

Community Readiness Assessment Training

Segment 12: Strategies
for Building Community
Readiness



Training Agenda

- Describe next steps after reporting has been completed.
- Introduce strategies to build community readiness.
- Introduce the process for creating a plan to build community readiness.
- Identify templates, guidance documents, and other supporting materials to help your coalition create an actionable plan to build community readiness for comprehensive approaches to suicide prevention.

Subtitle: “You’ve completed
your CRA—now what do
you do?”

What Comes After You Have Your CRA Report?

1. Understanding what your CRA results mean
 - The work is just beginning!
2. Community Engagement
 - Reviewing results with stakeholders and your coalition
3. Identification of approaches to build readiness
 - Match to readiness level and community context
4. Planning for implementation of those strategies
5. Implementation of approaches to build readiness.
 - Key focus of strategies to build readiness: mobilizing your community and building willingness to work in partnership on comprehensive approaches to suicide prevention!

Building community readiness

- Your community's level of readiness may not be high enough to immediately implement comprehensive approaches to suicide prevention.
 - Your community may not be aware of suicide as an important public health problem or of the CDC technical package and its 7 strategies to prevent suicide.
 - Your community may not be ready to mobilize.
 - Your community may not be willing to work with you on the issue.
- Readiness paradox:
 - You and your team probably are more ready than your community at large.
 - You and your team have benefited from training, funding, and other resources that your community does not have.
- The key challenge is to bring your community closer to your team's level of readiness.

Keep in mind....

1. Throughout the CRA process, you have been practicing data-driven decision-making.
2. Your CRA process and work to increase community readiness maps onto planning processes (such as the SPF) and onto a community logic model.
3. Your CRA is one part of a larger needs assessment process.
4. Your CRA fits into the development of a comprehensive strategic plan for suicide prevention in your community.
 - And, it informs strategy selection

Approaches to Build Community Readiness

What are approaches to increase community readiness?

- Increasing community readiness around comprehensive approaches to suicide prevention simply means that the community:
 - Has an increased level of willingness to work on comprehensive approaches to suicide prevention.
 - May have more capacity and resources to work together on comprehensive approaches to suicide prevention.
- Work to increase community readiness to utilize the CDC technical package or comprehensive approaches to suicide prevention is not intended to directly address suicide as a community health issue!
 - That is an area of work that comes as part of your needs assessment and as part of a larger strategic planning processes

More on approaches to increase community readiness

- Are tailored to the level of readiness of a community.
- May be focused on the community's overall level of readiness OR on specific domains that scored low.
- Must be responsive to the context and culture of the community.
- Work best when they are co-identified by your coalition and stakeholders.
 - There are no “cookbook” strategies; these are inherently local and responsive to community conditions.

Selecting Approaches to Build Community Readiness

- Goal: identify and select approaches that fit the context and readiness level of your community.
- What needs to increase for your community to be willing to address suicide with comprehensive approaches to suicide prevention and to be ready to partner with you?
- How do you know what to do?
 - Practice data-informed decision-making!
- Key things to consider:
 - Overall readiness scores
 - Dimension scores
 - Qualitative learnings from the interview process itself
 - Knowledge about local conditions and the context of your community
 - Feedback/Input from colleagues & community stakeholders

Selecting Approaches, cont.

- Begin with the end in mind—how will you know readiness has increased?
 - What are the changes you want to see in your community after you have implemented the approach(es)?
 - Focus is on monitoring your community—paying attention over time to how it changes related to willingness and mobilization on the issue.
- Building community readiness may be an ongoing or iterative process.

Example #1 of Approaches to Increase Community Readiness

- Readiness stage 1 (no awareness): Your community has absolutely no awareness of the comprehensive approaches to suicide prevention.
- You want to ensure that your community is aware of the issue, even if there is resistance to addressing it.
- Example approaches could include:
 - Sharing data at a coalition meeting
 - One-on-one visits or calls with stakeholders and community leaders.
 - Sharing information about resources and current efforts in the community related to the comprehensive approaches to suicide prevention and/or the CDC technical package.

Example #2 of Approaches to Increase Community Readiness

- Readiness stage 2 (denial/resistance): Your community is aware of the need for comprehensive approaches to suicide prevention but may be in denial about suicides even happening in your community OR may be resistant to work to prevent suicide.
- You want to start building willingness to add the problem of practice into your community's discussions and conversations and want to facilitate mobilization by your community.
- Example approaches could include:
 - One-on-one visits or calls with stakeholders and community leaders.
 - Discussing/sharing data about the extent of the problem
 - Discussing local incidents
 - Sharing information about resources, prevalence, and current efforts in the community related to the problem of practice

Example #3 of Approaches to Increase Community Readiness

- Readiness stage 4 (pre-planning): Your community is aware of comprehensive approaches to suicide prevention (and/or the CDC technical package), is mobilizing, seems to be willing to work on it, but is not sure what can be done.
- You want to engage your community in a process to identify and build collective buy-in for specific strategies that might be used as part of comprehensive approaches to suicide prevention.
- Example approaches could include:
 - Introducing information through presentations and media about the nuances of the issue and key intervening variables that might be addressed.
 - Review existing efforts and gaps; assess local resources and gaps.
 - Conducting local focus groups to discuss ideas and think about comprehensive approaches to suicide prevention.
 - Identifying EBPs, CDC strategies, and resources that fit the community context and key intervening variables associated with the problem of practice.
 - Cultivating support/buy-in from key community leaders.

Creating a Plan to Build Community Readiness

Planning Resources & Timeline

- Key Resources:

- *Guidance Document: Creating a Plan to Develop Community Readiness*

- Step-by step directions and guidance for creating a plan to build readiness in your community

- *Tri-Ethnic Model CRA Handbook*

- Posted on website with Segment 1.
 - Please focus on pages 31 -42.

- *Community Readiness Planning Template*

- Includes pre-filled text wherever possible with highlights where text from your coalition and/or your CRA results are needed.

- Timeline:

- The guidance document outlines the timeline for this work as well as deadlines for submission.

Key Steps for SSOSPC Coalitions on Building Community Readiness

1. Choose a group to create a plan to develop community readiness
 - Choose 3-5 coalition members
 - They may have been involved in the CRA process or may be new to it
2. Circulate the coalition's CRA Report.
 - What do the results mean for your community's readiness for comprehensive approaches to suicide prevention?
 - What do you and your coalition think would be needed to build readiness?
3. Engage coalition members in conducting a SWOT Analysis.
4. Engage coalition members in setting goals for increasing community readiness.
5. Engage coalition members in choosing actions/approaches for developing community readiness based upon the coalition's goals.
6. Complete the Community Readiness Planning Template.
7. Send out the Community Readiness Planning Template to the group for review and feedback.
8. Finalize the Community Readiness Planning Template.

Components of the Community Readiness Planning Template

- Title Page:
 - Insert your Coalition's Name and Logo, and names of Coalition Director and CRA team
- Introduction
 - Standardized and no edits are needed
- Building the Community Readiness Planning Team
 - Insert your Coalition's Name and names of the CRA team
- Brief Review of CRA results
 - Summary of process
 - Overall and dimension-specific scores
 - Implications of these scores for your community and for work on comprehensive approaches to suicide prevention

Components of the Community Readiness Planning Template, continued.

- Results of the SWOT analysis:
 - Think about this by dimension and considering dimension-specific scores.
 - You will write a brief summary for each of the five dimensions
- Goals
 - Building from your SWOT analysis, your coalition will develop up to three goals to build community readiness.
 - Timeframe: likely to be in the next 3-5 years.
- Approaches to Community Readiness
 - Consistent with your goals, you will identify up to three approaches to build community readiness and will write a detailed description and rationale for each, will articulate desired results, and will consider capacity, evaluation, and any potential barriers.
- Action Plan
 - Summary of key activities by approach
 - Includes a timeline
 - Maps coalition members to be responsible for each activity
 - Should include process indicators

Examples of Plans to Build Community Readiness

- To see a completed Community Readiness Development plan (without the SWOT), please visit: <https://pfs.ohio.gov/PFS-Communities/Sub-Recipients/Sub-Recipients-Map>
- Select any of the counties shaded red
- Look under the red section of deliverables titled “Assessment”
- Choose “Approach to Community Readiness”

Examples of SWOT Analyses

- To see a completed SWOT Analysis (within the context of sustainability planning):
<https://pfs.ohio.gov/PFS-Communities/Sub-Recipients/Sub-Recipients-Map>
- Select any of the counties shaded red
- Look under the grey section of deliverables titled “Sustainability”
- Choose “Sustainability Plan”

Training Segment 12 Summary

- Segment 12 focused on the following:
 - Describing next steps after CRA reporting has been completed.
 - Introducing strategies to build community readiness.
 - Introducing the process for creating a plan to build community readiness.
 - Identifying templates, guidance documents, and other supporting materials for creating your coalition's plan to build community readiness for comprehensive approaches to suicide prevention.

Resources on the Webpage

- Video
- Supporting Materials
 - PowerPoint Slide Deck
 - Guidance Document: Creating a Plan to Develop Community Readiness
 - SSOSPC Planning Template for Increasing Community Readiness