

# Community Readiness Assessment Training

## Key Components Segment 2



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

## Agenda for Segment 2

- Key components of the Model
- An in-depth explanation of the process for using the CRM
- 5 Key Dimensions of Community Readiness



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## The Model's Key Components

- Survey questions
- Interviews of Key Respondents
- Scoring
- 5 Dimensions
- Plan for Action



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## The Process for Using the Model

1. Identify the issue
2. Define “community”
3. Prepare interview questions
4. Choose “key respondents”
5. Conduct “key respondent” interviews and transcribe the interviews
6. Score the interviews to determine the readiness level
7. Calculate the average dimension scores



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## Identifying the Issue

- Create a background and information section
  - Introduce the community
- Define the purpose of the research
  - Explaining the importance and impact of the problem being researched
  - Determining if the community is ready to implement a prevention or intervention effort and what the implications of the problem are



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## Defining the Community

- Who is the target community?
  - Geographic location
  - Demographic information
  - Health trends
  - Interesting facts about the community



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## Interview Questions

- Interview questions should follow the pre-made template (example on the next slide)
- Questions can be adjusted slightly to fit the need of the assessment
- *Five dimensions of the community readiness*
  - Interview questions are grouped into these 5 dimensions
  - Community readiness is multi-dimensional
  - The five dimensions represent the key factors that influence a community’s preparedness to take action on an issue



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## Interview Questions

| A  |  | B |  |
|--|--|---|--|
| Dimensions A and B: Community Efforts and Community Knowledge of Efforts |  |   |  |
| Question   | Assessment Question  |   |  |
| 1  | Using a scale of 1-10 how much of a concern is the issue in your community? (1 "no concern"; 10 "great concern" concern")  |   |  |
| 2  | What efforts are available in your county to address the issue?  |   |  |
| 3  | Do you know how long these efforts have been going on in your community?   |   |  |
| 4  | Using a scale of 1-10, how aware are the people in your community of the efforts? (1 "no awareness"; 10 "very aware")  |   |  |
| 5  | What does the community know about these efforts or activities?  |   |  |
| 6  | Do you know what the weaknesses are of these efforts?  |   |  |
| 7  | Who do the programs serve, for example: individuals of a certain age, a certain area, a certain ethnicity?   |   |  |
| 8  | Would there be any segments for which the efforts or services may appear inaccessible, for example a certain geographic area, a certain age, a certain income level?   |   |  |
| 9  | Is there a need to expand the efforts?   |   |  |
| 10   | Is there any planning efforts to promote services going on in your community surrounding the issue?  |   |  |
| 11   | What formal or informal policies, practices, laws, related to the issue are in place in your community and for how long? For example a formal policy might be an actual established written piece of policy from a school, library, or healthcare. Informal would be, not in writing but understood or practiced by someone. |   |  |
| 12   | Is there a need to expand policies practices, and laws? and if so, what are their plans that you're aware of?  |   |  |
| 13   | How does the community view these policies and laws?   |   |  |



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## The 5 Key Dimensions

1. Community Knowledge of the Issue
2. Community Knowledge of the Efforts
3. Community Climate
4. Leadership
5. Resources



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## Choosing Key Respondents

- Who are “Key Respondents”?
  - These are the people who are being interviewed
  - Individuals who are knowledgeable about the community, but not necessarily a leader or decision-maker
  - They are involved in community affairs and know what is happening in the community
  - Interviewing a cross-section of individuals provides a more complete and accurate measure of the level of readiness for the issue in the community



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## Conducting & Transcribing the Interviews

- The Interviews:
  - Involve approximately 35-40 questions that are adapted to the community and the issue being addressed
  - Four to six key respondents are interviewed for approximately 30-60 minutes.
  - Interviewers transcribe the interviewee responses for the scoring process, which provides information about the *five dimensions of the community readiness* for the targeted issue.



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## Scoring the Interviews

- Interviews are scored one at a time by at least two raters, following a standardized rubric based on specific instructions and guidelines given to the scorers.
- Using the statements and references made in the interviews, each dimension is assigned a score of 1 to 9.



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## Calculating the Average Dimension Scores

- After meeting with other scorer
  - Calculate the average of the “Consensus Scores” for each dimension across all interviews
- Calculate the “Overall Community Readiness Score”
  - Find the average of the 5 dimension scores



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## Final Step

- Write a brief report that includes:
  - Dimension scores
  - Rating scales of dimension scores
  - Major themes for each dimension
  - Strengths, weaknesses, and obstacles to action



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## Summary

- Segment 2 focused on the following:
  - Using the Community Readiness Model
  - The Five Key Dimensions
- Segment 3 will focus on:
  - Issue Specific Training



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