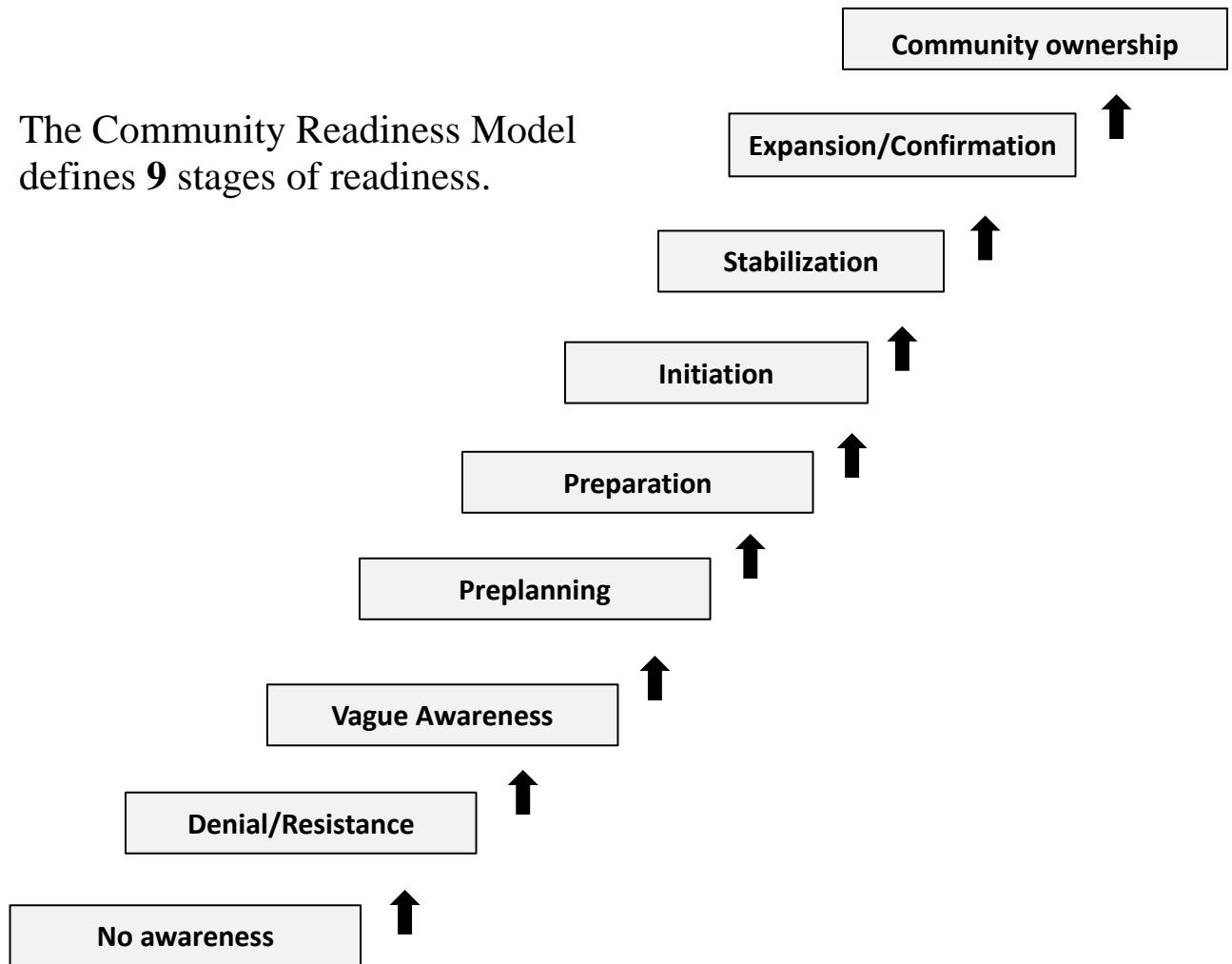


## Stages of Community Readiness

The Community Readiness Model defines **9** stages of readiness.



Readiness levels for an issue can increase **and** decrease.

The amount of time to move to a higher readiness level can vary by the issue, by the intensity and appropriateness of community efforts, and by external events (such as an incident which creates focus on the issue).

Here is a brief explanation of each stage:

### Stage 1: No Awareness

- Community has **no knowledge** about local efforts addressing the issue.
- Leadership believes that the issue **is not really much of** a concern.
- The community believes that the **issue is not a concern**.
- Community members have **no knowledge** about the issue.
- There are **no resources** available for dealing with the issue.

**“Kids drink and get drunk.”**

### Stage 2: Denial/Resistance

- Leadership and community members believe that this issue **is not** a concern in their community or they think it **can’t or shouldn’t be addressed**.
- Community members have misconceptions or **incorrect knowledge** about current efforts.
- **Only a few** community members have **knowledge** about the issue, and there may be many misconceptions among community members about the issue.
- Community members and/or leaders **do not support using available resources** to address this issue.

**“We can’t (or shouldn’t) do anything about it!”**

### Stage 3: Vague Awareness

- **A few** community members have at least heard about local efforts, but **know little about them**.
- Leadership and community members **believe that this issue may be a concern in the community**. They show no immediate motivation to act.
- Community members have only **vague knowledge** about the issue (e.g. they have some awareness that the issue can be problem and why it may occur).
- There are **limited resources** (such as a community room) identified that could be used for further efforts to address the issue.

**“Something should probably be done, but what? Maybe someone else will work on this.”**

### Stage 4: Preplanning

- **Some** community members have at least heard about local efforts, but **know little about them**.
- Leadership and community members **acknowledge that this issue is a concern** in the community and that something has to be done to address it.
- Community members have **limited knowledge** about the issue.
- There are **limited resources** that could be used for further efforts to address the issue.

**“This is important. What can we do?”**

### Stage 5: Preparation

- **Most** community members have at least heard about local efforts.
- Leadership is **actively supportive of continuing or improving current efforts** or in developing new efforts
- The attitude in the community is “**We are concerned** about this and **we want to do** something about it”.
- Community members have **basic knowledge** about causes, consequences, signs and symptoms.
- There are **some resources** identified that could be used for further efforts to address the issue; community members or leaders are actively working to secure these resources.

**“I will meet with our funder tomorrow.”**

### Stage 6: Initiation

- **Most** community members have at least **basic** knowledge of local efforts.
- Leadership **plays a key role** in planning, developing and/or implementing new, modified, or increased efforts.
- The attitude in the community is “**This is our responsibility**”, and some community members are involved in addressing the issue.
- Community members have **basic knowledge** about the issue and are **aware that the issue occurs locally**.
- **Resources have been obtained** and/or allocated to support further efforts to address this issue.

**“This is our responsibility; we are now beginning to do something to address this issue.”**

### Stage 7: Stabilization

- **Most** community members have **more than basic knowledge** of local efforts, including names and purposes of specific efforts, target audiences, and other specific information.
- Leadership is **actively involved in ensuring or improving the long-term viability** of the efforts to address this issue.
- The attitude in the community is “**We have taken** responsibility”. There is **ongoing** community involvement in addressing the issue.
- Community members have **more than basic knowledge** about the issue.
- A considerable part of allocated resources for efforts are from sources that are expected to provide **continuous support**.

**“We have taken responsibility”**

### **Stage 8: Confirmation/Expansion**

- **Most** community members have **considerable** knowledge of local efforts, including the level of program effectiveness.
- Leadership **plays a key role in expanding and improving efforts**.
- The majority of the community **strongly** supports efforts or the need for efforts. Participation level is high.
- Community members have **more than basic** knowledge about the issue and have **significant** knowledge about **local prevalence** and local consequences.
- A considerable part of allocated resources are expected to provide **continuous** support. Community members are looking into **additional** support to implement new efforts.

**“How well are our current programs working and how can we make them better?”**

### **Stage 9: High Level of Community Ownership**

- **Most** community members have **considerable and detailed** knowledge of local efforts,
- Leadership is **continually reviewing evaluation** results of the efforts and is modifying financial support accordingly.
- **Most** major segments of the community are highly supportive and actively involved.
- Community members have **detailed** knowledge about the issue and have **significant** knowledge about **local prevalence** and local consequences.
- Diversified resources and funds are secured, and efforts are expected to be ongoing.

**“These efforts are an important part of the fabric of our community.”**