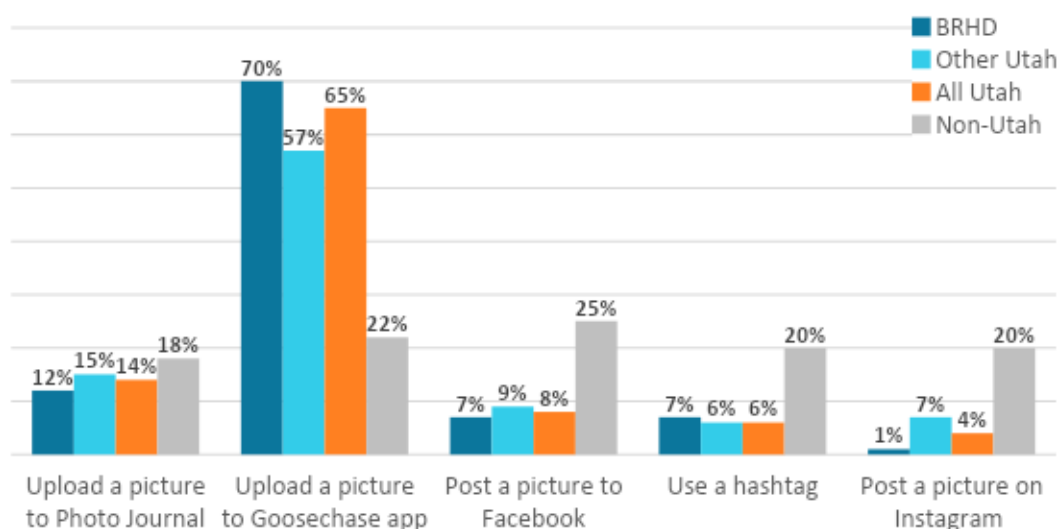
Favorite and Least Favorite Adventures

Participants were asked in open-ended items which adventures they enjoyed the most and the least. The most frequently mentioned favorite adventures were ones that took place outside. This included hiking, camping, swimming, and going to parks. Participants also mentioned enjoying ice-cream adventures and laser tag.

Approximately half the participants that responded to the question about their least favorite adventure said they did not have one. Of those that did, they mentioned ones that took too much time and planning, or adventures that were not appropriate for very young children.

Complete responses are presented in Appendix A.

Impact of the Prizes

Overall, across all participants, 37% (n=133) of participants felt that the prizes encouraged them to complete more adventures and 32% (n=114) were not aware that there were prizes or what they were. The Other Utah participants were least likely to say the prizes encouraged them to do more adventures, and the most likely to report they were unaware of the prizes (see Figure 32). A few participants left additional comments about their thoughts on the prizes. These participants were confused about what the prizes were and how to get them, or disappointed in the prizes they did receive. Given that only a quarter of participants (26%, n=93, across all

participants) would complete the adventures regardless of the prizes it may be worthwhile gathering more information on what kinds of prizes would be motivational to participants. The large percentage of Utah participants that were unaware of the prizes also speaks to the need to better communicate this aspect of MyDD with participants.

Feedback Box

> "We completed all the adventures but didn't really get much. My kids were disappointed and less interested the next time we tried to do another hunt."
>
> "I did know about prizes but did not know how to get them or where they were."
>
> "The prizes have been good motivation for the kids to participate. Some of the prizes have been less motivational than others though."
>
> "I never received my prize so I didn't want to participate again."

FIGURE 32: PARTICIPANTS THOUGHTS ON THE PRIZES (PERCENT OF PARTICIPANTS)
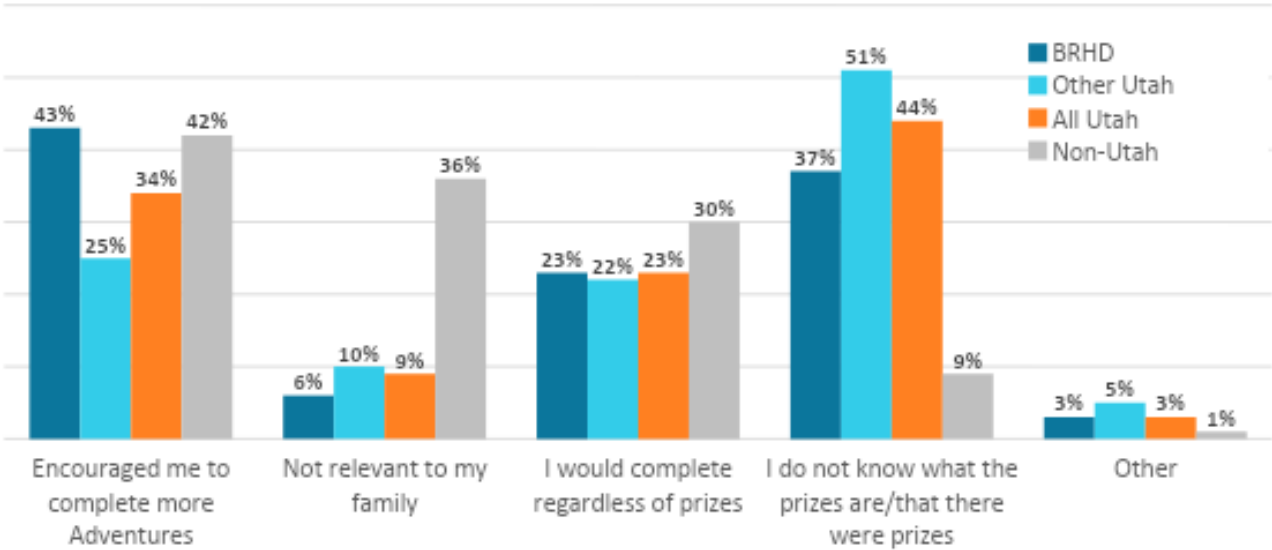
Participant Outcomes

The participant survey measured outcomes by looking at how participating in MyDD impacted family bonding, to include behavioral and attitudinal aspects.
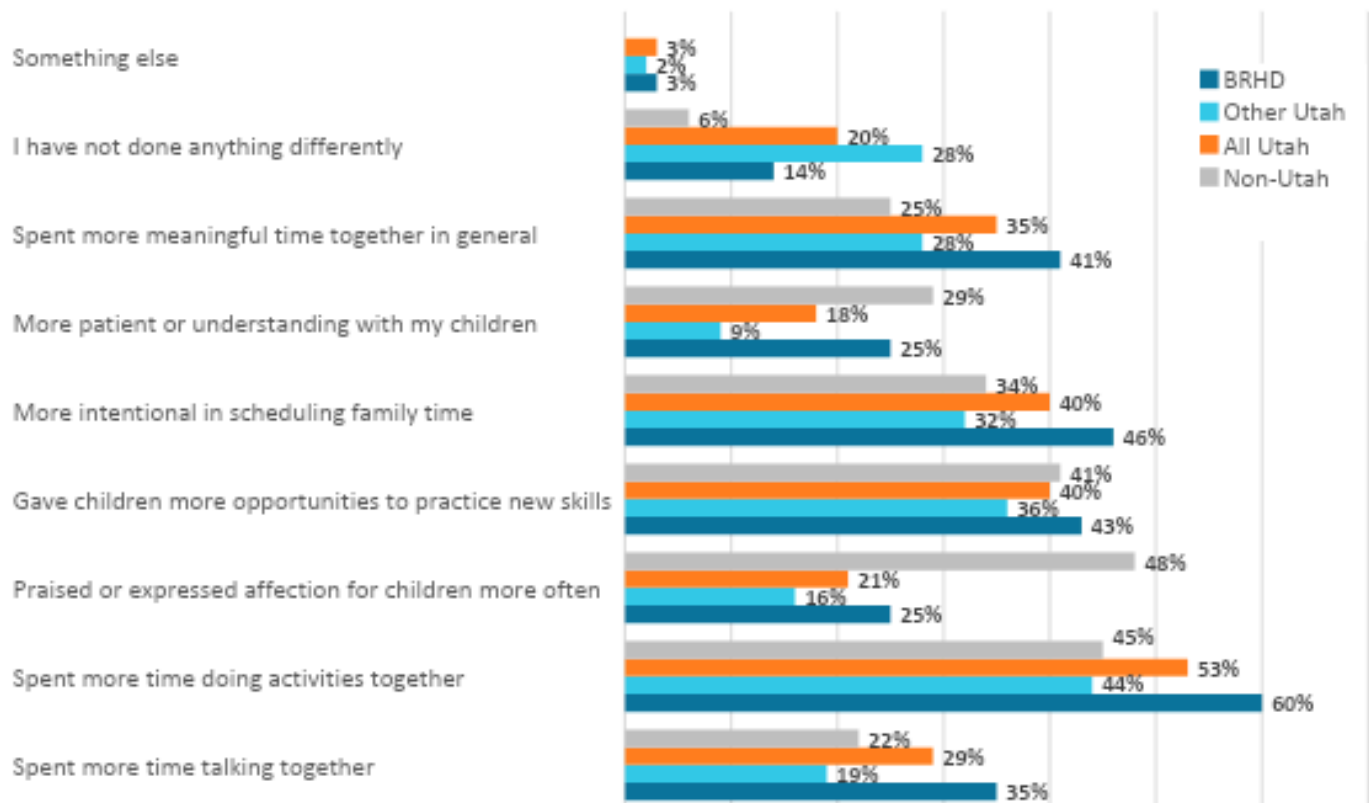
Impact of Participation

Participants were asked if they engaged in a number of behavioral actions as a result of participation, with an option for *other*. Figure 33 presents the actions. On average, participants have reported two impacts as a result of participating in the adventures, ranging from doing nothing differently as a result of participation to eight things as a result of participating. As a result of participation in MyDD, 50% (n=179) of participants have *spent more time doing activities together* with their families, 41% (n=146) have *given their children more opportunities to practice new skills*, and 38% (n=136) have been *more intentional about scheduling family time*. Participants in both Utah

28

groups have these same top three outcomes, but overall the Other Utah group reports less impact. Those in the Other Utah group have the highest percentage of participants that have not done anything differently as a result of participating (28%). Participants from the BRHD group reported significantly more behavioral impacts as a result of participating in MyDD than those in the Other Utah group.[15] The most frequently selected activity for those in the Non-Utah group was *praising or expressing affection for their children more often* (48%). Other responses are presented in Appendix B.

Participants that did more activities as a result of participating in MyDD were significantly more likely to have completed more adventures and read more informational content.[16]

FIGURE 33: WHAT PARTICIPANTS HAVE DONE AS A RESULT OF PARTICIPATING IN MYDD (PERCENT OF PARTICIPANTS)

Figures 34 to 36 show how participating in MyDD has impacted how much time participants spend with their family, how connected they feel to their children, and how motivated they feel to spend free time with their families. Overall, as a result of participating in MyDD, participants on average spent *a little more* time together with their family, felt *a little more* connected, and *a little more* motivated to spend free time with their families. Participants in the two Utah groups spent significantly more time together with their families, felt significantly more connected with their children, and were significantly more motivated to spend free time with their families than those in the Non-Utah group as a result of participation.[17]

---

[15] p<.05
[16] p<.01
[17] p<.05

FIGURE 34: THE IMPACT MYDD HAD ON THE AMOUNT OF TIME FAMILIES SPEND TOGETHER (PERCENT OF PARTICIPANTS
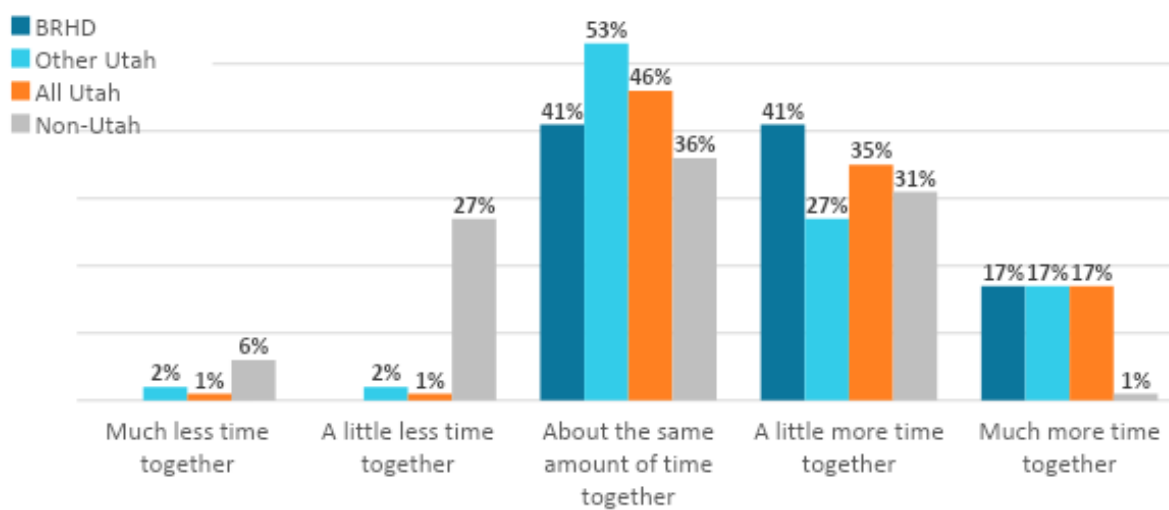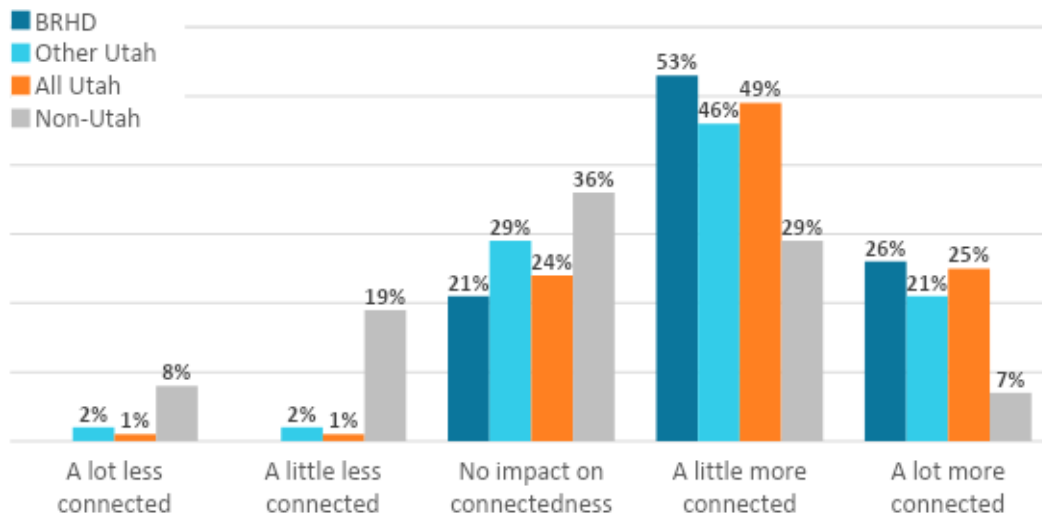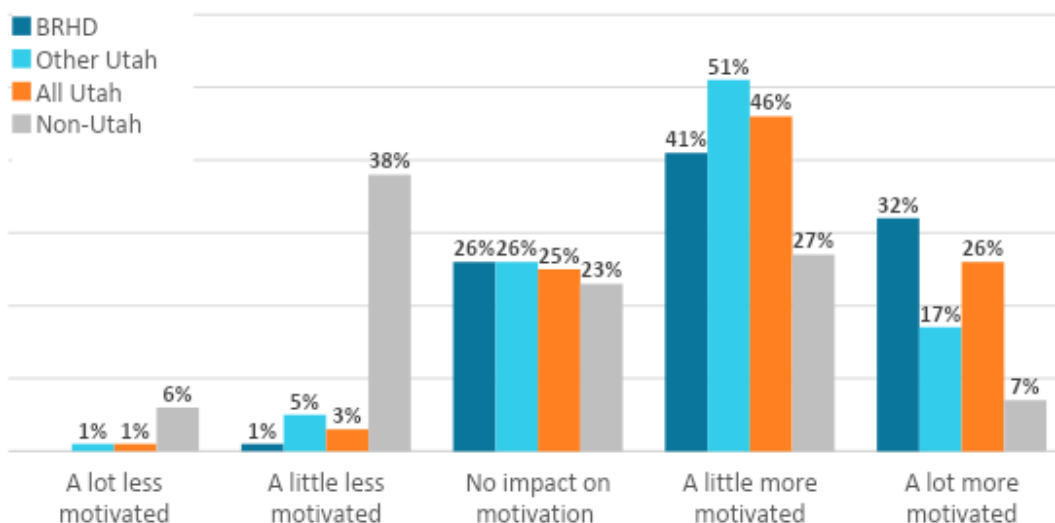

FIGURE 35: HOW THE ADVENTURES HAVE IMPACTED FEELINGS OF CONNECTEDNESS WITH CHILDREN (PERCENT OF PARTICIPANTS)

Approximately one-fourth to a little less than half of the Non-Utah participants felt that the adventures negatively impacted the amount of time they spend with family, their connection to their children, and their motivation to spend free time with their children. More information is needed to determine why participants in the Non-Utah group had negative outcomes. It is likely that pre-existing family dynamics played a role.

The number of adventures completed, how the adventures were completed (how much the children participated), the amount of adventure informational content read, and how useful the participants found the information were all significantly positively related to participant outcomes. Participants that read more of the informational materials and found the information more useful reported significantly more behavioral impacts as a result of participating, spent significantly more time with their family, felt significantly more connected with their children,

and   felt

FIGURE 36: HOW THE ADVENTURES HAVE IMPACTED MOTIVATION TO SPEND FREE TIME WITH CHILDREN

Legend:
- BRHD
- Other Utah
- All Utah
- Non-Utah

A lot less motivated: 1%, 1%, 6%
A little less motivated: 1%, 5%, 3%, 38%
No impact on motivation: 26%, 26%, 25%, 23%
A little more motivated: 41%, 51%, 46%, 27%
A lot more motivated: 32%, 17%, 26%, 7%

significantly more motivated to spend free time with their children.[18] This was also the case for participants that completed a higher number of adventures.[19] Participants that completed the adventures as a family felt significantly more connected to their children and significantly more motivated to spend free time with their children as a result of participating in the program.[20] These findings once again highlight the importance of reading the informational content, completing multiple adventures, and completing the adventures together as a family. Any programmatic changes that can be made to facilitate these will enhance the outcomes of MyDD.

For further insight into the impact of participation, participants were asked in an open-ended item what the most important thing they or their family learned as a result of participating in MyDD. Overall, the most important thing participants learned by doing the adventures was the importance of spending quality time together as a family and how much fun family time can be. Participants learned about new fun activities they can do with their children and about free activities they can do in their areas. Participants also mentioned learning new skills such as communication, cooperation, teamwork, and trust.

Overall, the impact data suggest the most participants are being positively impacted by participating in MyDD and experiencing increased bonding that is extending into other facets of their family life. Efforts to improve the user experience will be important in expanding the reach and impact of the MyDD program.

> *"I think the memories of the time spent together doing the adventures has been one of the most valuable parts for our family. My kids and I have loved looking back over the photos of our adventures together. I also am trying to be more intentional in using fun adventures together to help build my children's skills, etc."*
>
> *"You can do plenty of activities that don't cost anything or cost very little."*
>
> *"We love to get outside when we can and away from screens. I have learned that my children fight less and ask about screens less when we are going on adventures which is a huge deal for me."*
>
> *"There is a lot more to do in our town and as a family then we realized."*

---

[18] p<.01
[19] p<.01
[20] Connected: p<.05; Motivated: p<.01

Participant Satisfaction with MyDD

Satisfaction Ratings

Participants were asked to provide their overall satisfaction with MyDD on a ratings scale from *not at all satisfied* to *very satisfied*; those indicating they were less than *satisfied* were asked to explain why they were not more satisfied.

Overall, participants were satisfied with the adventures that they did. When looking at all participants combined, only 7% (n=26) indicated that they were *not at all* satisfied. Participants from the BRHD group were significantly more satisfied with the adventures that they completed compared to the Other Utah and Non-Utah groups[21] (see Figure 37). However, rates of satisfaction among all groups are still high, with 89% to 97% of participants indicating they were at least *a little* satisfied with the adventures. Participants that completed more adventures, read more of the informational content and found the

FIGURE 37: SATISFACTION WITH THE ADVENTURES COMPLETED
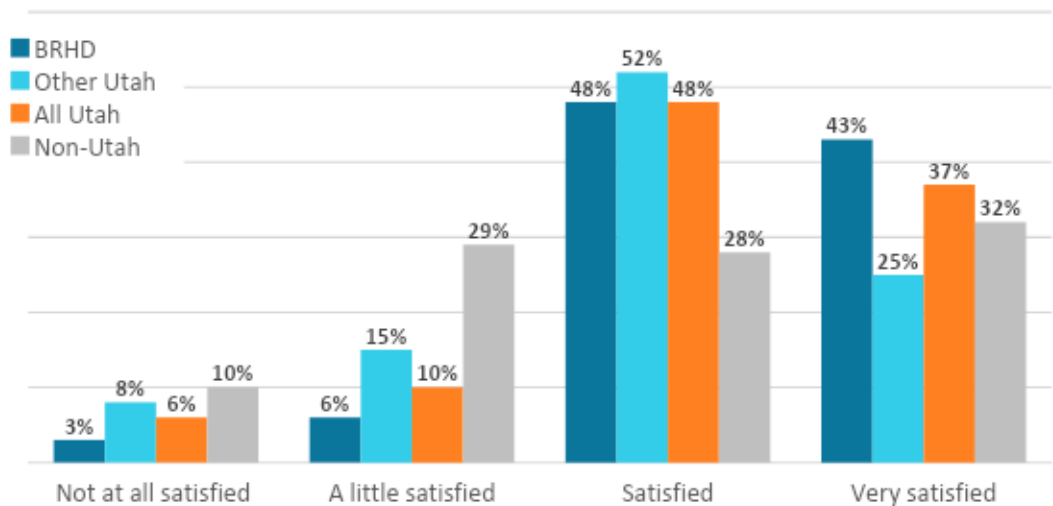
content more useful were significantly more satisfied with the adventures they did. Those that reported more satisfaction with the adventures reported significantly more behavioral impacts as a result of the adventures, spent significantly more time with their family, felt significantly more connected to their children, and were significantly more motivated to spend free time with their children.[22]

Participants that were not more satisfied with the adventures they did left open-ended comments explaining why. Participants mentioned that they were confused by the program and the platforms and could not find adventures that fit the age or interests of their children (see Appendix B for a full list of comments).

> *"I love that there are fun family activities especially ones that don't cost a lot if anything is a major bonus."*
>
> *"This has been amazing for our family and really been a lifesaver in so many ways."*
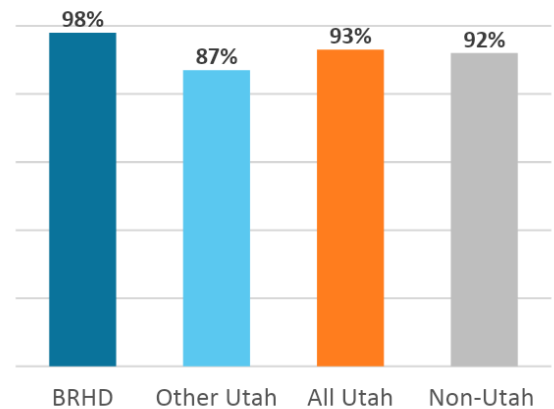>
> *"Awesome program! My kids have loved it so far!"*

---

[21] p<.05
[22] p<.01

Almost all participants across the groups would recommend MyDD to others (see Figure 38).

Participant Recommendations

FIGURE 38: PERCENTAGE OF PARTICIPANTS THAT WOULD RECOMMEND MYDD

Participants left a number of recommendations for how they felt the MyDD program could be improved. The most frequent recommendation revolved around wanting *more.* Participants wanted more adventures, specifically more adventures that are geared to different age groups and free. They also suggested more prizes and more reminders and advertisements. Participants also recommended making the instructions and information clearer and better organized, and having either only one platform or a way to link the platforms together (see Appendix B for a full list of recommendations).

98%	87%	93%	92%
BRHD	Other Utah	All Utah	Non-Utah

THE BOX

"Clearer instructions on how the rewards work and the purpose of the points assigned to each adventure. I like having ideas for things to do with my kids and would participate anyway but having the monthly reward to work towards helps us choose something to do together and follow through. By participating, I think I've mostly figured out how the program works, but it wasn't straightforward at the beginning."

"More age group-based activities. You could even separate the adventures by age group appropriateness."

"Limit the options and sources of information. There was so much (from so many different sites/apps) that it became overwhelming and confusing."

"More connection with businesses that provide family fun - like discounts to attend."