



Community Readiness Model

http://triethniccenter.colostate.edu/communityReadiness_home.htm

The **Community Readiness Model** is an innovative method for assessing the level of readiness of a community to develop and implement prevention programming. It can be used as both a research tool to assess levels of readiness across a group of communities and as a tool to guide prevention efforts at the individual community level.

The Community Readiness Model defines 9 stages of readiness:

1. No awareness
2. Denial/Resistance
3. Vague awareness
4. Preplanning
5. Preparation
6. Initiation
7. Stabilization
8. Confirmation/Expansion
9. High Level of Community Ownership

Assessment of readiness is done for 6 key dimensions:

- A: Efforts
- B: Community Knowledge of Efforts
- C: Leadership
- D: Community Climate
- E: Community Knowledge of the Issue
- F: Resources.

A level of readiness, from 1 to 9, is assigned to each dimension. Strategy development then relies on these community readiness scores, with dimensions with the lowest levels of readiness typically being addressed first.

The process for conducting a community readiness assessment includes:

- Identifying the issue
- Defining the community
- Conducting key respondent interviews
- Scoring to determine the readiness levels &
- Developing strategies consistent with those readiness levels

Typically 6-10 key respondent interviews are conducted, with each respondent answering a set of 20-36 questions. Key respondents are carefully chosen to represent an important part of the overall community (school, government, medical). Completed interviews are independently scored by two individuals who then determine a consensus score for each dimension of each interview. Final dimension scores are obtained by averaging (dimension) scores across all interviews; the overall score is then calculated as the average of the six dimension scores.

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