

Strategies to Increase Community Readiness

Stage 1: Tolerance – No Knowledge

- Small-group and one-on-one discussions with community leaders to identify perceived benefits of the problem behavior and how norms reinforce it.
- Small group and one-on-one discussions with community leaders on the health, psychological, and social costs of the problem. This strategy is designed to change perceptions among those likely to act as change agents.

Stage 2: Denial

- Educational outreach programs to community leaders and community groups interested in sponsoring local programs focusing on the health, psychological and social costs of the problem.
- Use of local incidents in one-on-one discussions and educational outreach programs that illustrate harmful consequences of the problem.

Stage 3: Vague Awareness

- Educational outreach programs on national and state prevalence rates of the problem and prevalence rates in communities with similar characteristics, including use of local incidents that illustrate harmful consequences of the problem.
- Local media campaigns that emphasize consequences of the problem.

Stage 4: Pre-planning

- Educational outreach programs to community leaders and sponsorship groups that communicate the prevalence rates and correlates or causes of the problem.
- Educational outreach programs that introduce the concept of prevention strategies and illustrate specific strategies adopted by communities with similar profiles.
- Local media campaigns emphasizing the consequences of the problem and ways of reducing the contributing factors through prevention efforts.

Stage 5: Preparation

- Educational outreach programs open to the general public on specific types of prevention strategies, their goals, and how they can be implemented.
- Educational outreach programs for community leaders and local sponsorship groups on prevention strategies, goals, skill bank needs, and other start-up aspects of programming.
- A local media campaign describing the benefits of prevention strategies for reducing consequences of the problem.

Stage 6: Initiation

- In-service educational training for staff and volunteers on the consequences, correlates, and causes of the problem and the nature of the problem in the local community.
- Publicity efforts associated with the kick-off of a project effort.
- A special meeting with community leaders and local sponsorship groups to provide an update and review of initial project activities.

Stage 7: Stabilization

- In-service educational programs on the evaluation process, new trends, and new initiatives in prevention programming, with trainers either brought in from the outside or with staff/volunteers sent to programs sponsored by professional societies.
- Periodic review meetings and special recognition events for local supporters of the prevention project.
- Local publicity efforts associated with review meetings and recognition events.

Stage 8: Confirmation – Expansion

- In-service educational programs on the evaluation process, new trends, and new initiatives in prevention programming, with trainers either brought in from the outside or with staff/volunteers sent to programs sponsored by professional societies.
- Periodic review meetings and special recognition events for local supporters of the prevention project.
- Presentation of results of research and evaluation activities of the project to the public through local media and public meetings.

Stage 9: Professionalism

- Continued in-service trainings.
- Continued assessment of new problems or trends, and reassessment of targeted groups within the community.
- Continued evaluation of project efforts.
- Continued update on project activities and results provided to community leaders and local sponsorship groups, and periodic stories through local media and public meetings.

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