

Community Readiness Assessment Training

Segment 1: Overview of
community readiness
and how to assess it.



Training Agenda

- Introduction to community readiness as an important construct for communities and coalitions
- Overview of how to assess community readiness.

On the Webpage

- Video
- Supporting Materials
 - PowerPoint Slide Deck
 - Tri-Ethnic Community Readiness Model Manual

What is 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.

Community Readiness is a Process

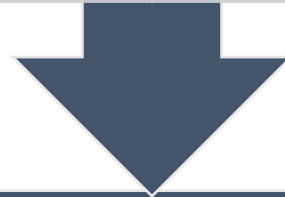
Community readiness varies:

Across issues

Over time

Across
communities

Across segments
of the community



Not a “one and done!”

What is a Community Readiness Assessment (CRA)?

A systematic method for
measuring 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

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

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

Summary of Segment 1 and Next Steps

- Segment 1:
 - Welcome to the CRA training process
- Segment 2:
 - Why we should measure community readiness (a value proposition)