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.