

U.S. Department of Health and Human Services (DHHS)
Substance Abuse and Mental Health Services Administration (SAMHSA)

Native Aspirations

Our children are the songs of our future

Community Readiness Model

Tribal Justice and Safety – TT & TA
Phoenix, AZ
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Presented by:
Gary Neumann and Gloria Guillory, KAI Project Managers

Presentation Overview

- What is the Community Readiness Model (CRM)?
- Why use the CRM?
- Dimensions of Community Readiness
- Stages of Readiness
- Process for using the CRM
- Community Readiness Experiential Group Exercise

CRM Developers

- Originated out of the Tri-Ethnic Center for Prevention Research at Colorado State University, which is now the Center for Applied Studies in American Ethnicity (<http://www.colostate.edu/Dept/CASAE/>).
- PowerPoint Presentation utilizes excerpts from the “Community Readiness: A Handbook for Successful Change” (Plested, Edwards, Jumper-Thurman – April 2006)

Purpose of the Model

The purpose of Community Readiness is to provide communities with the stages of readiness for development of appropriate strategies that are more successful and cost effective.

What Does The Model Do?

- Facilitates community-based change
- Uses a nine stage, multi-dimensional model
- Creates interventions that are community-specific and culturally-specific
- Provides a road map for the prevention journey
- Builds cooperation among systems and individuals

What The Model Can Do

- Helps identify resources
- Helps identify obstacles
- Provides an assessment of how ready the community is with respect to accepting an intervention as something that needs doing
- Identifies types of efforts that are appropriate to initiate, depending on stage of readiness

What The Model Can't Do

- Make people do what they don't believe in
- Tell you exactly what you should do to accomplish your objectives

Why Use Community Readiness?

- Initiates community action and instills community ownership
- Utilizes existing resources, de-emphasizing money
- Provides a tool for evaluation of efforts
- Requires no outside 'experts'
- Creates a community vision that translates into a more sustainable effort
- Develops culturally-appropriate strategies



Dimensions of Community Readiness

- Community Efforts (programs, activities, policies, etc.)
- Community Knowledge of the Efforts
- Leadership (formal or informal)
- Community Climate
- Community Knowledge About the Issue
- Resources Related to the Issue (people, time, money, space, etc.)

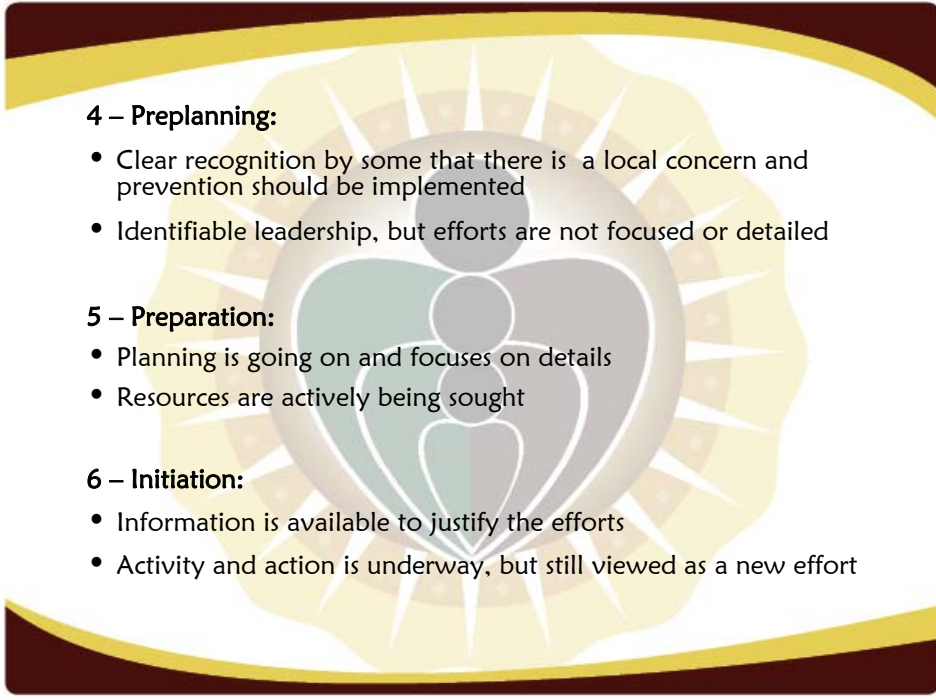


Stage of Readiness

The CRM defines 9 stages of community readiness ranging from “no awareness” of the problem to “high level of community ownership” in response to the issue.



- 1 - No Awareness:**
- Not generally recognized by the community as a concern
 - “It’s just the way things are!”
- 2 - Denial/Resistance:**
- Some community members recognize that it is a concern
 - Feeling that nothing needs to be done locally
- 3 - Vague Awareness:**
- General feeling by some that there is a local concern and that something should be done about it
 - No immediate motivation/identifiable leadership



4 – Preplanning:

- Clear recognition by some that there is a local concern and prevention should be implemented
- Identifiable leadership, but efforts are not focused or detailed

5 – Preparation:

- Planning is going on and focuses on details
- Resources are actively being sought

6 – Initiation:

- Information is available to justify the efforts
- Activity and action is underway, but still viewed as a new effort



7 – Stabilization:

- One or two efforts are running, supported by administrators or community decision-makers
- Staff are trained and experienced

8 - Confirmation/Expansion:

- Standard efforts are now in place and leadership supports expanding and improving services
- Efforts are being evaluated and modified

9 - High Level Of Community Ownership:

- Diversify funding resources, identify new sources
- Continue to track data trend for grant writing

Process For Using the Community Readiness Model

- Identify the issue
- Define the community
- Conduct key respondent interviews
- Score to determine readiness level
- Develop strategies
- Create community change!

Identify Issue

- The Native Aspirations project utilizes the CRM to assess the issue of youth violence which is inclusive of violence, bullying and suicide.
- The CRM was originally developed to address community alcohol and drug abuse prevention efforts, but has also been used for other issues, such as:
 - Intimate partner violence
 - Child abuse
 - Transportation issues
 - HIV/AIDS
 - Cultural competence
 - Suicide
 - Many more issues!

Define Community

Most communities participating in Native Aspirations have elected to serve youth reservation-wide while some have chosen to concentrate efforts in one particular community and/or agency.

Conduct Stakeholder Interviews

- A minimum of 4-6 individuals in your community who are connected to the issue.
- In some cases it may be “politically advantageous” to interview more people. However, only 4-6 interviews are generally needed to accurately score the community.
- Try to find people who represent different segments of your community.

Who Is Interviewed?

Depending on the issue:

- School personnel
- City/county/tribal/government and leaders
- Health/medical professionals
- Community members at large
- Social services
- Spiritual/religious leaders
- Mental health and treatment services

Conducting CR Interviews

- There are approximately 20 questions and interviews can last up to 30 minutes in general
- Use the telephone or conduct face-to-face interviews; avoid written format
- Ask questions exactly as they are written; avoid interjecting personal bias or opinions
- Record all responses as accurately as possible
- There is no right or wrong answers; no good or bad interview; all provide essential information!

Score Interviews

- Scoring is an easy step-by-step process that gives you the readiness stages for each of the six dimensions.
- Utilizes at least two independent scorers who score each of the dimensions based on statements and references in the interview (score from 1-9) and come up with independent scores.

Score Interviews

The two scorers meet to reach a consensus in order to come up with a combined score for each of the six dimensions and to find the Overall Stage of Readiness!

Develop Appropriate Strategies for Readiness Level

- Once a community knows its level of readiness in dealing with a specific issue, it can then develop strategies for prevention/intervention.
- The model gives appropriate strategies for each stage of readiness.
- The Native Aspirations project utilizes the Community Readiness score to help communities develop strategies that are appropriate for their stage of readiness to address youth violence, bullying, and suicide.

Prioritize Dimensions

- Prioritize the lowest scoring dimensions and focus on strategies that will increase the community's readiness on those dimensions.
- Bring all dimensions up to the highest scoring dimension before moving onto the next stage.

1 – No Awareness

Goal: Raise awareness of the issue

Strategies...

- One on one visit with others
- Visit existing and established small groups
- Phone call to friends and potential supporters – inform others, get them excited and solicit their support – be creative!

2- Denial/Resistance

Goal: This issue exists in this community

Strategies...

- Continue strategies from previous stage
- Put up flyers and brochures
- Put information in church bulletins, newsletters, etc.
- Low intensity but visible media

3 – Vague Awareness

Goal: Community can make positive changes

Strategies...

- Continue strategies from previous stage
- Hold special events, potlucks, dances, etc.
- Conduct informal surveys to see how people feel about the issue
- Publish newspaper editorials/articles and creative media consistent with community visibility

Community Readiness
Assessment

HOW READY ARE WE?

Tribal or Alaska Native Community Community Readiness Scores

- Efforts: 3.81
- Knowledge of the Efforts: 3.31
- Leadership: 3.19
- Community Climate: 3.56
- Knowledge of the Issue: 3.06
- Resources: 3.12
- Overall Readiness Score: 3.34



Community Readiness Exercise

- Large group exercise
- For the following dimensions, score to the best of your knowledge, the readiness level you feel your community is at:
 1. Community Efforts
 2. Community Knowledge of the Efforts
 3. Leadership
 4. Community Climate
 5. Community Knowledge About the Issue
 6. Resources Related to the Issue

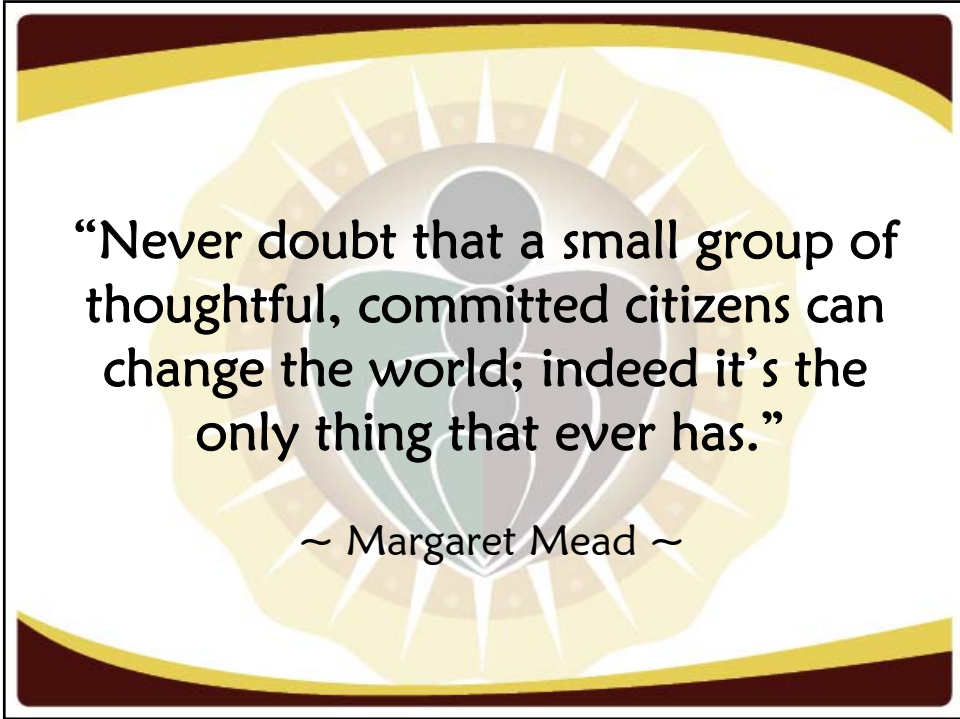
Community Readiness Score Comparisons

Stakeholder Interviews:

- Efforts: 3.81
- Knowledge: 3.31
- Leadership: 3.19
- Community Climate: 3.56
- Knowledge of Issue: 3.06
- Resources: 3.12
- **Overall Readiness Score: 3.34**

Group Exercise:

- Efforts:
- Knowledge:
- Leadership:
- Community Climate:
- Knowledge of the Issue:
- Resources:
- **Overall Readiness Score:**



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it’s the only thing that ever has.”

~ Margaret Mead ~



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Kauffman & Associates, Inc.
South 165 Howard St., Suite 200
Spokane, WA 99201
Phone: (509) 747-4994
Fax: (509) 747-5030
www.kauffmaninc.com