

# Community Readiness Assessment Training

Introduction  
Segment 1



**ASSESSING COMMUNITY READINESS**  
Strategic Prevention Framework Partnerships for Success (SPF-PFS) Evaluation (Grant #15151)  
Ohio Problem Gambling OGI Project (Grant #1616)

## 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](http://triethniccenter.colostate.edu/communityReadiness_home.htm)



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## Community Readiness

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

Oetting, E.R., Plested, B.A., Edwards, R.W., Thurman, P.J., Kelly, K.J., & Beauvais, F. (2014). Community Readiness for Community Change. Tri-Ethnic Center Community Readiness Handbook. 2<sup>nd</sup> Edition. Fort Collins, CO.



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## 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!



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## 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



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## 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



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## Example Issues Addressed with the Model

Drug and Alcohol Use	Transportation
HIV/AIDS	Intimate Partner Violence
Child Abuse	Hepatitis C
Environmental Trauma	Animal Control
Heart Health	Obesity/Nutrition
Head Injury	Taxation



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## 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



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# 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



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# Summary

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



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