**Community Readiness Model[[1]](#footnote-1)**

The Community Readiness Model can be viewed as a vehicle for assisting communities to move through the levels of the Social-Ecological Model. For communities to be successful, their local community prevention efforts must be rooted in community-based strengths and resources that are culturally relevant as well as consistent with the community’s level of readiness to address the issue[[2]](#footnote-2). Additionally, it is important to note that communities are at diverse levels of readiness to implement change for various social issues, and successful change can occur when community members work together as a team at the community’s level of readiness[[3]](#footnote-3) to implement comprehensive primary prevention strategies.

The Community Readiness Model assesses for community readiness along a nine-stage continuum of awareness, from no awareness to a high level of community ownership.

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| **Stage of Readiness** | **Description of Stage** |
| 1. **No Awareness** | Issue is not generally recognized by the community or leaders as a problem (or it may truly not be an issue). |
| 1. **Denial/Resistance** | At least some community members recognize that it is a concern, but there is little recognition that it might be occurring locally. |
| 1. **Vague Awareness** | Most feel that there is a local concern, but there is no immediate motivation to do anything about it. |
| 1. **Preplanning** | There is clear recognition that something must be done, and there may even be a group addressing it. However, efforts are not focused or detailed. |
| 1. **Preparation** | Active leaders begin planning in earnest. Community offers modest support of efforts. |
| 1. **Initiation** | Enough information is available to justify efforts. Activities are underway. |
| 1. **Stabilization** | Activities are supported by administrators or community decision makers. Staff are trained and experienced. |
| 1. **Confirmation/Expansion** | Efforts are in place. Community members feel comfortable using services, and they support expansions. Local data are regularly obtained. |
| 1. **High Level of Community Ownership** | Detailed and sophisticated knowledge exists about prevalence, causes, and consequences. Effective evaluation guides new directions. Model is applied to other issues. |

The use of this model highlights the importance of developing strategies at the individual and relationship levels first, and then moving up through the stages of readiness toward a high level of community ownership. It is at the higher levels of readiness in which policies and laws can be addressed and changed. This process seems to naturally follow the four levels described in the Social-Ecological Model.

Pilot communities will be addressing the issue of sexual violence prevention by using primary prevention techniques and strategies that are informed by the four levels of the Social-Ecological and Community Readiness Models.

1. Plested, B.A., Edwards, R.W., & Jumper-Thurman, P. (2006). Community Readiness: A handbook for successful change. Fort Collins,

   CO: Tri-Ethnic Center for Prevention Research. Retrieved from <http://www.mtwytlc.com/CR%20Handbook%20SS.pdf> [↑](#footnote-ref-1)
2. Thurman, P., Edwards, R., Plested, B.A., Foley, R., & Burnside, M. (2003). Community Readiness: The journey to community healing. *Journal of Psychoactive Drugs, 35*(1), 27-32. [↑](#footnote-ref-2)
3. Edwards, R. W., Jumper-Thurman.P., Plested, B. A., Oetting, E. R., & Swanson, L. (2000). Community readiness: Research to practice. *Journal of Community Psychology, 28*(3), 291-307. [↑](#footnote-ref-3)