

Community Readiness in the UP

Determining Readiness

The Tri-Ethnic Readiness Survey is evidence-based to assess a community's readiness to address a specific issue. Components of the survey include:

- A set of survey questions consisting of open-ended questions about the community's attitudes, knowledge, beliefs, etc. about an issue
- A small number of interviews of key leaders using this survey
- Scoring of the completed interviews using scales provided
- Calculation of readiness scores on five dimensions using interview scores
 1. Community Knowledge of the Issue
 2. Community Knowledge of Efforts
 3. Community Climate
 4. Leadership
 5. Resources
- Use of these final readiness scores to develop a plan for action

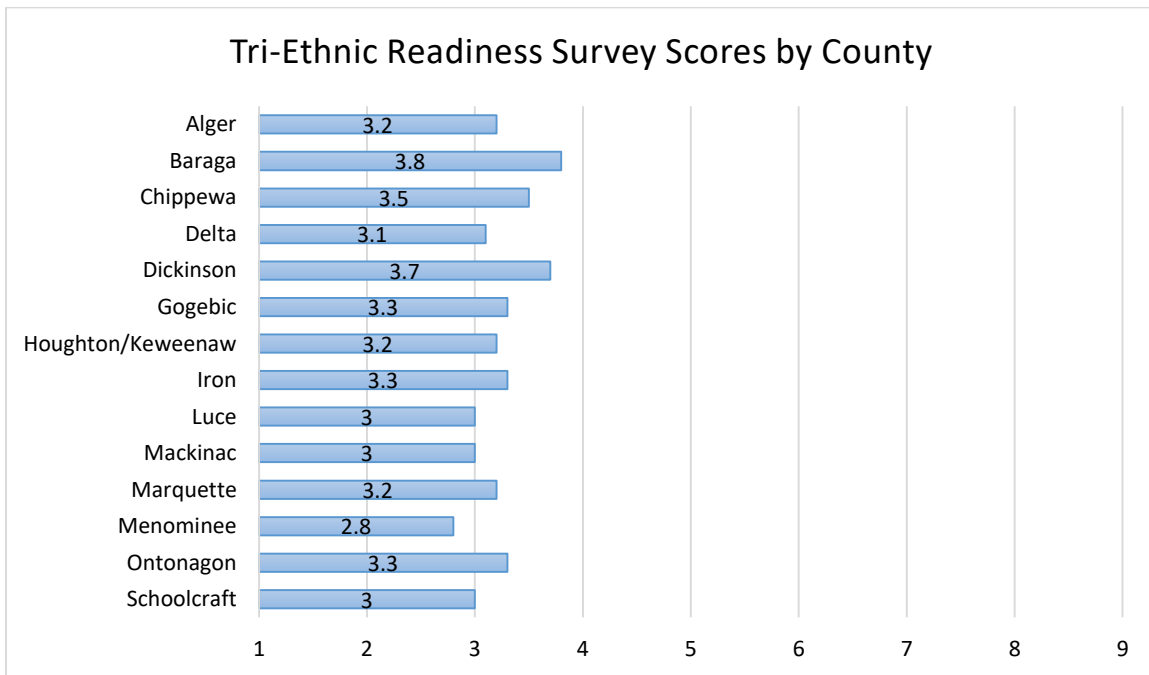
There are nine stages of readiness a community may fall under, ranging from:

Stage 1: NO AWARENESS → Stage 9: HIGH LEVEL OF COMMUNITY OWNERSHIP

Superior Health Foundation provided funding for NorthCare and Dial Help to implement the survey county-by-county across the Upper Peninsula, addressing the issue of substance use.

Upper Peninsula Readiness

All 15 counties have been scored, and all fell in or near **Stage 3: VAGUE AWARENESS**



Safer Communities | Healthier Youth | Across the UP

www.UPprevention.org • UPCoalitionNetwork@gmail.com • 906-281-0332

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About Our Readiness Score

Stage 3: VAGUE AWARENESS

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

- 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 (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

Pro-Active Planning

The survey recommends specific steps to take for each stage. In addition to recommended steps to take in Stage 3, it's also helpful to look at steps from Stages 1 and 2.

Ideas for Steps to Take in Stage 1: NO AWARENESS

- One-on-one visits with community leaders and members. Pay particular attention to the details of these visits (message, communicator, etc.)
- Visit existing and established unrelated small groups to inform them of the issue.
- Get individuals in your social network excited and solicit their support – be creative! Give them ideas and information that they can post on their Facebook page or other outlets.
- Collect stories of local people who have been affected by this issue in this community and find creative ways to disseminate these.
- Conduct an environmental scan to identify the community's strengths, weaknesses, opportunities, and threats.

Ideas for Steps to Take in Stage 2: DENIAL/RESISTANCE

- Continue actions from previous stage.
- Put information in church bulletins, club newsletters, respected publications, Facebook, etc.
- Distribute media articles that highlight issue in the community.
- Communicate strategically with influencers and opinion leaders.

Ideas for Steps to Take in Stage 3: VAGUE AWARENESS

- Present information at local community events and unrelated community groups. Don't rely on just facts. Use visuals and stories. Make your message stick.
- Post flyers, posters, and billboards.
- Begin to initiate your own events (e.g., potlucks) to present information on this issue. But they must be fun or have other benefits to potential attendees.
- Publish editorials and articles in newspapers and on other media with general information but always relate the information to the local situation.

Learn more: www.TriEthnicCenter.ColoState.edu