

# Using the Tri-Ethnic Model of Community Readiness to Address Important Issues in Ohio's Communities

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Strategic Prevention Framework Partnerships for Success (SPF-PFS) Evaluation (Grant #10101)  
Ohio Problem Gambling OGI Project (Grant #1616)

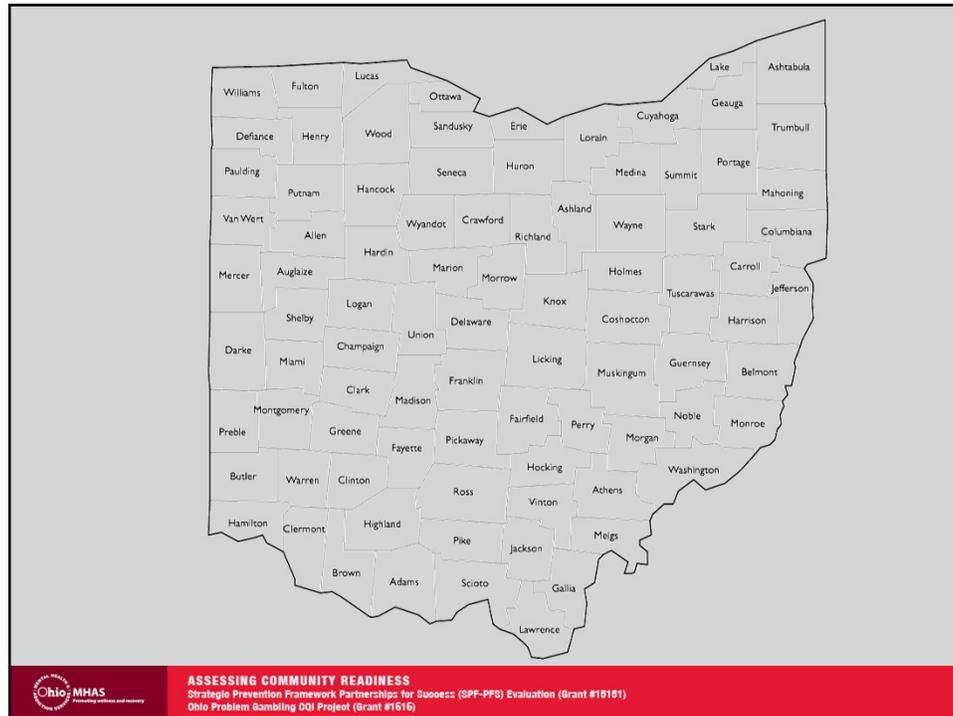
## Ready?



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## Background

- Ohio communities have unique characteristics and contextual circumstances.
- Our communities face a number of important issues that impact the health and wellbeing of community members.
  - Underage drinking
  - Prescription drug misuse
  - Opiates
  - Problem gambling
  - Suicide
  - Education and readiness to learn
  - Youth development
  - Family dynamics
  - Economic factors and transitions
- An underlying common value: we ALL want our communities to be healthy and to provide opportunities for positive youth development!



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## What Communities Told Us

- “Our community is just not aware of this issue.”
- “We know we have a problem, but no one in our community seems to be willing to do anything about it.”
- “Our leaders are aware of this as a problem, but we don’t know how to start to address it.”
- We heard this across projects and issue.



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## Our Challenge

- SPF-PFS and Problem Gambling CQI teams came together to brainstorm options
- Key questions:
  - What tools and options could we offer to communities to help them build readiness and engagement, along with capacity to address issues?
  - How do the tools and options fit with Ohio communities?
- Possible Solution: Tri-ethnic Model for Community Readiness



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## Session Objectives

1. To provide an understanding of the importance of community readiness when planning and implementing awareness, prevention, and treatment interventions.
2. To provide resources to support planning and implementation of the Tri-Ethnic Community Readiness Model in your community.



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## What is Community Readiness?

- Community readiness is the extent to which a community is adequately prepared to address an important issue in the community.
- Addressing important community issues requires that a community have:
  - the *support* and *commitment* of its members
  - Human and financial *resources* to implement an effective prevention effort.
- Because community readiness is a process, factors associated with it can be objectively assessed and systematically enhanced.  
(National Institute on Drug Abuse, 1997)



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## Another Definition

- “Community readiness is the degree to which a community is willing and prepared to take action on an issue.”
- Common Actions
  - Policies
  - Interventions
  - Innovations

Oetting, E.R., Plested, B.A., Edwards, R.W., Thurman, P.J., Kelly, K.J., & Beauvais, F. (2014). Community Readiness for Community Change. Tri-Ethnic Center Community Readiness Handbook. 2<sup>nd</sup> Edition. Fort Collins, CO.



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## More about Community Readiness

- Readiness is NOT something extra!
  - Part of the best practices you already utilize: needs assessment, goal setting, identification of best or promising practices, planning and evaluation.
  - Can be thought of as part of a needs assessment process.
- Not just a precursor to taking action!
  - Helps ensure that the actions taken (innovation) are done with quality.
  - Prerequisite for success.



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## Community Readiness, Redux

- Community readiness is not static— because it is a process, it varies:
  - Across issues
  - Across time
  - Across communities
  - Across segments of the community
- Not a “one and done!”



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## Does Community Readiness Matter?



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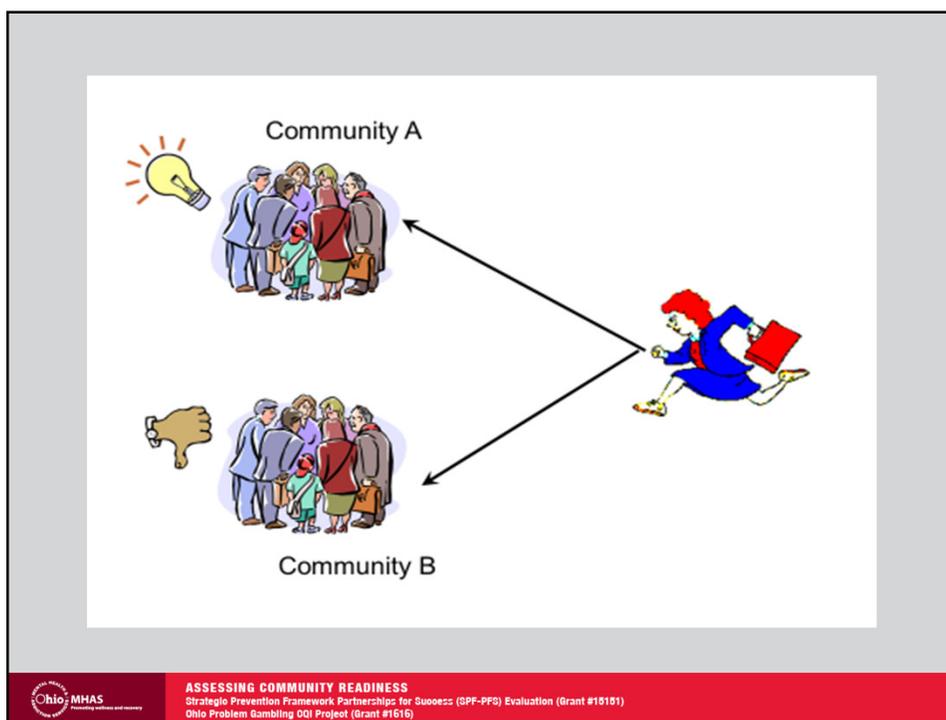
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## Does Community Readiness Matter?

There is a growing awareness among prevention practitioners that understanding a community's level of readiness is key to implementing successful prevention strategies.



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## Does Community Readiness Matter?

- Communities that are “ready” are more able to take action (or implement strategies) to address important issues
- Often community efforts to take action are met with challenges when the community is not ready:
  - Little enthusiasm
  - Resistance
  - Lack of action
  - Failure to address the issue
- Readiness helps create public value and maximize how scarce financial and human resources are used



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## “Ready” vs “Not Ready”

- Basic assumption that organizations deemed “not ready” will be non-responsive to support strategies – waste of limited resources
- Organizations with the largest need for implementation support are labeled as “not ready”
- It’s more complicated than this!



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## Why Assess Community Readiness?

A single event sometimes (but not often) can instantaneously build readiness.

- A community readiness assessment (CRA) provides this information.

Most of the time, community readiness is a process that can only be impacted through systematic and intentional work.

The strategies and tools needed to increase readiness depend on the existing level of readiness.



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## What Does a CRA Set the Stage For?

- Prevention efforts and programs that fit the community
  - Strategies matched to community readiness
- Sustainability
  - Community ownership of prevention efforts
  - Path forward to continued action/intervention
- Sometimes the process of conducting a CRA can build readiness to address an issue.
  - CRA as an initial intervention strategy.



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## What is the Tri-Ethnic Model for Community Readiness??



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## Tri-Ethnic Community Readiness Model (CRM)

- An innovative method for assessing the level of readiness of a community
  - Measures on dimensions to determine initial efforts
  - Identifies strengths and weaknesses
  - Points to appropriate actions
  - Works within the community culture
  - Aids in securing funding, cooperating with other organizations, and working with leadership



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## The 5 Key Dimensions of Community Readiness

- Readiness in the CRM has five dimensions:
  1. Community Knowledge of the Issue
  2. Community Knowledge of the Efforts
  3. Community Climate
  4. Leadership
  5. Resources
- Each can be at different levels of readiness
- Understanding readiness for each level can guide efforts to increase readiness.



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## Common Issues Addressed by the CRM

|                      |                           |
|----------------------|---------------------------|
| ATOD Use             | Transportation            |
| HIV/AIDs             | Intimate Partner Violence |
| Child Abuse          | Hepatitis C               |
| Environmental Trauma | Animal Control            |
| Heart Health         | Obesity/Nutrition         |
| Head Injury          | Taxation                  |



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## Stages of Community Readiness

- The CRM includes 9 stages of readiness:
  1. No Awareness
  2. Denial/Resistance
  3. Vague Awareness
  4. Preplanning
  5. Preparation
  6. Initiation
  7. Stabilization
  8. Expansion/Confirmation
  9. Community Ownership



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## Overview of the CRM

| Individual Readiness<br>(Transtheoretical Model of Behavior<br>Change, Prochaska & DiClemente, 1983) | Community Readiness<br>(Edwards, Jumper-Thurman, Plested,<br>Oetting, Swanson, 2000) |
|--|--|
| 1. Precontemplation  | 1. No Awareness  |
| 2. Contemplation   | 2. Denial/Resistance   |
| 3. Preparation   | 3. Vague Awareness   |
| 4. Action  | 4. Preplanning   |
| 5. Maintenance   | 5. Preparation   |
|  | 6. Initiation  |
|  | 7. Stabilization   |
|  | 8. Confirmation/Expansion  |
|  | 9. High Level of Community<br>Ownership  |



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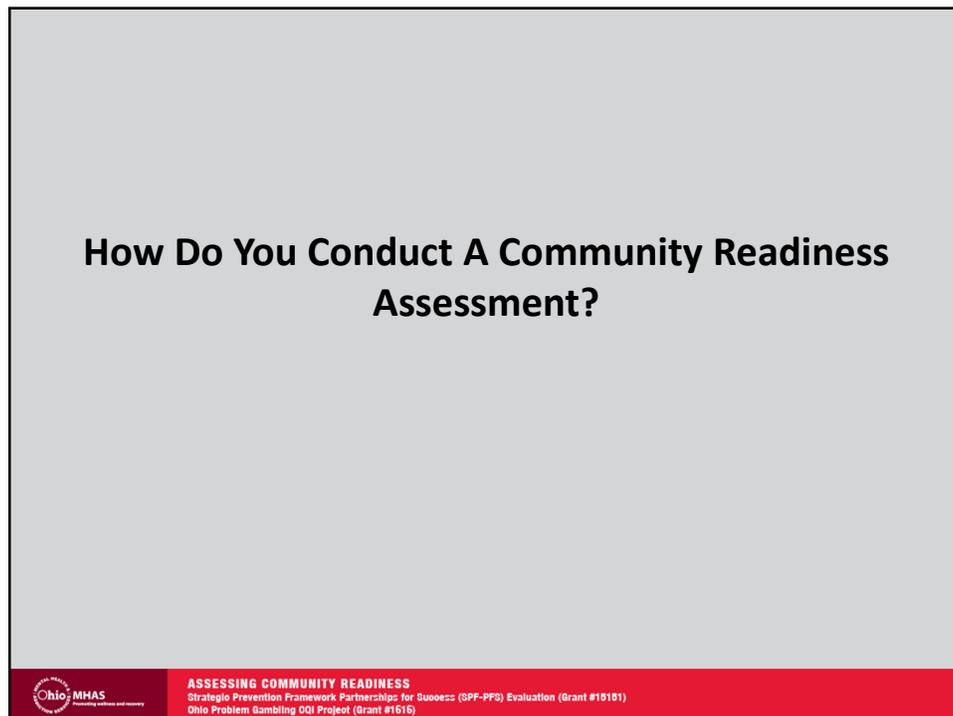
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## Steps in Conducting a CRA

- Form your CRA team
  - Project manager
  - Interview team
  - Transcriptionist
  - Scoring and reporting team
- Come to consensus on the issue to be assessed
  - A good CRA focuses on one issue.
- Develop a budget for the CRA
  - Website will have a budget template and guidance.



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## Steps in Conducting a CRA, cont.

- Assemble materials
  - Digital recorder
  - Interview guide
  - Scoring sheets
- Identify who to interview
  - 4-5 key leaders or informants in community
  - These leaders may or may not know much about the issue you are focused on.



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## Steps in Conducting a CRA, cont.

- Work to engage your targeted key informants
  - Personal appeals
  - Schedule at convenient times
- Conduct interviews
  - Best if done in person
  - Often takes an hour per interview
  - Allow extra time for travel
- Transcribe the interviews
  - Contract role/online services
  - Court reporter



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## Steps in Conducting a CRA, cont.

- Score the interviews
  - 2 scorers
  - Utilize individual and combined scoring sheet
  - Come to consensus
- Write up results
  - Readiness levels by dimension
  - What did you find? What was surprising?
  - What are your next steps
- Share the results
  - What do they mean for your community?
  - Sharing as mechanism to build further readiness.



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## Resources to Support a CRA in YOUR Community

### CR Assessment Materials:

- CR instruments
- Individual scoring sheets
- Combined scoring sheets
- Planning and interview prep materials

### Training Materials:

- Tri-Ethnic Model Guide
- Webinars



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## CR Resources at Your Finger Tips

- <https://www.ohio.edu/voinovichschool/services/community-readiness.cfm>



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## It's Not As Bad as it Sounds...



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## Circling back...

- We have provided an introduction to the CRM in this presentation.
- All of the materials needed to do a CRA are currently located on the Ohio University website.
- <https://www.ohio.edu/voinovichschool/services/community-readiness.cfm>
- These materials will be located on the Ohio MHAS website in the near future.



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## Thank you!

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## Matching Prevention Strategies to a Community's Level of Readiness



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## Stage 1 – No Awareness

- Goal: Raise Awareness of the Issue
- Strategies:
  - One-on-one visits or calls
  - Visiting existing/established small groups
  - Recruit potential supporters



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## Stage 2 – Denial / Resistance

- Goal: This issue exists in our community.
- Strategies:
  - Continue one-on-ones
  - Discuss local incidents
  - Information dissemination
  - Sample media message: “Is child abuse somebody else’s business? Domestic violence affects children.”



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## Stage 3 – Vague Awareness

- Goal: Our community can make positive change.
- Strategies:
  - Information dissemination increased – posters, fliers, billboards
  - Initiate your own events to present info.
  - Conduct informal surveys/interviews
  - Publish editorials/articles with general information → local situation
  - Sample media: “Our community can change their world.” (with photos of children)



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## Stage 4 - Preplanning

- Goal: Develop concrete strategies.
- Strategies:
  - Introduce information through presentations and media.
  - Develop support from key community leaders
  - Review existing efforts
  - Conduct local focus groups to discuss ideas and think about strategies
  - Media: PSAs



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## Stage 5 – Preparation

- Goal: Gather pertinent information.
- Strategies:
  - Conduct community surveys (adults, youth, and/or children)
  - Sponsor an event to kick-off effort
  - Present in-depth local statistics
  - Determine and disseminate the cost of the problem
  - Public forums to develop strategies
  - Key leaders to speak to groups & media



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## Stage 6 - Initiation

- Goal: Provide community-specific information.
- Strategies:
  - In-service training for professionals
  - Publicity efforts to kick of programming
  - Meetings to provide updates on effort
  - Consumer interviews for continuous improvement
  - Begin to seek funding streams



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## Stage 7 - Stabilization

- Goal: Stabilize efforts or establish programs.
- Strategies:
  - Events to maintain support
  - Expand training to community members
  - Introduce program evaluation
  - Quarterly meetings to review progress and modify strategies
  - Special recognition events for supporters & volunteers
  - Newspaper articles detailing progress and plans
  - Start networking – systems approach!



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## Stage 8 – Confirmation & Expansion

- Goal: Expand and enhance services.
- Strategies:
  - Formalize networking with MOUs
  - Prepare community needs/risk assessment profile
  - Publish a directory
  - Maintain a comprehensive database
  - Develop a speaker's bureau
  - Policy/enforcement changes through support of local government
  - Media outreach on trends and data



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## Stage 9 – High Level of Community Ownership

- Goal: Maintain momentum, grow, and use what is learned.
- Strategies:
  - Energize local business – solicit financial support
  - Diversify funding resources
  - Advanced training of professionals
  - Continue re-assessment of needs & priorities
  - Use external evaluation to modify efforts



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