

Community Readiness Assessment Training

Segment 10: Calculating
Dimension-specific and
Overall Community
Readiness Scores



Training Agenda

- Describe how to compute dimension-specific and overall readiness scores for your CRA.
- Describe how to map numerical readiness scores to CRM levels of readiness.
- Review the meaning of each of the nine stages of community readiness.

On the Webpage

- Video
- Supporting Materials
 - PowerPoint Slide Deck

Recap: Readiness in the CRM Model

- 5 dimensions of readiness
 - Community knowledge of efforts
 - Leadership
 - Community climate
 - Knowledge about the issue
 - Resources
- 9 levels of readiness
 - No awareness through community ownership

Tri-Ethnic CRA Scoring Process Overview

- Two Scorers
 - Worked independently to score each CRA interview your team completed.
 - Worked together to create consensus scores for each CRA interview
- Completed scoring sheets for each interview
 - Individual scoring sheets from each scorer and from each interview.
 - Consensus scoring sheet for each CRA interview.

The Starting Point: Your Completed Consensus Scores Table

	Interview Number							
	#1	#2	#3	#4	#5	#6	#7	Average
Dimension A	3.0	4.25	2	2.5	3	3.5	2	
Dimension B	3.5	3.5	4	3	2.5	4	2.5	
Dimension C	3.5	2.5	1.5	3.25	2	3	4	
Dimension D	2.5	2.5	3	2.5	3	2.25	3	
Dimension E	4.0	3.5	2.5	3	4	3.5	3	
		Overall Community Readiness Score						

This is an example of your completed Consensus Scores Table might look like. The next step is to compute average dimension-specific scores and an overall community readiness score.

Calculating Average Dimension Scores

- Next, you will calculate the average scores for each dimension across all of your CRA interviews.
 - For example, for Dimension A, add the scores across for all of the interviews and then divide by the total number of interviews to get the average
 - In the example, you would add $3.0+4.25+2.0+2.5+3.0+3.5+2.0$ and then divide by 7 (which is your number of interviews).
 - In this example, your community's readiness score would be 2.89 for Dimension A
 - Enter the average score in the last column marked "Average" in the "Consensus Scores" table



	Interview Number							
	#1	#2	#3	#4	#5	#6	#7	Average
Dimension A	3.0	4.25	2.0	2.5	3.0	3.5	2.0	2.89

- If you are using the Consensus Scores Excel sheet, the average should auto-calculate (formulas may need to be adjusted depending on the # of interviews).

Calculating the Overall Community Readiness Score

- Once you have your dimension-specific scores, you are ready to calculate the Overall Community Readiness Score.
- The overall community readiness score is calculated by taking the average of the 5 final dimension scores . To do so, you will add the 5 numbers (the dimension-specific readiness scores) in the Average column and divide by 5. Then enter this score next to “Overall Community Readiness Score” in the scores table.
- The final community readiness scores should look like the example below.

	Interview Number							
	#1	#2	#3	#4	#5	#6	#7	Average
Dimension A	3.0	4.25	2	2.5	3	3.5	2	2.89
Dimension B	3.5	3.5	4	3	2.5	4	2.5	3.29
Dimension C	3.5	2.5	1.5	3.25	2	3	4	2.82
Dimension D	2.5	2.5	3	2.5	3	2.25	3	2.68
Dimension E	4	3.5	2.5	3	4	3.5	3	3.36
	Overall Community Readiness Score							3.01

Mapping Readiness Scores to Stages of Community Readiness

Stage	Description
1	No Awareness
2	Denial/Resistance
3	Vague Awareness
4	Preplanning
5	Preparation
6	Initiation
7	Stabilization
8	Confirmation/Expansion
9	Community Ownership

Pages 26-29 of the CRM Manual has a detailed description of what each stage readiness means

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.

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.

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.

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.

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.

Stage 6: Initiation

- Score = 6
- **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.

Stage 7: Stabilization

- Score =7
- **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**.

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.

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.

Mapping Readiness Scores to CRM Readiness Levels

- A readiness stage can be mapped to each dimension score.
- A overall community readiness stage can be mapped to the overall score.
- Using the example scores calculated earlier:

<u>Dimension</u>	<u>Readiness Level</u>	<u>Readiness Stage</u>
Community Knowledge	2.89	Denial/Resistance (2)
Leadership	3.29	Vague Awareness (3)
Community Climate	2.82	Denial/Resistance (2)
Knowledge about the Issue	2.68	Denial/Resistance (2)
Resources for Efforts	3.36	Vague Awareness (3)
Overall Community Readiness	3.01	Vague Awareness (3)

- Rounding strategy should be conservative. Round down to ensure your community's readiness stage doesn't score higher than it actually is. Only round up if a detailed review of the interview transcripts provides clear evidence that your community is at the higher stage of readiness.

Training Segment 10 Summary

- Segment 10 focused on the following:
 - Describing how to compute dimension-specific and overall readiness scores for your CRA.
 - Describing how to map numerical readiness scores to CRM levels of readiness.
 - Reviewing the meaning of each of the nine stages of community readiness.
- Segment 11 will focus on creating your CRA report.

Resources On the Webpage

- Video
- Supporting Materials
 - PowerPoint Slide Deck