Community Readiness for Prevention...Are we ‘there’ yet?

The purpose of community readiness is to provide communities with the stages of readiness for development of appropriate strategies that are more successful and cost effective.
What can CR Do for Your Community?

- Facilitates community-based change
- Uses a nine stage, multi-dimensional model
- Creates interventions that are community specific and culturally specific
- Provides a road map for the prevention journey
- Builds cooperation among systems and individuals
Dimensions of Community Readiness

- Community Efforts (programs, activities, policies, etc.)
- Community Knowledge of the Efforts
- Leadership (formal and informal)
- Community Climate
- Community Knowledge About the Issue
- Resources Related to the Issue (people, time, money, space, etc.)
Level 1: No Awareness

**Goal:** Raise awareness of the issue

Strategies...

☑ One on one visit with others
☑ Visit existing and established small groups
☑ Phone calls to friends and potential supporters - inform others, get them excited and solicit their support – be creative
Level 2: Denial/Resistance

**Goal:** This issue exists in this community

Strategies...

- Continue strategies from previous stage
- Put up flyers and brochures
- Put information in church bulletins, club newsletters, etc.
- Low intensity but visible media
Level 3: Vague Awareness

Goal: Community can make positive changes

Strategies...

✓ Continue strategies from previous stage
✓ Hold special events: potlucks, dances, etc.
✓ Conduct informal surveys to see how people feel about the issue
✓ Publish newspaper editorials/articles and creative media consistent with community visibility
Level 4: Preplanning

**Goal:** Develop concrete strategies

Strategies...

- Continue strategies from previous stage
- Use media for newspaper articles/posters
- Conduct assessment of what’s already going on in the community
- Hold focus groups and listen to ideas
Level 5: Preparation

**Goal:** Gather pertinent information

**Strategies...**

- Continue strategies from previous stage
- Gather and present local statistics (Compile the facts: local statistics, local stories, emotional cost to the community, consequences to the community, future impact on the community, financial cost to the community, etc.)
- Conduct informal surveys to see how people feel about the issue
- Increase media exposure (radio spots, talk shows, newspaper, etc.)
Level 6: Initiation

Goal: Provide community specific information

Strategies...

- Continue strategies from previous stage
- Begin training community providers / people
- Conduct public forums to gather ideas
- Sponsor larger community events
Level 7: Stabilization

**Goal:** Stabilize efforts or establish programs

Strategies...

- Continue strategies from previous stage
- Maintain business and other support for the project / efforts
- Introduce new programs and identify support
- Increase and further develop media exposure
- Utilize evaluation to improve efforts
Goal: Expand and enhance services

Strategies...

✓ Continue strategies from previous stages
✓ Expand community awareness through: speakers bureaus, events, media, etc.
✓ Maintain and report trends from data base
✓ Continue to survey and solicit public opinion
✓ Utilize evaluation to improve efforts and provide feedback to community and other professionals
Level 9: High Level of Community Ownership

**Goal:** Maintain momentum, grow and use what’s learned

Strategies...

- Continue strategies from previous stage
- Diversify funding resources, identify new sources
- Maintain and expand local business support
- Continue to track data trend for grant writing
- Begin work on related issues
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<thead>
<tr>
<th>CR Can...</th>
<th>CR Can’t...</th>
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<tbody>
<tr>
<td>✓ Helps identify resources</td>
<td>✓ Make people do what they don’t believe in</td>
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<tr>
<td>✓ Helps identify obstacles</td>
<td>✓ Tell you exactly what you should do to accomplish your objectives</td>
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<td>✓ Provides an assessment of how ready the community is with respect to accepting an intervention as something that needs doing</td>
<td>✓ Make a community ready for prevention activities...no matter how needed they are!</td>
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<td>✓ Identifies types of efforts that are appropriate to initiate, depending on stage of readiness</td>
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