

How to use Community Readiness Interviews

- Who might be interviewed from your community:
 - ❖ law enforcement
 - ❖ school
 - ❖ community members at large
 - ❖ social services
 - ❖ medical representatives
 - ❖ city / tribal government
 - ❖ spiritual / religious community
 - ❖ mental health
- Adapt questions very carefully.
- There are approximately 35 questions which relate to the six dimensions of Community Readiness.
- Interview length is approximately 30-60 minutes.
- Record responses as accurately as possible for scoring.
- Avoid interjecting personal biases or values.
- Avoid discussion, stick to questions and only clarify when necessary.
- Interviews are scored by two scorers.

How to Adapt the Community Readiness Questions

The questions have been carefully researched, tested and used in various research trials. They have been proven to be very valid and reliable. They are closely tied to the scoring process so adapting them should be done very cautiously so that scoring remains valid. The optimal way to make changes would be to substitute the issue with the topic of focus. However, it is recognized that other changes may be necessary in order to utilize the model in your community. The following hints are helpful in this process:

When possible, make minimal changes that would substitute your topic for the issue studied.

Example: If your focus is on domestic violence, insert domestic violence for "the issue".

- If translating into another language it is recommended that the translation be made then back translated by an independent person to make certain that the questions have sufficient content for scoring.
- Have two people adapt the questions then meet to discuss the adaptation.
- Remember that some questions may not pertain to some issues and can therefore, be dropped. The boldfaced questions should be not deleted, as they are essential to accurately score the interview.
- If you want to add additional questions, add them at the end to avoid confusion in scoring.
- Pilot test the questions to make certain that they are working as they should to gain the necessary information so that each dimension can be scored.

Community Readiness Questions

The term “this issue” is used in the example questions, communities must decide on what the issue is for them and replace “this issue” with their specific issue, such as alcohol use, domestic violence, etc.

COMMUNITY EFFORTS (Programs, Activities, Policies, etc.)

COMMUNITY KNOWLEDGE OF EFFORTS

1. Using a scale from 1-10, how much of a concern is this issue in your community, with one being not at all and ten being a very large concern? Please explain.
2. Please describe the efforts that are available in your community to address this issue?
3. How long have these efforts been going on in your community?
4. Using a scale from 1 to 10, how aware are people in the community of these efforts, with one being no awareness and ten being very aware? Please explain.
5. What are the strengths of these efforts?
6. What are the weaknesses of these efforts?
7. Who do these programs serve? (For example: individuals of a certain age group, ethnicity, etc.)
8. Would there be any segments of the community for which these efforts/services may appear inaccessible? (For example: individuals of a certain age group, ethnicity, income level, geographic region, etc.)
9. Is there a need to expand these efforts/services? Why?
10. Is there any planning for additional efforts/services going on in your community surrounding this issue? If yes, please explain.
11. What formal or informal policies, practices and laws related to this issue in place in your community, and for how long? (Prompt: An example of formal would be school, police, or courts and an example of informal would be like the police not responding to a particular part of town, etc.)
12. Are there segments of the community for which these policies, practices and laws may not apply? (Prompt: for example, due to socioeconomic status, ethnicity, age, etc.)

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13. Is there a need to expand these policies, practices and laws? If yes, are there plans to expand? Please explain.

14. How does the community view these policies, practices and laws?

LEADERSHIP

1. Who are the leaders specific to this issue in your community?
2. Using a scale from 1 to 10, how much of a concern is this issue to the leadership in your community, with one being not at all and ten being a very large concern? Please explain.
3. How are the “leaders” in your community involved in efforts regarding this issue? Please explain. (For example: Are they involved in a committee, task force, etc.? How often do they meet?)
4. Would the leadership support additional efforts? Please explain.

COMMUNITY CLIMATE

1. Describe your community.
2. What is the community’s attitude about this issue?
3. What are the primary obstacles to efforts in your community?
4. Is there ever a time or circumstance in which members of your community might think that this issue should be tolerated?

KNOWLEDGE ABOUT THE ISSUE

1. How knowledgeable are community members about this issue. Please explain. (Such as: dynamics, signs, symptoms, statistics, effects on family and friends, etc.)
2. What type of information is available in your community regarding this issue?
3. What local data on this issue is available in your community?
4. How do people obtain this information in your community?

RESOURCES FOR PREVENTION EFFORTS

1. Whom would an individual affected by this issue turn to first for help and why?
2. On a scale from 1-10, what is the level of expertise and training among those working on this issue? Please explain.

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3. Do efforts that address this issue have a broad base of volunteers?
4. What is the community's and/or local business' attitude about supporting efforts with people volunteering time, making financial donations, and/or providing space?
5. How are the current efforts funded? Please explain.
6. Are you aware of any proposals or action plans that have been submitted for funding to address this issue in your community? If yes, please explain.
7. Do you know if there is any evaluation of these efforts? If yes, using a scale from 1 to 10, how sophisticated is the evaluation effort, with one being not at all and ten being very sophisticated?
8. Are the evaluation results being used to make changes in programs, activities, or policies or to start new ones?

DEMOGRAPHIC INFORMATION

1. The following questions are optional, but help us to know the types of people we have interviewed. Would you be willing to answer questions such as your profession, ethnicity, age, etc.? If "yes":
2. What is your work title?
3. What is your gender?
4. What is your ethnicity?
 - Anglo
 - Hispanic
 - African American
 - Asian American
 - Native American
 - Native Alaskan
 - Other
5. What is your age range?
 - 19-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65 and above
6. Do you live in (name of community)?

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7. If not the community we have selected, what community?
8. How many miles is this from the community we have selected?
9. Do you work in (name of community)?
10. If not the community we have selected, what community?
11. How many miles is this from the community we have selected?
12. How long have you lived in your community?

Scoring Instructions for the Community Readiness Questions

- 1) Move through the interviews one at a time [using the “Community Readiness Questions”], scoring each interview individually [using the “Scoring Sheets”]. Read through each interview before you begin to score to get a general feeling and impression from the interview.
- 2) Begin picking out statements and references that refer to specific dimensions, and then create a score for each of the six dimensions according to the anchored grading scales [detailed in the Scoring Sheets]. Each interview will encompass six different dimensions scores. Interviews are scored by dimensions and not by individual questions.
- 3) Under the section titled “Individual Score” [on the “Community Readiness Scoring” page], you are to fill in *your* scores for each dimension of each of the interviews. Please note: There may be more than four key informant interviews in a community. If this is the case simply add #5 and #6, handwritten to this form.
- 4) The section under the subheading “Combined Score” [on the “Community Readiness Scoring” page] represents the section where you and one other scorer that scored this same community will come together and agree on the scores for each interview on each of the dimensions. It is important that there be consensus on the scores by both scorers. Remember different people can have slightly different impressions and it is important to explain how you arrived at your decision. Enter your agreed upon score on one of the scoring sheets for each dimension and each interview.
- 5) After both scorers have agreed upon the scores in the above section, the mean will be calculated for the “Calculated Score.” For some (actually many) this can be confusing so let me give you an example. Let's say that under the “Final Score” section, myself and the other scorer have under Dimension A the following:

Dimension A:	# 1	#2	#3	#4
	3.5	5.0	4.25	4.75

I would then add the scores **across** for all interviews under Dimension A and divide by four (calculate the mean). So, I would get a calculated score for Dimension A of 4.37. This will then be entered under Dimension A, “Calculated Score”, and so forth by Dimension.

- 6) For the “Average” at the bottom of the page, below Dimension F, you will take the Calculated Score for each Dimension, add them together and divide by six (the mean for all of the dimensions combined). For example, if we had:

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Dimension A: 3.28
Dimension B: 5.67
Dimension C: 2.54
Dimension D: 3.29
Dimension E: 6.43
Dimension F: 4.07
 $25.28 \div 6 = 4.21$

A score of 4.21 would be entered under “Average.”

- 7) For “Stage”, you will enter the stage that is represented by your final average. In the above example, the “Calculated Average” represents the 4th stage or Preplanning. Please Note: The scores correspond with the numbered stage, so a score between a 1.0 and a 1.99 would be the first stage, a score of 2.0 to 2.99 would be the second and so forth. [For a list of the stages, visit <http://www.open.org/~westcapt/crstages.htm>]
- 8) Finally, under comments, write any impressions about this community, any unique outcomes, and qualifying statements that you wish to make regarding the score of the community.

Scoring Sheets

Dimension A: Community Efforts (Programs, Activities, Policies, etc.)

0

1 No awareness of the need for efforts to address the issue.

2 No efforts addressing the issue.

3 A few individuals in the community recognize the need to initiate some type of effort, no immediate motivation to do anything.

4 Some community members have met and have begun a discussion of developing community efforts.

5 Efforts (programs/activities) are being planned.

6 Efforts (programs/activities) have been implemented.

7 Efforts (programs/activities) have been running for several years and are fully expected to run indefinitely, no specific planning for anything else.

8 Several different efforts (programs/activities) are in place, covering different age groups and reaching a wide range of people. New efforts are being developed based on evaluation data.

9 Evaluation plans are routinely used to test effectiveness of many different efforts, wide range of people. New efforts are being developed based on evaluation data.

10

Scoring Sheets

Dimension B: Community Knowledge of the Efforts

0

1 Community has no knowledge of the need for efforts addressing the issue.

2 Community has no knowledge about efforts addressing the issue.

3 Some members of the community have heard about efforts, but the extent of their knowledge is limited.

4 Some members of the community are beginning to seek knowledge about efforts in their own, or in similar communities.

5 Some members of the community have basic knowledge about local efforts (i.e. purpose).

6 An increasing number of community members have knowledge of local efforts and are trying to increase the knowledge of the general community about these efforts.

7 There is evidence that the community has specific knowledge of local efforts including contact persons, training of staff, clients involved, etc.

8 There is considerable community knowledge about different community efforts, as well as the level of program effectiveness.

9 Community has knowledge of program evaluation data on how well the different local efforts are working, and their benefits and limitations.

10

Scoring Sheets

Dimension C: Leadership (Includes appointed leaders and influential community members.)

0

1 Leadership has no recognition of the issue.

2 Leadership believes that this is not an issue in their community.

3 Leader(s) recognize the need to do something regarding the issue.

4 Leader(s) are trying to get something started. A meeting has been held to discuss the issue.

5 Leaders are part of a committee or committees and are meeting regularly to consider alternatives and make plans.

6 Leaders are supportive of the implementation efforts and may be enthusiastic because they are not yet aware of the limitations or problems.

7 Leaders are supportive of continuing basic efforts and are considering resources available for self-sufficiency.

8 Leaders are supportive of expanding/improving efforts through active participation in the expansion/improvement.

9 Leaders are continually reviewing evaluation results of the efforts and are modifying support accordingly.

10

Scoring Sheets

Dimension D: Community Climate

- 0
- 1 The prevailing attitude is that it's an accepted part of community life. "It's just the way things are."
- 2 The prevailing attitude is "there's nothing we can do" or "only 'those' people do that."
- 3 Community climate is neutral, disinterested, or believes that the issue does not affect the community as a whole.
- 4 The attitude in the community is now beginning to reflect interest in the issue. "We have to do something but we don't know what to do."
- 5 The attitude in the community is "this is our problem" and they are beginning to reflect modest support for efforts.
- 6 The attitude in the community is "this is our responsibility" and is now beginning to reflect modest involvement in the efforts.
- 7 The majority of the community generally supports programs, activities, or policies. "We have taken responsibility."
- 8 Some community members or groups may challenge specific programs, but the community in general is strongly supportive of the need for efforts. Participation level is high. "We need to keep up on the issue and make sure what we are doing is effective."
- 9 All major segments of the community are highly supportive, and community members are actively involved in evaluating and improving efforts and demand accountability.
- 10

Scoring Sheets

Dimension E: Community Knowledge About the Issue

0

1 Not viewed as an issue.

2 No knowledge about the issue.

3 A few in the community recognize that some people here may be affected by the issue.

4 Some community members recognize that this issue occurs locally, but information about the issue is lacking.

5 Community members know that this issue occurs locally and general information about the issue is available.

6 A majority of community members know that the issue occurs locally and there is enough information about the issue to justify doing something.

7 Community members have knowledge of, and access to, detailed information about local prevalence.

8 Community members have knowledge about prevalence, causes, risk factors, and consequences.

9 Community members have detailed information about the issue as well as information about the effectiveness of local programs.

10

Scoring Sheets

Dimension F: Resources Related to the Issue (People, money, time, space, etc.)

- 0
- 1 There is no awareness of the need for resources to deal with this issue.
- 2 No resources available for dealing with the issue.
- 3 The community is not sure what it would take, or where the resources would come from to initiate efforts.
- 4 Some in the community know what resources are available to deal with this issue.
- 5 Some in the community are aware of available resources for this issue and a proposal has been prepared, submitted, and may have been approved.
- 6 Resources have been obtained from grant funds or outside funds. Programs or activities are time limited.
- 7 A considerable part of support of on-going efforts are from local sources that are expected to provide continuous support. Community member and leaders are beginning to look at continuing efforts by accessing additional resources.
- 8 Diversified resources and funds are secured and efforts are expected to be permanent. There is additional support for further efforts.
- 9 There is continuous and secure support for programs and activities, evaluation is routinely expected and completed, and there are substantial resources for trying new efforts.
- 10

Community Readiness Scoring

Staff: _____

Date: _____

Individual Score				
	Interview			
Dimension	#1	#2	#3	#4
A				
B				
C				
D				
E				
F				

Combined Score				
	Interview			
Dimension	#1	#2	#3	#4
A				
B				
C				
D				
E				
F				

Calculated Score	Community State	
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Dimension			
A		Comments about Calculated Score (if any):	
B			
C			
D			
E			
F			
Average			

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