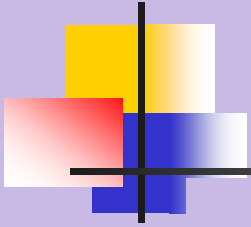




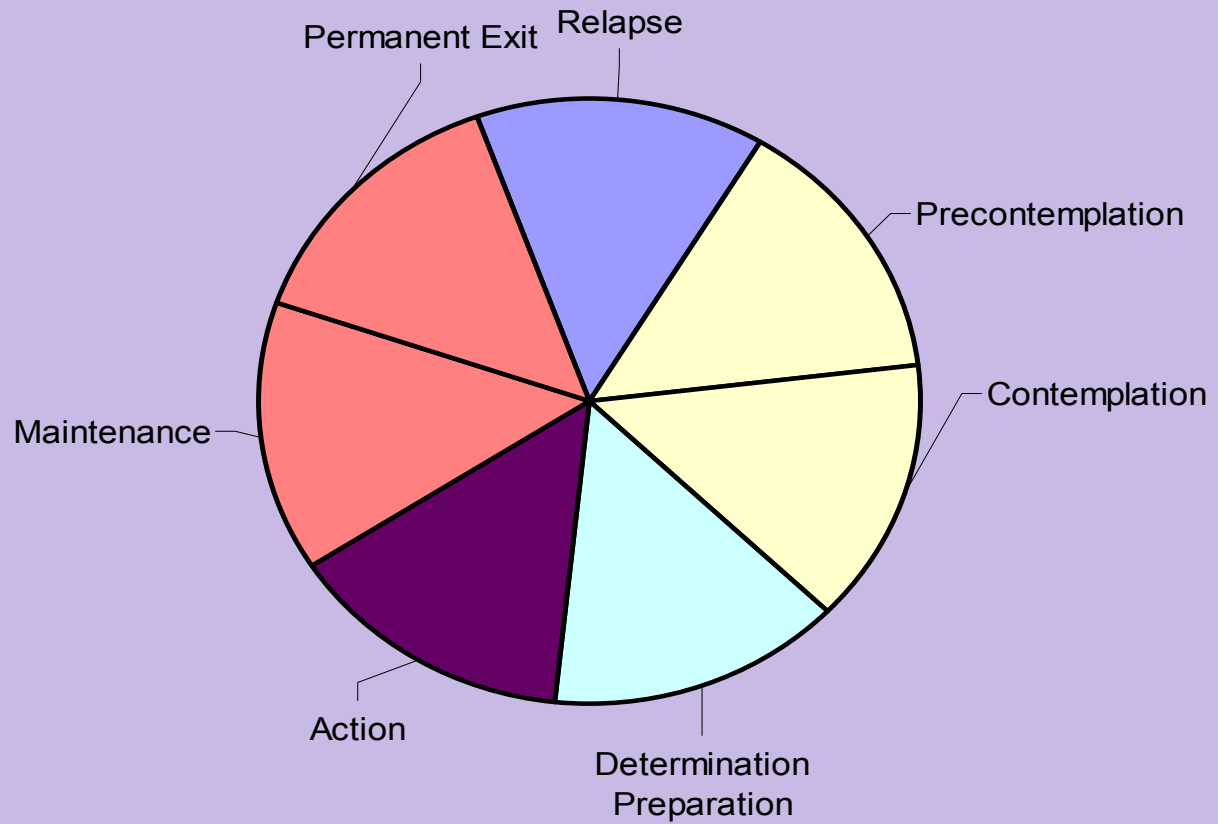
# Community Readiness Model Overview Presentation by

---

David Atkins, MSM, LISW, ACSW  
Program Director  
Phoenix Area Indian Health Service  
Alcoholism/Substance Abuse Program  
(602) 364-5159 [david.atkins@ihs.gov](mailto:david.atkins@ihs.gov)



# 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 measureable.
- Is measureable 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

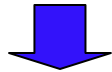
# Process for using the Community Readiness Model



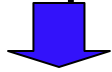
---

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

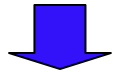
Define "Community"



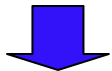
Conduct Key Respondent Interviews



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.



# Council Oaks, Inc. Contact Information

---

- Barbara Plested, Ph.D. or
- Pamela Jumper-Thurman, Ph.D.
- Phone Number (970) 495-0841
- [Bplested@aol.com](mailto:Bplested@aol.com)
- [Pjthurman@aol.com](mailto:Pjthurman@aol.com)