

Campus and Community Readiness

Before implementing a prevention initiative, it is important to assess the campus and community readiness to address the problem. Different communities are at different stages of readiness. The [Community Readiness Model](#), developed by the Tri-Ethnic Center at Colorado State University, includes 9 stages of readiness:

1. No Awareness

Goal: Raise awareness of the issue.

2. Denial/Resistance

Goal: Raise awareness that the issue is a problem and that it can and should be addressed.

3. Vague Awareness

Goal: Increase motivation to take action to combat the problem.

4. Preplanning

Goal: Detail efforts or actions to combat the problem.

5. Preparation

Goal: Create action plan and commit to moving forward.

6. Initiation

Goal: Implement an action plan item.

7. Stabilization

Goal: Make the program an expected and accepted part of the community's activities.

8. Confirmation / Expansion

Goal: Expand and enhance prevention program.

9. High Level of Community Ownership

Goal: Use community resources to improve prevention efforts, maintain momentum, and ensure growth.

Accurately assessing and matching an intervention or prevention strategy with a community's level of readiness will greatly improve the chances for success.