

Community Readiness Assessment Training

Segment 2: A value
proposition for
measuring community
readiness



Training Agenda

- Brief review of Segment #1: Overview and Importance of Community Readiness
- Discuss why we should measure community readiness and articulate the benefits of conducting a community readiness assessment.

On the Webpage

- Video
- Supporting Materials
 - PowerPoint Slide Deck

Recap from Segment #1: Defining Community Readiness

- “Community readiness is the degree to which a community is willing and prepared to take action on an issue.”
- Readiness means that a community coalition has:
 - the *support* and *commitment* of community members
 - Human and financial *resources*.
- Readiness supports common actions taken by coalitions
 - Strategies
 - Policies
 - Interventions
 - Innovations

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. 2nd Edition. Fort Collins, CO.

Recap: Community Readiness as a Process

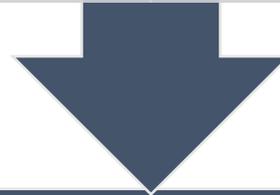
Community readiness varies:

Across issues

Over time

Across
communities

Across segments
of the community



Not a “one and done!”

Measuring Community Readiness Through a CRA

CRA: A systematic method
for assessing the level of
readiness of a community

Many Ohio communities
have used the Tri-Ethnic
Community Readiness
Model (CRM) for
conducting CRAs

Community Readiness for Community Change

TRI-ETHNIC CENTER
FOR PREVENTION RESEARCH

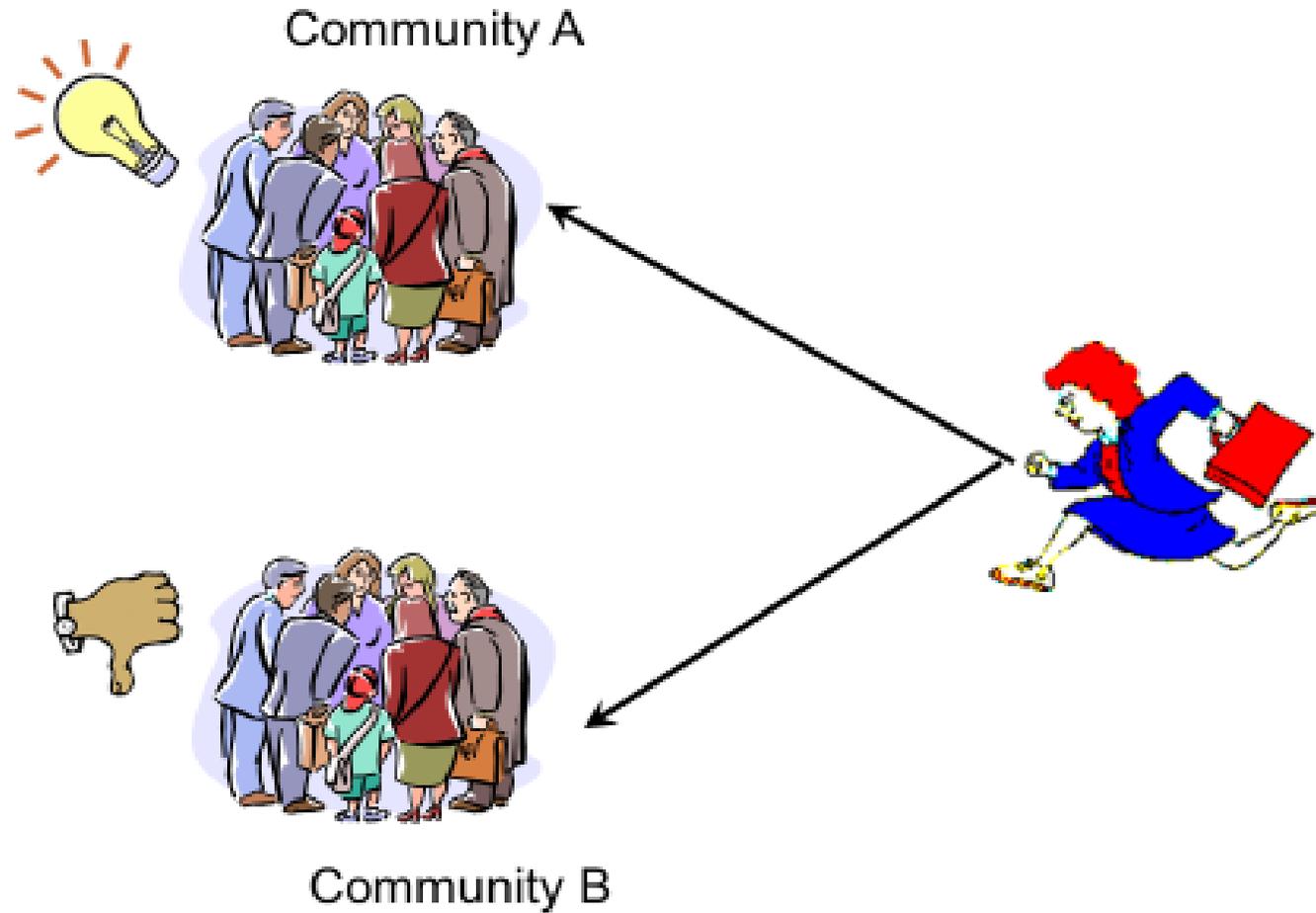


Colorado
State
University

Why Measure
Community
Readiness:
Understanding
Benefits of a
CRA



Our Starting Point: A Common Experience



Why Community Readiness is Important

- In many cases, your community's level of readiness may not be high enough for your coalition's work to be successful.
 - Your community may not be ready to mobilize.
 - Your community may not be willing to work with you on the issue.
- Readiness paradox:
 - You and your coalition probably are more ready than your community at large.
 - You and your team have benefited from training, funding, and other resources that your community does not have.
- The key challenge is to bring your community closer to your team's level of readiness.

Why Measure Community Readiness?

A single event sometimes (but not often) can instantaneously build readiness.

- A community readiness assessment (CRA) provides this information.
- Often part of a larger needs assessment process.

Most of the time, community readiness can be built through systematic and intentional work.

The strategies and tools needed to increase readiness depend on the existing level of readiness.

A CRA Can Function as an Intervention

- Community Engagement
 - CRA engages a broad base of community members in a way that coalitions may not have before
 - CRA is actually an intervention in-and-of itself
 - Many times people who are respondents to the CRA become coalition members
- Capacity Building for Current Coalition Members
 - Interview skills
 - Transcribing Applications
 - Data Analysis
 - Project Management
 - Report Writing
 - Strategic Planning
 - Communicating the Findings

Why is CRA an important first step for coalitions?

- Provides a focus on data-driven decision making
 - Health coalitions – expectation is on making policy, systems, and environmental change (not individual change)
 - Community-level focus and not individual-level focus
 - We need data about the community
- Provides a space for coalitions to use a mixed method approach to collect, analyze and report on data
- Provides an early win because the process is very prescriptive and has a deliverable (report) as an outcome that can be shared with the community
- Provides an opportunity to engage in data-driven strategic planning because coalitions need to develop a plan to increase readiness

CRA Skills and Capacities are Transferrable

- Broad reach: CRAs have been used successfully in health and policy-related domains.
- Emerging health threats: Coalitions often find themselves in the future doing a CRA on another issue or problem.
- New issues: Every wicked problem is a symptom of another wicked problem.

ATOD Use	Transportation
HIV/AIDs	Intimate Partner Violence
Child Abuse	Hepatitis C
Environmental Trauma	Animal Control
Heart Health	Obesity/Nutrition
Head Injury	Taxation



Why do we need to assess community readiness to engage in suicide prevention?

By understanding your community's level of readiness to address suicide prevention using the CDC strategies **AND** by working to increase your community's level of readiness to use the CDC strategies for suicide prevention you will position your coalition and community to have a tremendous positive impact on suicide as a public health problem that impacts the health and wellbeing of your community.

Summary of Part 2 and Next Steps

- Part 1:
 - Overview of community readiness and how to assess it
- Part 2:
 - Understanding why we need to measure community readiness and the benefits of conducting a CRA.
- Part 3:
 - Nuts and Bolts: a deeper dive into the Tri-Ethnic Model for assessing community readiness.