

Community Readiness Assessment Training

Segment 3: Nuts and
Bolts: Components of a
Community Readiness
Assessment.



Training Agenda

- Overview of key components of the CRM
- An in-depth guide to conducting a CRA.
- Tools and resources to guide your coalition in planning to conduct a CRA.

On the Webpage

- Video
- Supporting Materials
 - PowerPoint Slide Deck
 - Tri-Ethnic Community Readiness Model Manual
 - Tools and Resources to Guide Your Community Readiness Assessment

Acronym quick reference:

CRA: Community Readiness Assessment (the overall process of gathering community data)

TEM: Tri-Ethnic Model (the model we use to conduct the CRA)

CRM: Community Readiness Model (the exact same thing as the TEM)

Tri-Ethnic Community Readiness Model (CRM)

- A systematic method for assessing the level of readiness of a community
 - Measures readiness on 5 dimensions
 - Includes 9 stages of readiness
 - Identifies strengths and weaknesses
 - Works within the community culture and capacity

Community Readiness for Community Change

TRI-ETHNIC CENTER
FOR PREVENTION RESEARCH



Colorado
State
University

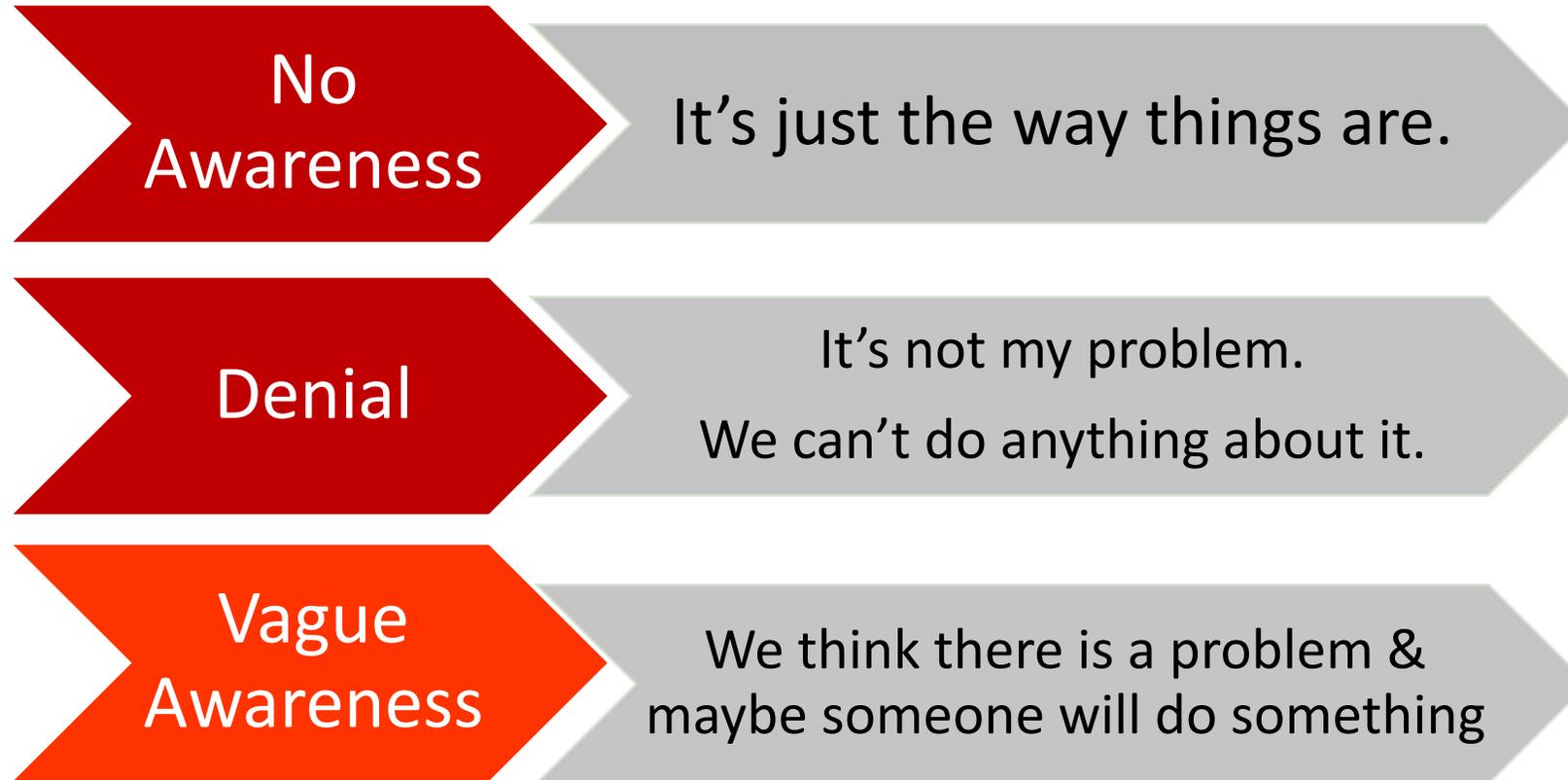
The 5 Key Dimensions of Community Readiness

- Readiness in the CRM has five dimensions:
 1. Community Knowledge of the Issue
 2. Community Knowledge of the Efforts
 3. Community Climate
 4. Leadership
 5. Resources
- Each can be at different levels of readiness
- Understanding readiness for each level can guide efforts to increase readiness.

Stages of Community Readiness

- The CRM includes 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

Stages of Community Readiness



Stages of Community Readiness



Stages of Community Readiness



Basic Steps for Conducting a CRA

1. Select/define the community for the CRA
2. Identify a problem of practice
 - Our shared problem of practice is readiness to engage in a comprehensive approach to suicide prevention using the CDC strategies.
3. Plan to Conduct Your CRA
 - Form a CRA team
 - Obtain supplies (not many are needed!)
 - Prepare the interview and introductory script
 - Identify 5-8 key informants from various community sectors
4. Conduct Interviews (and record them!)
5. Transcribe Interviews
6. Score and Analyze the Data
7. Report the Data
8. Share the Data
9. Develop a Plan to Increase Readiness

Select/Define the Community for the CRA

- Who is the priority community for your CRA?
 - Geographic location
 - County
 - Service area of your coalition
 - Subset areas of a county or city
- Ensure a basic understanding of the community.
 - Demographic information
 - Health trends
 - Interesting facts about the community

Identify a Problem of Practice

- A problem of practice is the issue, concern, health threat, or wicked problem that will be assessed through the CRA process.
- Our shared problem of practice is **readiness to engage in a comprehensive approach to suicide prevention using the CDC strategies.**

Plan to Conduct Your CRA

- Key planning steps for a successful CRA
 - Form a CRA team
 - This will be addressed in detail in Segment 4
 - Obtain supplies and technology (not much is needed!)
 - Prepare the interview and introductory script
 - Identify 5-8 key informants from various community sectors
 - This will be addressed in detail in Segment 5

CRA Planning Tool

- A way to stay organized
- Formalizes your project management infrastructure
- Track progress and make sure nothing is overlooked
- Allows you to see next steps
- Located on the website

Community Readiness Assessment Plan Template					
Coalition	Problem of Practice Statement				
[Type coalition name here:]	How ready is [community] to engage in a comprehensive approach to address suicide using the CDC strategies?				
Step	Tasks	Who?	When due?	When completed?	Status?
1. Purchase Supplies	Purchase digital recorder or Zoom account				
	Purchase highlighters for scoring				
	Determine who will be transcriber(s) or engage transcriptions service				
	Purchase any other materials needed				
2. Assemble the CRA Team & Train Them	Identify individual interviewer(s)				
	Determine who will be transcriber(s)				
	Identify scoring team members				
	Identify report writer(s)				
	Participate in webinar training overview				
	Review TEM Manual				
	Review online training videos/webinars				
3. Identify 5-8 Key Informants & Review Script	Create a list of community sectors to approach (<i>Refer to guide on pages 20-23 of TEM</i>)				
	Develop list of possible contacts in those sectors with contact info				
	Write "approach" email/phone script				
	Insert your problem of practice into the TEM-CRA script				
	Review/practice script, including the Interview Introduction and Questions				
	Obtain approval for any changes to questions before using modified questions				

Materials and Resources Needed for Your CRA

- You will find a detailed list of resources you'll need to complete the CRA process:
- CRA Team (roles to fill)
 - Interviewers
 - Scorers
 - Report writer
- Supplies to purchase
 - Zoom subscription
 - Highlighters
- Services to purchase
 - Transcription subscription
 - One low cost option: Otter.ai (\$9.99/mo)

Prepare the Interview and the Interview Script

- A key component of getting ready for your CRA is to formalize your introduction and interview script.
- Interview Introduction
 - This is the brief introduction you will read to respondents to explain the interview and CRA process.
 - It is where parts (or all!) of your coalition's origin story fit.
- Community Readiness Assessment Interview Script
 - This is the TEM script. You will customize this script using your community's name.
 - The issue of focus (readiness to engage in a comprehensive approach to addressing suicide using the CDC strategies) has been pre-populated.
 - Total of 40 questions and a brief demographic profile

What Comes After Planning Has Been Completed?

- Conducting Interviews (and recording them!)
- Transcribing Interviews
- Scoring and Analyzing the Data
- Reporting the Data and Sharing the Results
- Developing a Plan to Increase Readiness

Each of these next steps has videos and supporting materials to guide you and your coalition through the process.

Resources On the Webpage

- Video
- Supporting Materials
- Tools:
 - Planning Tool
 - Resources Needed
 - Interview Introduction
 - Community Readiness Assessment Interview Script
 - SSOSPC Tri-Ethnic Model of Community Readiness FAQs

Training Segment 3 Summary

- Segment 3 focused on the following:
 - Providing an overview of the TEM
 - Providing tools and resources for conducting your CRA
- Segment 4 will focus on:
 - Forming your CRA team