

# Community Readiness Assessment Training

## Segment 5 – Stages of Community Readiness



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

## Agenda

- Review the Stages of Community Readiness



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### Suggested Citation:

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# 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



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## 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.



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## 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.



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## 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.



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## 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.



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## 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.



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## 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.



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## 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**.



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## 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.



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## Stage 9: High Level of Community Ownership

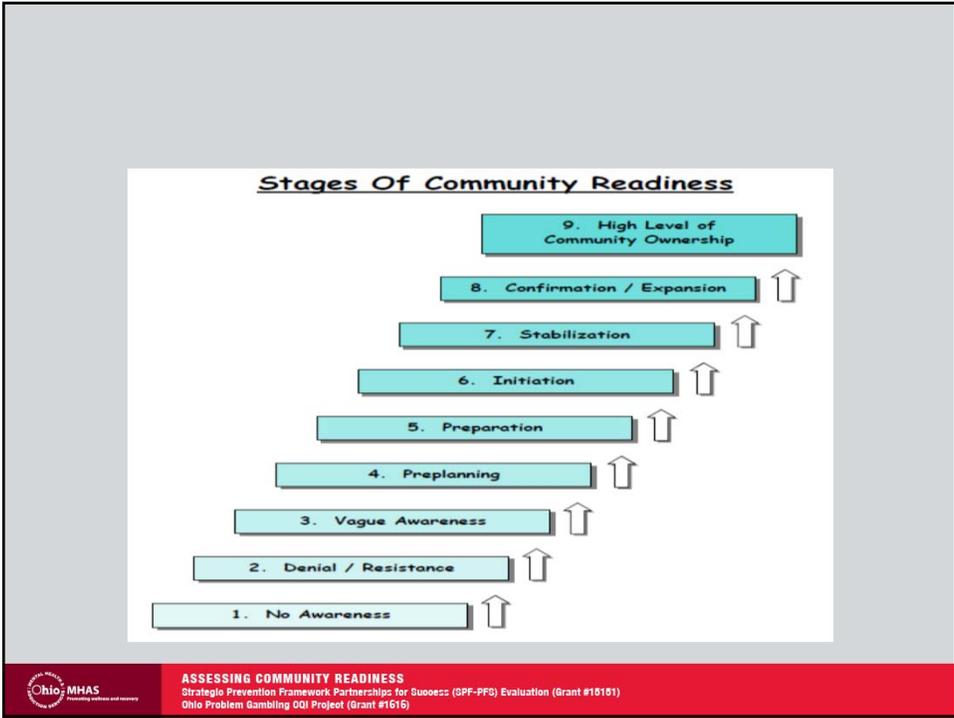
- Score = 9
- Most community members have **considerable and detailed** knowledge of local efforts addressing the issue.
- Leadership is **continually reviewing evaluation** results of the efforts and is modifying financial support as needed.
- **Most** major segments of the community are highly supportive 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.



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# Summary

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

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