

Goodman & Wandersman Community Readiness Survey Interpretation Guide

The Goodman and Wandersman Community Readiness Survey is available for completion on Survey Monkey. Once your community members have completed the survey, the IPRC will grant access to the results. Results consist of a breakdown of responses by question. The categories below represent a cluster of items that relate to specific aspects of readiness. Clustering items into categories is helpful in aggregating responses and generating interpretations and areas of needed improvement.

Personal Awareness of Services

This section indicates the extent to which respondents are aware of drug abuse prevention services in the community.

Items include:

- ~ I am aware of programs in my community which address alcohol and other drug abuse prevention.
- ~ I know which alcohol and other drug abuse prevention programs serve my community.
- ~ I can distinguish the type of services offered by the different alcohol and other drug abuse programs in my community.

Strategies for increasing personal awareness of existing efforts:

- Promote prevention efforts through a website, brochure, or billboard
- Postings in church bulletins and club newsletters
- Plan publicity efforts associated with start-up of program (open house)
- Onsite visit of a program that is successful in the community (make sure you tell the media!)
- Hold special recognition events for local supporters or volunteers (give out an award)
- Create or use a “symbol” for your cause (bracelet, pin)
- Publish newspaper op/eds (have someone on your coalition do this weekly)

Personal Interest in Community Resource Development

This section indicates the extent to which respondents have an interest in learning more and increasing their involvement in drug prevention efforts in the community.

Items include:

- ~ I am interested in learning more about community-related alcohol and other drug abuse prevention programs.
- ~ I am interested in more information on the time and energy commitments that a community-related alcohol and other drug abuse prevention program would require.
- ~ I am concerned about whether my community has sufficient alcohol and other drug abuse prevention programs.

Strategies for increasing personal interest in community resource development:

- Tap into resources available from your local universities (evaluation, statistics, curricula), local government (alcohol policies), and law enforcement / judicial system (enforcement of existing drug laws, creation of a drug court or diversion program)
- Begin to initiate policy change (no alcohol on campus)
- Engage local business community and solicit financial support from them (give business owners specific examples of how your cause affects their bottom line “meth use and house fires effect insurance rates”)

Personal Concern About AOD

This section indicates the extent to which respondents have a personal concern about drug abuse prevention.

Items include:

- ~ I don't know why preventing alcohol and other drug use is so important for communities to address.
- ~ I believe preventing alcohol and other drug use among youth is important.
- ~ I am not certain why some individuals consider alcohol and other drug abuse prevention important.

Strategies for increasing personal concern about AOD:

- Promotion of use and consequences of use statistics through various media (e.g., radio, newspaper, posters)
- Highlight the relationship between more tolerated gateway drugs (e.g., alcohol) and the use of illicit drugs (e.g., meth)
- Stress the relationship between drug use and poor academic performance to parents and educators
- Discuss local incidents related to the issue (e.g., car accident where alcohol was involved) along with local statistics (e.g., comparison of local DUI rates with state rates)
- Compare health facts with other local fact (more alcohol outlets than fast food restaurants)
- Determine and publicize the economic and societal costs of the problem to the community
- Educate parents, teachers, and the wider community on the importance of risk and protective factors

Personal Level of Involvement

This section indicates the extent to which respondents are involved or interested in becoming involved in prevention programs in their community. Higher scores indicate greater involvement or interest.

Items include:

- ~ I spend time collaborating with others concerning the prevention of alcohol and other drug abuse in the community.
- ~ I am not involved with the alcohol and other drug abuse community prevention programs in my community.
- ~ I am not interested in becoming actively involved in improving alcohol and other drug abuse prevention programs in my community.
- ~ I don't know what programs in my community address alcohol and other drug abuse.

Strategies for increasing personal level of involvement:

- Utilize key leaders to participate in local radio and television shows (be sure this spokesperson does not have an undisclosed personal history that could undermine credibility of your efforts such as a DUI)
- Produce a brochure or section of a website geared toward recruiting workgroup volunteers and include time commitment and expected tasks
- Ask local colleges and universities to offer class or extra credit for participation in workgroups or work together to create an internship

Personal Increased Involvement

This section indicates the extent to which respondents' community or personal concern, knowledge and involvement has increased over the past year. Higher scores indicate greater concern, knowledge, or involvement.

Items include:

- ~ In the last 12 months my personal concern for preventing alcohol and other drug abuse in my community has:
- ~ In the last 12 months, my personal knowledge of the risk factors that contribute to alcohol and other drug abuse has:
- ~ In the last 12 months, my personal knowledge of community programs that address alcohol and other drug abuse has:
- ~ In the last 12 months, my personal involvement in organized activities for prevention alcohol and other drug abuse has:

Organization level of involvement

This section indicates the extent to which respondents' organization is involved in drug abuse prevention within the community. Higher scores indicate greater involvement.

Items include:

- ~ My organization is involved with the alcohol and other drug abuse prevention programs in our community.
- ~ Members of my organization are assigned to collaborate with others concerning the prevention of alcohol and other drug abuse in our community.
- ~ My organization has a written policy concerning the use of alcohol or other drugs by employees.
- ~ As part of its mission, my organization is concerned with preventing alcohol and other drug abuse among youth.
- ~ Members of my organization are currently learning what alcohol and other drug abuse community prevention programs exist in our community.
- ~ My organization is interested in information on the time and energy commitments that a community related alcohol and other drug abuse prevention program would require.

Strategies for increasing organization level of involvement:

- Involve non-prevention related organizations in prevention efforts (e.g., inviting church elders to join a workgroup)
- In-service trainings for health providers
- Offer a brown bag series to local organizations
- Provide a sample workplace ATOD policy

Organization Awareness of Community Programs

This section indicates the extent to which respondents' organization awareness of substance abuse prevention efforts in the community. Higher scores indicate greater awareness.

Items include:

- ~ In general, staff in my organization know which alcohol and other drug abuse programs serve our community.
- ~ In general, staff in my organization can distinguish the types of services offered by different alcohol and other drug abuse prevention programs in the community.
- ~ In general, staff in my organization are aware of community programs that address alcohol and other drug abuse prevention.

Strategies for increasing organization awareness of community programs:

- Presentations to relevant groups (e.g., parent groups)
- Promote prevention efforts through presentations to groups such as the Chamber of Commerce, Mayor's office, and local celebrities
- Visit existing groups to inform them of the issue (rotary, PTA)
- Get on the agenda of unrelated community groups (disability coalition, humane society)

Organization Joint Efforts with Other Services

This section indicates the extent to which respondents' organization has collaborated with other organizations on prevention efforts. Higher scores indicate more collaboration.

Items include:

- ~ In the last 12 months, our organization's involvement with other organizations in our community for addressing alcohol and other drug abuse has:
- ~ In the last 12 months, our organization's exchange of information with other organizations concerning the prevention of alcohol and other drug abuse has:
- ~ In the last 12 months, our organization's referrals to or from other organizations concerning the prevention of alcohol and other drug abuse has:
- ~ In the last 12 months, our organization's sharing of resources (e.g. equipment, supplies) with other organizations concerning the prevention of alcohol and other drug abuse has:
- ~ In the last 12 months, our organization's co-sponsoring events with other organizations concerning the prevention of alcohol and other drug abuse has:
- ~ In the last 12 months, our organization's coordinating services with other organizations concerning the prevention of alcohol and other drug abuse has:
- ~ In the last 12 months, our organizations undertaking joint projects with other organizations concerning the prevention of alcohol and other drug abuse has:
- ~ In the last 12 months, our organization's participation in media coverage concerning the prevention of alcohol and other drug abuse has:

Strategies for increasing organization joint efforts with other services:

- Plan your own events (picnic, walkathon, town hall meeting) focusing on health problems related to risky behaviors (e.g., drug use and HIV or unplanned pregnancy)
- Provide guidelines for referring substance abusing individuals to treatment services