

# Community Readiness Assessment Training

Segment 9: Scoring Your  
CRA Interviews



# Training Agenda

- Introduce the scoring process for the community readiness model.
- Review the materials needed for scoring.
- Describe how to utilize the CRM Anchored Rating Scales
- Describe how to complete the Individual and Consensus Scoring Sheets

# On the Webpage

- Video
- Supporting Materials
  - PowerPoint slide deck
  - TEM Manual
  - Anchored rating scales
  - Individual and consensus scoring sheets

# Recap: Readiness Scores in the Tri-ethnic CRM

- 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 Overview

- The CRM scoring process provides an overall community readiness score and readiness scores for each of the 5 dimensions.
- You will need 2 scorers (who were not part of interviewing)
  - Working independently to score interviews (individual scoring)
  - Working together to create consensus scores (consensus scoring)
- CRM scoring sheets
  - Individual
  - Consensus
- Anchored rating scales

# Preparing for the Scoring Process

1. Have 5 different colors of highlighters
  - Designate one color for each of the five dimensions
  - Make sure both scorers have 5 different colors of highlighters
2. Print the CRM Anchored Rating Scales
  - One rating scale for each of the 5 dimensions of readiness
3. Print or open the blank Individual Scoring Sheet
  - Created as a Microsoft Excel file
4. Print or open the blank Consensus Scores Sheet
  - Created as a Microsoft Excel file
5. Review the Tri-Ethnic CRA Handbook section on scoring (pp. 26-29)
6. Have this PowerPoint slide deck available

# CRM Anchored Rating Scale

- Main numbers
- Dash marks for decimals (.25, .50, .75)

## Anchored Rating Scales for Scoring Each Dimension

### Dimension A. Community Knowledge of Efforts

*(**Bolding** indicates how a stage differs from the previous stage)*

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- 1 Community members have **no knowledge** about local efforts addressing the issue.
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- 2 **Only a few** community members have **any knowledge** about local efforts addressing the issue. Community members may have **misconceptions or incorrect knowledge** about local efforts (e.g., their purpose or who they are for).
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- 3 At least **some** community members **have heard of local efforts, but little else**.
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- 4 At least some community members have heard of **local efforts and are familiar with the purpose of their efforts**.
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- 5 At least some community members have heard of local efforts, are familiar with the purpose of the efforts, **who the efforts are for, and how the efforts work**.
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- 6 **Many** community members have heard of local efforts and are familiar with the purpose of the effort. At least some community members know who the efforts are for and how the efforts work.
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# CRM Individual Scoring Sheet

## Community Readiness Assessment Individual Scoring Sheet

Scorer: \_\_\_\_\_

Date: \_\_\_\_\_

**Individual Scores:** Record your independent results for each interview for each dimension.

	Interview Number						
	#1	#2	#3	#4	#5	#6	#7
Dimension A							
Dimension B							
Dimension C							
Dimension D							
Dimension E							

# Scoring CRA Interviews: Individual Scoring

- Each scorer will score each CRA interview individually.
- Starting with Dimension A (Community Knowledge of Efforts)
  - Read the anchored rating scale for Dimension A.
  - Read the ENTIRE interview transcript and highlight statements that relate to aspects of Dimension A (Community knowledge of efforts).
  - Review statements you highlighted and compare those highlighted statements with the first statement on the anchored rating scale
  - ONLY continue if the community exceeds the statement
  - Continue this until you cannot move to the next statement on the rating scale
    - In order to receive a score at a certain stage, the ENTIRE statement must be TRUE
  - On the “Community Readiness Assessment Individual Scoring Sheet”, fill in your score for Dimension A of Interview #1
    - You do NOT have to use whole numbers

# Example: Individual Scoring Sheet After Scoring Dimension A for Interview #1

## Community Readiness Assessment Individual Scoring Sheet

Scorer: \_\_\_\_\_

Date: \_\_\_\_\_

**Individual Scores:** Record your independent results for each interview for each dimension.

	Interview Number						
	#1	#2	#3	#4	#5	#6	#7
Dimension A	2.0						
Dimension B							
Dimension C							
Dimension D							
Dimension E							

# Scoring CRA Interviews: Individual Scoring, cont'd.

- Continue to Dimension B (Leadership) and repeat the same process:
  - Pick a different highlighter color
  - Highlight statements related to leadership
  - Review all the highlights and compare to the anchored rating scale for Dimension B to identify the readiness score that best reflects Dimension B for that interview.
  - Record the readiness score for Dimension B on the individual scoring sheet.
- Repeat the scoring process for dimensions C, D, & E, until all dimensions are scored for that interview.
- Score the rest of the interviews in the same way
  - Fill out the “Community Readiness Assessment Individual Scoring Sheet” as you move along.
  - Because the individual scoring sheet is an Excel file, you can add columns to the right if you have more interviews than there are columns on the sheet.

# Example: Individual Scoring Sheet

## Community Readiness Assessment Individual Scoring Sheet

Scorer: \_\_\_\_\_

Date: \_\_\_\_\_

**Individual Scores:** Record your independent results for each interview for each dimension.

	Interview Number						
	#1	#2	#3	#4	#5	#6	#7
Dimension A	2.0						
Dimension B	2.5						
Dimension C	3.0						
Dimension D	3.75						
Dimension E	2.5						

# Example: Completed Individual Scoring Sheet

## Community Readiness Assessment Individual Scoring Sheet

Scorer: \_\_\_\_\_

Date: \_\_\_\_\_

**Individual Scores:** Record your independent results for each interview for each dimension.

	Interview Number						
	#1	#2	#3	#4	#5	#6	#7
Dimension A	2.0	2.5	3.0	2.0	3.5	3.75	2.5
Dimension B	2.5	3.5	3.0	2.5	3.0	4.0	3.0
Dimension C	3.0	4.0	3.0	2.5	2.5	3.5	2.75
Dimension D	2.5	1.5	1.5	1.0	3.5	3.5	3.5
Dimension E	2.5	2.5	2.0	3.0	3.5	3.0	4.0

# CRM Consensus Scoring Process

After all of the interviews have been scored individually:

- Meet with the other scorer to discuss how you scored each dimension of each interview.
  - The COVID-19 pandemic means that social distancing and/or Zoom technology will be important for the consensus scoring process.
  - Focus on your interviews one-by-one
- Where your scores differ from one another – you will need to reach a consensus score with your other scorer
- A consensus score is NOT AN AVERAGE. Consensus means that the scorers come to agreement on the score that best represents the readiness reflected for that dimension in each interview.
  - Discuss why each of you rated a dimension a certain way
- You will need to agree on a consensus score for each dimension of each interview.

## 5.Consensus Scores Table

- Agreed upon consensus scores will be entered in this table for each dimension of each interview.

# Example: Blank Consensus Scoring Table

	Interview Number							
	#1	#2	#3	#4	#5	#6	#7	Average
Dimension A								0.00
Dimension B								0.00
Dimension C								0.00
Dimension D								0.00
Dimension E								0.00
				Overall Community Readiness Score				0.00

- You will leave the average column and the overall community readiness score blank.

# Example: Completed Consensus Scoring Table

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

- This is what the Consensus Scoring Table will look like after you have met with your other scorer and have identified consensus scores.
- This completed Table is what you will give to your project manager so that she/he can compute overall readiness scores and dimension-specific readiness scores.

# CRM Scoring Tips and Tricks

- The interviewer should not be one of the scorers.
- Anyone on your coalition can help with the scoring; once the combined scoring is complete the project manager can do the final calculations (rather than ask the scorers to do the calculations).
- The scorer does not need to read or have a copy of the entire manual for Tri-Ethnic Model. Create a packet for each scorer which includes the following:
  - Individual Scoring Table (printed or as an Excel file)
  - Consensus Scoring Table (printed or as an Excel file)
  - A paper copy of each transcript and a copy of the anchored rating scales attached to each transcript.
    - Scorers can highlight and mark up the transcript and may want to make notes on the rating scales sheets - all of which will help them as they discuss their combined scores.

# Frequently Asked Questions

- We had one interview that was very different from the others. Should we throw it out?
  - First, try to understand the reason for the difference.
  - If there is a reason the key informant may not be a good representative, consider replacing the interview with another interview from someone else
- How do I use the numbers on a scale of 1 to 10 that the respondents are asked to give?
  - These 1-10 ratings are NOT figured into the scoring dimension in any way. Choosing a number gives a reference point (a little, a lot, etc.) to respondents and generally makes it easier for them to expand with more detail when answering the questions.

# Frequently Asked Questions – Cont'd

- When scoring, the two scorers could not come to agreement on a single score. What should we do?
  - Agree on a compromise score. For example, if one believes the score should be 3 and the other 3.5, you may split the difference and score as a 3.25.
- Should we use decimal points in scoring?
  - Yes! This leads to greater accuracy in arriving at the composite scores at the end of the scoring process.
  - It is recommended you use .25, .5 and .75 to accurately reflect responses between stages based on the Anchored Rating Scales. These also correspond to the dashed lines on the Anchored Rating Scales.

# Training Segment 9 Summary

- Segment 9 focused on the following:
  - Providing a step-by-step overview of the scoring process
  - Identifying materials needed to support your scorers
- Segment 10 will focus on computing overall and dimension-specific readiness scores.

# Resources On the Webpage

- Video
- Supporting Materials
  - PowerPoint slide deck
  - TEM Manual
  - Anchored rating scales
  - Individual and consensus scoring sheets (as Excel files)