

# COMMUNITY READINESS MODEL

Using qualitative data to improve outreach and IPM adoption

## COMMUNITY READINESS MODEL

- Nine stage, multi-dimensional model using stakeholder interviews
  - Collect data that is related to concepts, opinions, values and behaviors of people
- Community-specific and issue-specific
- Facilitates community-based change

The community readiness model, Jumper - Thurman et al., 2001, Colorado State University

## HOW WE USE IT

- Provide an assessment of how “ready” the community (school district) is with respect to accepting and adopting IPM
- Help identify obstacles
- Identify appropriate strategies, depending on stage of readiness
- Measure change in levels of “readiness”

## IDENTIFY THE “COMMUNITY”

- Growers, consultants
- Homeowners, landscape professionals, staff at retail stores
- School districts – principals, custodians, teachers, students, pest control professionals, parents

Readiness may vary in different segments of a community – just because you think there is a “problem”, doesn’t mean that your audience perceives the situation in the same way.

## DIMENSIONS

- A. Community efforts (programs, activities, policies, etc.)
- B. Community knowledge of the efforts
- C. Leadership (formal and informal)
- D. Community climate (attitudes and obstacles)
- E. Community knowledge about the Issue
- F. Resources (people, time, money, space, etc.)

**how communities choose to deal with an issue**

## INTERVIEW QUESTION EXAMPLES

- On a scale of “1” to “5”, with “1” indicating you’ve never heard of Integrated Pest Management and “5” indicating that you know and understand IPM, how familiar are you with IPM?
  - Dimension – Knowledge of the issue
- If someone (a school employee, a student) were concerned about, or affected by, a pest management issue or concern in and on the school grounds, to whom would they turn to first to seek assistance?
  - Dimension - Resources

## ANALYZE DATA

- Code responses according to dimension (s) addressed
- Scored on readiness level for each dimension
- Coded for other thematic categories
- Two coders for every interview
- Calculated scores by school district
- Calculated scores by job title

## LEVELS OF READINESS

- A level of readiness, from 1 to 9, is assigned to each dimension.
- 1 = no awareness. IPM is not recognized by school district or superintendents as a concern.
- 5 = preparation. There is active leadership to implement IPM and the school district offers modest support of efforts.

## CAVEAT

- What the data means or how it gets used can change dramatically depending on any of these contextual variables:
  - other data sets (survey results, etc.),
  - past history in addressing the problem (successful or otherwise),
  - constituent demographics,
  - organizational politics,
  - budgetary realities and
  - internal capacity for addressing the issue.



## SO WHAT?

- Initiates community action and instills community ownership
- Emphasizes utilization of existing resources
- Creates a community vision which translates into sustainable effort

