Community Readiness Assessment Training

Segment 5 – Stages of Community Readiness

Agenda

• Review the Stages of Community Readiness

Suggested Citation:
Stages of Community Readiness

• What is Community Readiness?
• The Influence of Time and Readiness
• 9 Total Stages
  – No Awareness
  – Denial/Resistance
  – Vague Awareness
  – Preplanning
  – Preparation
  – Initiation
  – Stabilization
  – Confirmation/Expansion
  – High Level of Community Ownership

Stage 1: No Awareness

• Score = 1
• Community has **NO knowledge** about local efforts addressing the issue.
• Leadership believes that the issue is **not really much of a concern.**
• The community believes that the **issue is not a concern.**
• Community members have **NO knowledge** about the issue.
• There are **NO resources** available for dealing with the issue.
Stage 2: Denial/Resistance

- Score = 2
- Leadership and community members believe that this issue is not a concern in their community. Or they do not think this issue should or could be addressed.
- Community members have misconceptions or incorrect knowledge about current efforts being made toward the issue.
- Only a few community members have knowledge about the issue, and there may be many misconceptions among community members about the issue.
- Community members and/or leaders do not support using available resources to address the issue.

Stage 3: Vague Awareness

- Score = 3
- A few community members have at least heard about local efforts regarding the issue, but know little about the efforts.
- Leadership and community members believe that this issue may be a concern in the community, however they show no immediate motivation to act.
- Community members have only vague knowledge about the issue.
- There are limited resources identified that could be used to assist in further efforts to address the issue.
Stage 4: Preplanning

- Score = 4
- Some community members have at least heard about local efforts regarding the issue, but know little about them.
- Leadership and community members acknowledge that the issue is a concern in the community and something has to be done to address the issue.
- Community members have limited knowledge about the issue.
- There are limited resources that could be used for future efforts to address the issue.

Stage 5: Preparation

- Score = 5
- Most community members have at least heard about local efforts concerning the issue.
- Leadership is actively in support of continuing or improving efforts or developing new efforts to address the issue.
- The attitude in the community reflects that they are concerned about the issue and they want to do something about it.
- Community members have basic knowledge about causes, consequences, signs and symptoms in regard to the issue.
- There are some resources identified that could be used for future efforts to address the issue – leaders and community members are working to secure resources.

Suggested Citation:
Stage 6: Initiation

- **Most** community members have at least **basic knowledge** of local efforts addressing the issue.
- Leadership **plays a key role** in planning, developing and/or implementing new, modified, or increased efforts addressing the issue.
- The community believes addressing the issue is **their responsibility**, and some community members are actively involved in doing so.
- Community members have **basic knowledge** about the issue and are **aware that the issue occurs** locally.
- **Resources have been secured** and/or allocated to support future efforts to address the issue.

Stage 7: Stabilization

- **Most** community members have **more than basic knowledge** of local efforts regarding the issue.
  - Including names and purposes of specific efforts, target audiences, and other specific information.
- Leadership is **actively involved** in ensuring or improving the long-term viability of the efforts to address the issue.
- The community has the attitude that **they have taken responsibility** regarding the issue and that there is an ongoing community involvement to continue addressing the issue.
- Community members have **more than basic knowledge** about the issue.
- **Resources** are expected to provide **continuous support**.

Suggested Citation:
Stage 8: Confirmation/Expansion

- Score = 8
- Most community members have considerable knowledge of local efforts addressing the issue, including the level of program effectiveness.
- Leadership plays a key role in expanding and improving efforts addressing the issue.
- The majority of the community strongly supports efforts or the need for efforts addressing the issue.
  - Participation levels are high among community members.
- Community members have more than basic knowledge about the issue and have significant knowledge about local prevalence and consequences.
- A considerable part of allocated resources are expected to provide continuous support.
  - Community members are looking for additional support to implement new efforts.

Stage 9: High Level of Community Ownership

- Score = 9
- Most community members have considerable and detailed knowledge of local efforts addressing the issue.
- Leadership is continually reviewing evaluation results of the efforts and is modifying financial support as needed.
- Most major segments of the community are highly supportive and actively involved in efforts supporting the issue.
- Community members have detailed knowledge about the issue and have significant knowledge about local prevalence and consequences.
- Diversified resources and funds are secured, and efforts are expected to be ongoing.

Suggested Citation:
Summary

• Segment 5 focused on the 9 Stages of Community Readiness
• Segment 6 will focus on reporting the community readiness findings

Suggested Citation: