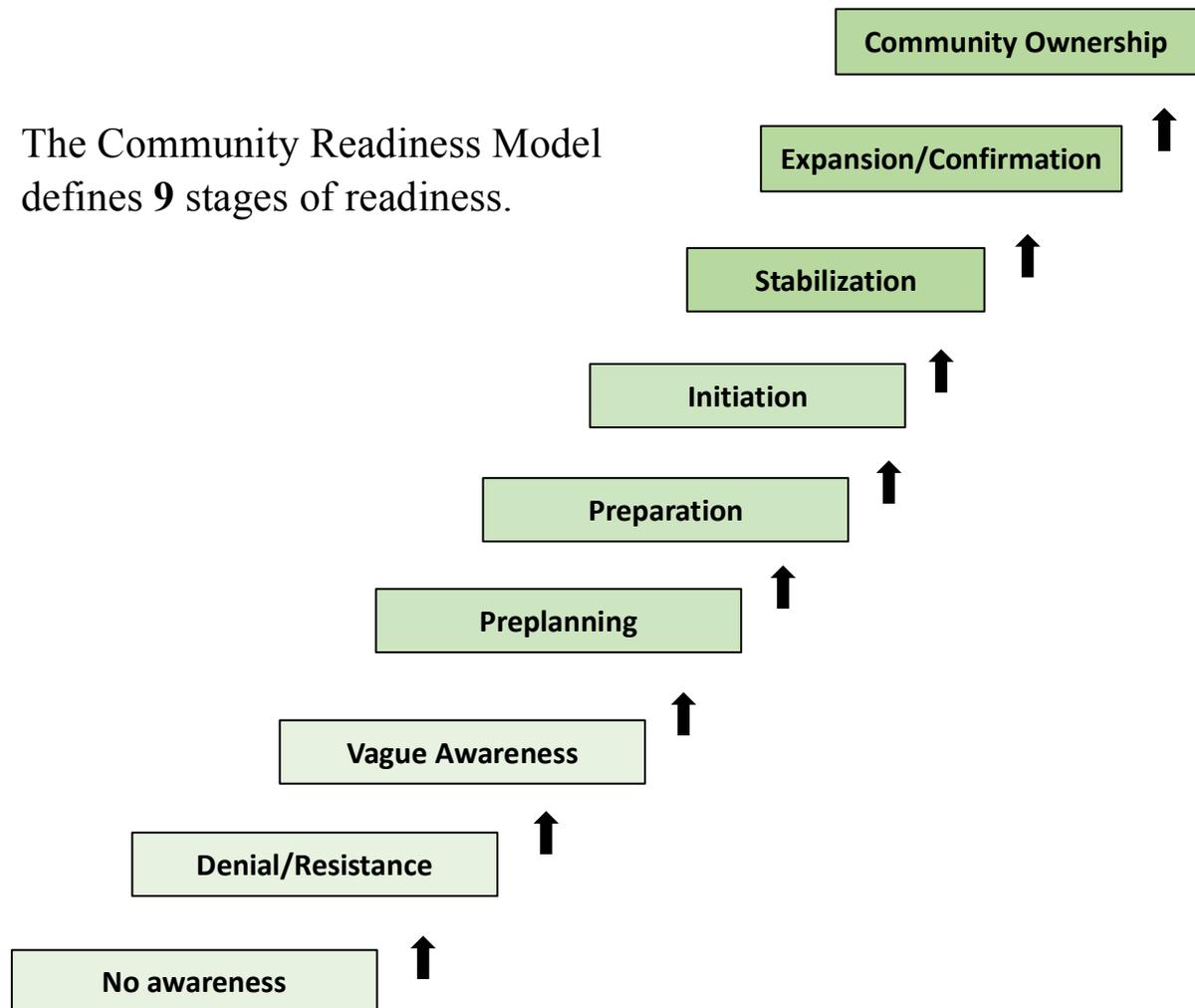


Stages of Community Readiness (Revised for CAPP)

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



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

The amount of time it takes 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 that creates focus on the issue).

Each stage can be understood through a number of dimensions. In the descriptions below, we consider each stage across three dimensions: Leadership, Community Climate, and Community Knowledge of the Issue. (This is a modification of the original Community Readiness Model, which uses five dimensions.)

Stage 1: No Awareness

- 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.

“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**.
- **Only a few** community members have **knowledge** about the issue, and there may be many **misconceptions** among community members about the issue.

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

Stage 3: Vague Awareness

- 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).

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

Stage 4: Preplanning

- 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.

“This is important. What can we do?”

Stage 5: Preparation

- 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.

“I will meet with our funder tomorrow.”

Stage 6: Initiation

- 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**.

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

Stage 7: Stabilization

- 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.

“We have taken responsibility”

Stage 8: Confirmation/Expansion

- 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.

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

Stage 9: High Level of Community Ownership

- 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.

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