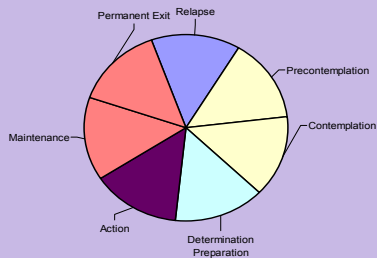


Community Readiness Model Overview Presentation by


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Stages of Change



PURPOSE OF 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 is the Community Readiness Model?

The Community Readiness Model:


- Is a model for community change that integrates a community's culture, resources, and *level of readiness* to more effectively address an issue.
- Allows communities to define issues and strategies in their own context.
- Builds cooperation among systems and individuals.
- Increases community capacity for prevention and intervention.
- Encourages and enhances community investment in an issue.
- Can be applied in any community (geographic, issue-based, organizational, etc.).
- Can be used to address a wide range of issues.
- Is a guide to the complex process of community change.



What Does "Readiness" Mean?

Readiness is the degree to which a community is prepared to take action on an issue. Readiness...

- Is very issue-specific.
- Is measurable.
- Is measurable across multiple dimensions.
- May vary across dimensions.
- May vary across different segments of a community.
- Can be increased successfully.
- Is essential knowledge for the development of strategies and interventions.



Dimensions of Readiness

- Community Efforts
- Community Knowledge of the Efforts
- Leadership
- Community Climate
- Community Knowledge about the Issue
- Resources Related to the Issue

Process for using the Community Readiness Model

Issue to be Addressed? (HIV, Substance Abuse, Suicide, etc.)

Define "Community"



Conduct Key Respondent Interviews



Score to Determine Readiness Level











Develop Strategies/Conduct Workshops



Community Change

Stages of Community Readiness

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

Benefit of Community Readiness Model

- Assess Community readiness for change
- Increase the community capacity
- Creating a climate that makes change possible



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.



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