Using the Tri-Ethnic Model of Community Readiness to Address Important Issues in Ohio's Communities

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Ready?

Suggested Citation:
Haines, M. Y., Raffle, H. & Courser, M. (2016, March) Using the Tri-Ethnic Model of Community Readiness to address important issues in Ohio's communities. Session presented at the 2016 Ohio Problem Gambling Conference, Columbus, OH.
Session Objectives

1. To provide an understanding of the importance of community readiness when planning and implementing awareness, prevention, and treatment interventions.

2. To provide resources to support planning and implementation of the Tri-Ethnic Community Readiness Model in your community.

Introductions

Getting to Know the People in the Room...

- You (what is your name and what coalition/community are you from?)
  - Your county and what it is known for
  - Your agency and what it does
  - Your job and how community readiness applies to your work
- Coalitions
  - What does it want to accomplish?
  - What are some of the member agencies/organizations?
  - What are some recent successes?
  - What are some barriers to its work?
- Communities
  - What are some in your county/area?
  - Who belongs to them?
  - How do they define themselves?
  - How do they differ from each other?
Background

- Ohio communities have unique characteristics and contextual circumstances.
- Our communities face a number of important issues that impact the health and wellbeing of community members.
  - Underage drinking
  - Prescription drug misuse
  - Opiates
  - Problem gambling
  - Suicide
  - Education and readiness to learn
  - Youth development
  - Family dynamics
  - Economic factors and transitions
- An underlying common value: we ALL want our communities to be healthy and to provide opportunities for positive youth development!

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What is Community Readiness?

- Community readiness is the extent to which a community is adequately prepared to address an important issue in the community.
- Addressing important community issues requires that a community have:
  - the support and commitment of its members
  - Human and financial resources to implement an effective prevention effort.
- Because community readiness is a process, factors associated with it can be objectively assessed and systematically enhanced.
  (National Institute on Drug Abuse, 1997)

Another Definition

- “Community readiness is the degree to which a community is willing and prepared to take action on an issue.”
- Common Actions
  - Policies
  - Interventions
  - Innovations

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More about Community Readiness

• Readiness is not something extra!
  – Part of the best practices you already utilize: needs assessment, goal setting, identification of best or promising practices, planning and evaluation.

• Not just a precursor to taking action!
  – Helps ensure that the actions taken (innovation) are done with quality.
  – Prerequisite for success.

Community Readiness, Redux

• Community readiness is not static— because it is a process, it varies:
  – Across issues
  – Across time
  – Across communities
  – Across segments of the community

• Not a “one and done!”

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Does Community Readiness Matter?

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Does Community Readiness Matter?

- Communities that are “ready” are more able to take action (or implement strategies) to address important issues.
- Often community efforts to take action are met with challenges when the community is not ready:
  - Little enthusiasm
  - Resistance
  - Lack of action
  - Failure to address the issue
- Readiness helps create public value and maximize how scarce financial and human resources are used

“Ready” vs “Not Ready”

- Basic assumption that organizations deemed “not ready” will be non-responsive to support strategies – waste of limited resources
- Organizations with the largest need for implementation support are labeled as “not ready”
- It’s more complicated than this!

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Why Assess Community Readiness?

• Community readiness is a process and can be improved through systematic and intentional work.
• However, the strategies and tools needed to increase readiness depend on the level of readiness.
• A community readiness assessment provides this information.

Tri-Ethnic Community Readiness Model (CRM)

• An innovative method for assessing the level of readiness of a community
  – Measures on dimensions to determine initial efforts
  – Identifies strengths and weaknesses
  – Points to appropriate actions
  – Works within the community culture
  – Aids in securing funding, cooperating with other organizations, and working with leadership

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The 5 Key Dimensions of Community Readiness

- Readiness in the CRM has five dimensions:
  1. Community Knowledge of the Issue
  2. Community Knowledge of the Efforts
  3. Community Climate
  4. Leadership
  5. Resources

- Each can be at different levels of readiness
- Understanding readiness for each level can guide efforts to increase readiness.

Common Issues Addressed by the CRM

<table>
<thead>
<tr>
<th>ATOD Use</th>
<th>Transportation</th>
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<tbody>
<tr>
<td>HIV/AIDS</td>
<td>Intimate Partner Violence</td>
</tr>
<tr>
<td>Child Abuse</td>
<td>Hepatitis C</td>
</tr>
<tr>
<td>Environmental Trauma</td>
<td>Animal Control</td>
</tr>
<tr>
<td>Heart Health</td>
<td>Obesity/Nutrition</td>
</tr>
<tr>
<td>Head Injury</td>
<td>Taxation</td>
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Stages of Community Readiness

- The CRM includes 9 stages of readiness:
  1. No Awareness
  2. Denial/Resistance
  3. Vague Awareness
  4. Preplanning
  5. Preparation
  6. Initiation
  7. Stabilization
  8. Expansion/Confirmation
  9. Community Ownership

Overview of the CRM

<table>
<thead>
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<tbody>
<tr>
<td>1. Precontemplation</td>
<td>1. No Awareness</td>
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<tr>
<td>2. Contemplation</td>
<td>2. Denial/Resistance</td>
</tr>
<tr>
<td>3. Preparation</td>
<td>3. Vague Awareness</td>
</tr>
<tr>
<td>5. Maintenance</td>
<td>5. Preparation</td>
</tr>
<tr>
<td>6. Initiation</td>
<td>6. Initiation</td>
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<tr>
<td>7. Stabilization</td>
<td>7. Stabilization</td>
</tr>
<tr>
<td>9. High Level of Community Ownership</td>
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Stages of Community Readiness

No Awareness
It’s just the way things are.

Denial
It’s not my problem.
We can’t do anything about it.

Vague Awareness
We think there is a problem & maybe someone will do something

Pre-planning
Something ought to be done, but what?

Preparation
We’re planning, but we need more information & resources

Initiation
We’re working on it!
We have enthusiasm!

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Stages of Community Readiness

Stabilization
We have established activities. Evaluation is limited.

Expansion
Activities have been evaluated & modified. Planning is data-based. Ready to expand scope and build.

Community Ownership
Comprehensive plan is in place. Evaluation is routine. Community involvement is high.

Matching Prevention Strategies to a Community’s Level of Readiness

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Stage 1 – No Awareness

• Goal: Raise Awareness of the Issue
• Strategies:
  – One-on-one visits or calls
  – Visiting existing/established small groups
  – Recruit potential supporters

Stage 2 – Denial / Resistance

• Goal: This issue exists in our community.
• Strategies:
  – Continue one-on-ones
  – Discuss local incidents
  – Information dissemination

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Stage 3 – Vague Awareness

• Goal: Our community can make positive change.

• Strategies:
  – Information dissemination increased – posters, fliers, billboards
  – Initiate your own events to present info.
  – Conduct informal surveys/interviews
  – Publish editorials/articles with general information → local situation
  – Sample media: “Our community can change their world.” (with photos of children)

Stage 4 - Preplanning

• Goal: Develop concrete strategies.

• Strategies:
  – Introduce information through presentations and media.
  – Develop support from key community leaders
  – Review existing efforts
  – Conduct local focus groups to discuss ideas and think about strategies
  – Media: PSAs

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Stage 5 – Preparation

- **Goal:** Gather pertinent information.
- **Strategies:**
  - Conduct community surveys (adults, youth, and/or children)
  - Sponsor an event to kick-off effort
  - Present in-depth local statistics
  - Determine and disseminate the cost of the problem
  - Public forums to develop strategies
  - Key leaders to speak to groups & media

Stage 6 - Initiation

- **Goal:** Provide community-specific information.
- **Strategies:**
  - In-service training for professionals
  - Publicity efforts to kick of programming
  - Meetings to provide updates on effort
  - Consumer interviews for continuous improvement
  - Begin to seek funding streams

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Stage 7 - Stabilization

• Goal: Stabilize efforts or establish programs.
• Strategies:
  – Events to maintain support
  – Expand training to community members
  – Introduce program evaluation
  – Quarterly meetings to review progress and modify strategies
  – Special recognition events for supporters & volunteers
  – Newspaper articles detailing progress and plans
  – Start networking – systems approach!

Stage 8 – Confirmation & Expansion

• Goal: Expand and enhance services.
• Strategies:
  – Formalize networking with MOUs
  – Prepare community needs/risk assessment profile
  – Publish a directory
  – Maintain a comprehensive database
  – Develop a speaker’s bureau
  – Policy/enforcement changes through support of local government
  – Media outreach on trends and data

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Stage 9 – High Level of Community Ownership

• Goal: Maintain momentum, grow, and use what is learned.
• Strategies:
  – Energize local business – solicit financial support
  – Diversify funding resources
  – Advanced training of professionals
  – Continue re-assessment of needs & priorities
  – Use external evaluation to modify efforts

Resources to Support a CRA in YOUR Community

CR Assessment Materials:
• CR instruments
• Individual scoring sheets
• Combined scoring sheets
• Planning and interview prep materials

Training Materials:
• Tri-Ethnic Model Guide
• Webinars

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Circling back...

- We have provided an introduction to the CRM in this presentation.
- **Stay tuned!** All of these materials will be located online on either the Ohio MHAS or DFAA websites.
- Matt Courser (Ohio MHAS CQI Field Agent; mcourser@pire.org) is available to meet with you 1-1 to provide training and technical assistance.

Thank you!

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