

Attachment B

Stages of community readiness

Stage	Brief description	Goal
No awareness	Issue is not generally recognized by the community or leaders as a problem.	Raise awareness of issue.
Denial/resistance	At least some community members recognize that it is a problem, but problem exists in community.	Raise awareness that there is little or no recognition that it might be a local problem.
Vague awareness	Most feel that there is a local problem, but there is no motivation to do anything about it.	Raise awareness that immediate community can do something.
Pre-planning	There is clear recognition that something must be done, and there may even be a committee. However, efforts are not focused or detailed.	Raise awareness with concrete ideas to address problem.
Preparation	Active leaders begin planning in earnest. Community offers modest support of efforts.	Gather information with which to plan and improve programs.
Initiation	Enough information is available to justify efforts, and activities are underway.	Provide community-specific information.
Stabilization	Activities are supported by administrators or community decision makers. Staff are trained and experienced.	Stabilize efforts/programme.
Confirmation/ expansion	Standard efforts are in place. Community members feel comfortable in using services and support expansions. Local data regularly obtained.	Expand and enhance services.
High level of community ownership	Detailed and sophisticated knowledge exist about prevalence, risk factors and causes. Staff members are highly trained. Effective evaluation is in place.	Maintain momentum and continue growth.

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