Community Readiness Assessment Training

Introduction
Segment 1

Agenda for Segment 1

• Community Readiness Overview
  – Is a community ready to introduce or implement an intervention or a prevention program?
• Tri-Ethnic Community Readiness Model Overview
  – http://triethniccenter.colostate.edu/communityReadiness_home.htm

Suggested Citation:
Community Readiness

“Community readiness is the degree to which a community is willing and prepared to take action on an issue.”


Ready for Change?

• Often community efforts to implement programs and activities to change behaviors in a community meet with:
  – Little enthusiasm
  – Resistance
  – Lack of action
  – Failure

• If your community is not ready for change efforts, failure is much more likely!

Suggested Citation:
Tri-Ethnic Community Readiness Model (CRM)

• An innovative method for assessing the level of readiness of a community
  – Measures
  – Identifies
  – Appropriate actions
  – Community culture
  – Cooperation

The 5 Key Dimensions

• Guide in moving readiness levels forward
  1. Community Efforts & Knowledge of Efforts
  2. Leadership
  3. Community Climate
  4. Knowledge About the Issue
  5. Resources

• Can be at different levels of readiness

Suggested Citation:
Example Issues Addressed with the Model

<table>
<thead>
<tr>
<th>Drug and Alcohol Use</th>
<th>Transportation</th>
</tr>
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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>
</tr>
</tbody>
</table>

The Process for Using the Model

1. Identifying the issue
2. Defining “community”
3. Prepare interview questions
4. Choose “key respondents”
5. Conducting “key respondent” interviews and transcribe the interviews
6. Scoring the interviews to determine the readiness level
7. Calculate the average dimension scores

Suggested Citation:
Stages of Community Readiness

The CRM defines 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

Summary

• Segment 1
  – Overview of Community Readiness and Tri-Ethnic Community Model Readiness
• Segment 2
  – The process for using the Model

Suggested Citation: