

What we did

In 2017 the North Dakota Department of Health (NDDoH) Division of Injury and Violence Prevention, in partnership with CAWS ND, The Improve Group and Rape Prevention and Education-funded agencies, conducted a statewide community readiness assessment for sexual and intimate partner violence primary prevention work. This assessment was also done in 2011. CAWS member programs were invited to be part of the assessment and invite 6-10 community stakeholders to participate in a 1-2 hour telephone interview.

What is our Community Readiness Score?

Dimensions of Readiness	2011	2017
A: Existing Prevention Efforts	5	5
B: Community Knowledge of the Efforts	3	3
C: Leadership involvement with prevention	3	3
D: Community Climate towards prevention	3	2
E: Community's Knowledge of the Issue	3	2
F: Resources for prevention	4	3
Overall Score <i>(Rounded down per model instructions)</i>	3	3

Focus on
 raising your
lowest
 scores first

Start with
 activities
 at this
 level

2

Denial/Resistance - At least some community members recognize that it is a concern, but there is little recognition that it might be occurring locally.

Readiness is the degree a community is prepared to take action.

The Community Readiness Model, developed at the Tri-Ethnic Center for Prevention Research, assesses how ready a community is to take action on an issue. Matching a prevention strategy to a community's level of readiness is essential to success. Efforts that are too advanced are likely to fail because the community is not ready. The model promotes the use of local experts and promotes community ownership.

*Please Note: This assessment is specific to primary prevention, **preventing violence before it occurs**, and does not assess intervention services including advocacy, criminal justice response, counseling, or other services aimed at preventing future violence.*

What Strategies Can We Use?

Strategy development relies on these community readiness scores, with dimensions having the lowest levels of readiness typically being addressed first. **Community Climate** and **Knowledge of the issue** have the lowest scores with a score of 2.

The goal would be to **raise awareness that the problem exists in this community**. Thus, the state should continue actions from previous stages and then work to raise the levels of these dimensions by doing the following:

- Put information in church bulletins, club newsletters, publications, Facebook, etc.
- Discuss descriptive local incidents related to intimate partner/sexual violence.
- Distribute media articles that highlight issues in the community.
- Communicate strategically with influencers and opinion leaders.
- Create educational table tents or place mats to be used at meal events. Distribute them to local restaurants and in break rooms at businesses.
- Deliver baked goods to school staff along with flyers containing info about teen dating violence, your agency's services, and awareness months. Suggest concrete ways to incorporate healthy relationship lessons into the curriculum.
- Create flyers to use as stuffers in shopping bags at local stores, in paychecks at local businesses, etc.
- Develop flyers for door to door delivery in neighborhoods about sexual assault services.



A more detailed list of suggested actions for each readiness level can be found in the **North Dakota Department of Health Intimate Partner and Sexual Violence Prevention Toolkit** http://www.ndhealth.gov/injury/nd_Prevention_Tool_Kit/CommunityReadiness.html under **Engaging Stakeholders**.

Source: Edwards RW, Jumper-Thurman P, Plested BA, Oettig ER, Swanson L. (2000). Community readiness: Research to practice. *Journal of Community Psychology*, 28(3), 291-307. Further information on the Community Readiness Model is available from the Tri-Ethnic Center for Prevention Research at 1-800-835-8091 or <http://triethniccenter.colostate.edu>

Contact

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