Example Actions for Raising Community Readiness Levels (Revised for CAPP)

Here are example actions for each stage of readiness.

**Stage 1: No Awareness**

- One-on-one visits with community leaders and key stakeholders. Pay particular attention to the details of these visits (message, communicator, etc.).
- Connect with existing and established unrelated small groups to inform them of the issue.
- Connect with existing groups or coalitions that might be interested in this issue (issue relates to their overall goals). Inform them about 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.
- Recruit young people to become youth peer advocates.

**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 influential key stakeholders and opinion leaders.
- Conduct focus groups to better understand misconceptions and resistance.
- Identify and recruit a champion.
- Engage youth peer advocates to do informal outreach

**Stage 3: Vague Awareness**

- Continue actions from previous stages.
- Present information at local community events and unrelated community groups. Don’t rely on just facts. Use visuals and stories. Make your message “sticky”.
- Post flyers, posters, and billboards.
- Begin to initiate your own events (e.g., open house) 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.
• Engage youth peer advocates in formal outreach to inform adult and youth groups in the community

Stage 4: Preplanning
• Continue actions from previous stages.
• Introduce information about issue through presentations/media.
• Review the existing efforts in community (e.g., curriculum, programs, activities) to determine who benefits and the degree of success.
• Conduct local focus groups to discuss issues and develop strategies.
• Increase media exposure through radio and TV public service announcements and other forms of social media.
• Engage youth peer advocates in public service announcements and social media outreach

Stage 5: Preparation
• Continue actions from previous stages.
• Conduct public forums to develop strategies.
• Get key leaders to speak out.
• Sponsor a community picnic or event to kick off new efforts or revitalize existing efforts.
• Sponsor youth event

Stage 6: Initiation
• Continue actions from previous stages.
• Conduct in-service training on Community Readiness for professionals and paraprofessionals.
• Plan publicity efforts associated with start-up of activity or efforts.
• Attend meetings to provide updates on progress of the effort.
• Conduct consumer interviews to identify service gaps, improve existing services and identify key places to post information.
• Begin library or Internet search for additional resources and potential funding.
• Begin some basic evaluation efforts.

Stage 7: Stabilization
• Continue actions from previous stages.
• Plan community events to maintain support for the issue.
• Conduct training for community professionals and community members.
• Introduce your program evaluation through training and newspaper articles.
• Conduct quarterly meetings to review progress, modify strategies.
• Hold recognition events for local supporters or volunteers.
• Prepare and submit newspaper articles detailing progress and future plans.
• Begin networking among service providers and community systems.

Stage 8: Confirmation/Expansion
• Continue actions from previous stages.
• Formalize the networking with qualified service agreements.
• Prepare a community risk assessment profile.
• Publish a localized program services directory.
• Maintain a comprehensive database available to the public.
• Develop a local speaker’s bureau.
• Initiate policy change through support of local city officials.
• Conduct media outreach on specific data trends related to the issue.
• Utilize evaluation data to modify efforts.

Stage 9: High Level of Community Ownership
• Continue actions from previous stages.
• Maintain local business community support and solicit financial support from them.
• Diversify funding resources.
• Continue more advanced training of professionals and paraprofessionals.
• Continue re-assessment of issue and progress made.
• Track outcome data for use with future grant requests.
• Continue progress reports for benefit of community leaders and local sponsorship. At this level the community has ownership of the efforts and will invest themselves in maintaining the efforts.