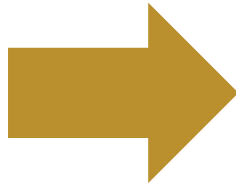
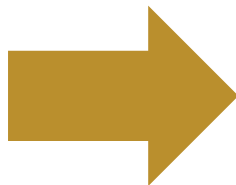


# STRENGTHS AND CHALLENGES OF ASSESSING COMMUNITY READINESS IN AN EVALUATION OF A COMMUNITY OBESITY PREVENTION INITIATIVE

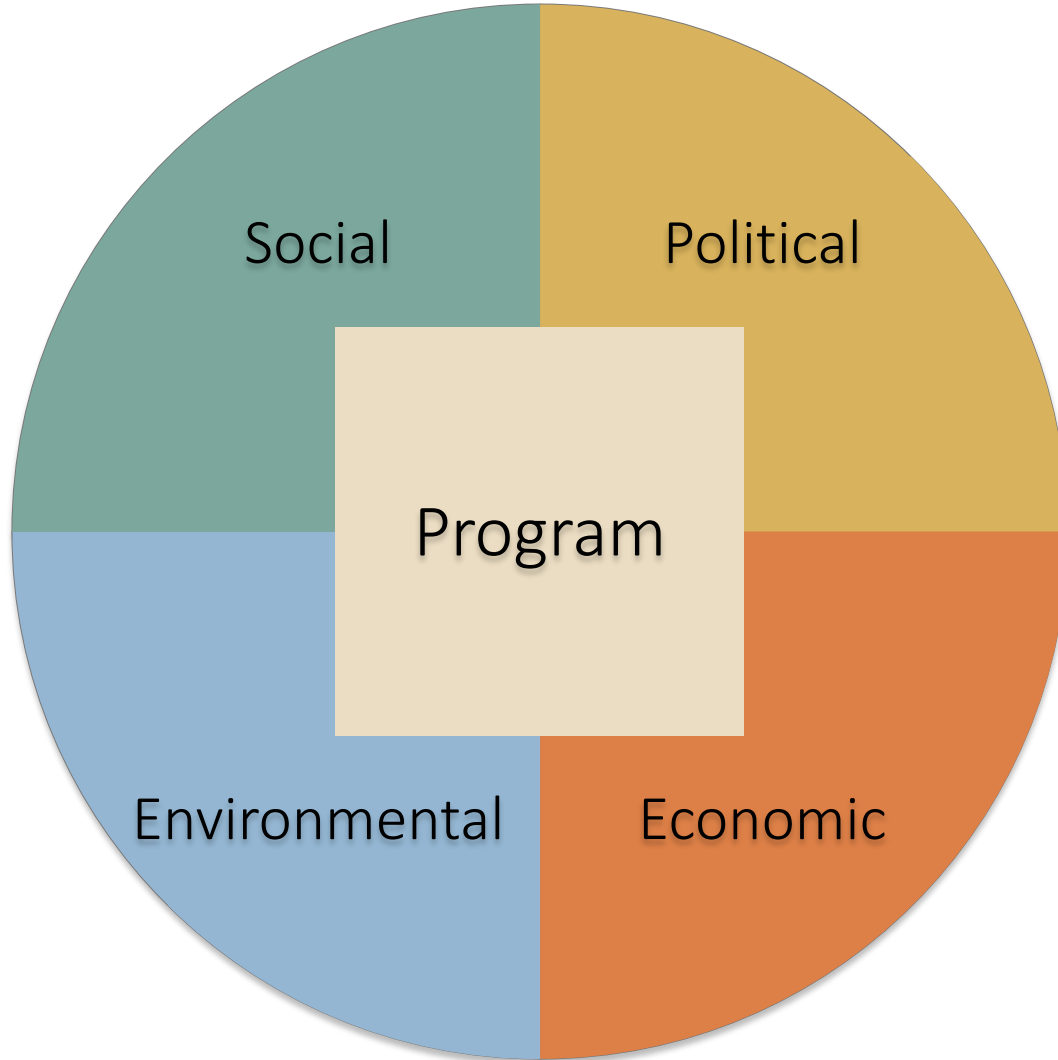








# But...context matters





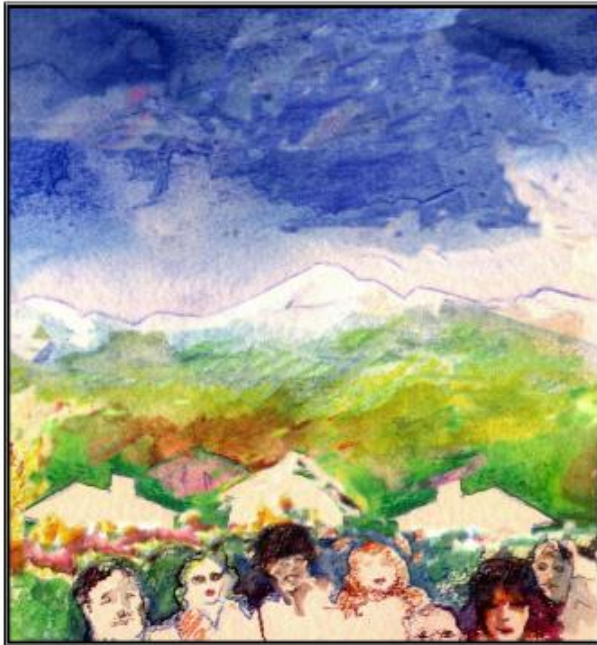
```
graph LR; Program[Program] --> Evaluation[Evaluation]; Evaluation --> Program;
```

Program

Evaluation

# Community Readiness:

A Handbook for Successful Change



- ♦ Assessing community readiness for change
  - ♦ Increasing community capacity
- ♦ Creating a climate that makes change possible

Barbara A. Plested  
Ruth W. Edwards  
Pamela Jumper-Thurman

Adapted the  
Community  
Readiness  
Model

# 9 Stages of Community Readiness

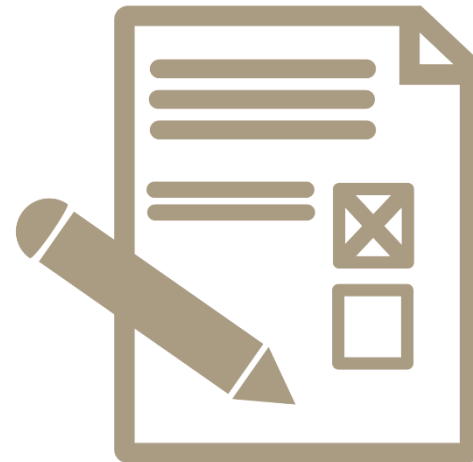


# 6 Dimensions of Community Readiness





Converted the  
interview  
guide to a  
survey



2 – Leadership believes policies and environments that make healthy food and physical activity more accessible are not an issue.

4 – Leader(s) is/are trying to get something started.

7 – Leaders are supportive of continuing basic efforts and are exploring resources to continue these efforts.

9 – Leaders are continually reviewing evaluation results of the efforts and are modifying support accordingly.

2014

[illegible][illegible][illegible]

April						
Su	M	Tu	W	Th	F	Sa

[illegible][illegible][illegible][illegible][illegible]

# “Pre” and post surveys

5 months  
apart

# Calculating the Score

AVERAGE Dimension A Score = \_\_\_\_\_

AVERAGE Dimension B Score = \_\_\_\_\_

AVERAGE Dimension C Score = \_\_\_\_\_

AVERAGE Dimension D Score = \_\_\_\_\_

AVERAGE Dimension E Score = \_\_\_\_\_

AVERAGE Dimension F Score = \_\_\_\_\_

Total Dimension Score = \_\_\_\_\_

**AVERAGE DIMENSION SCORE = \_\_\_\_\_**

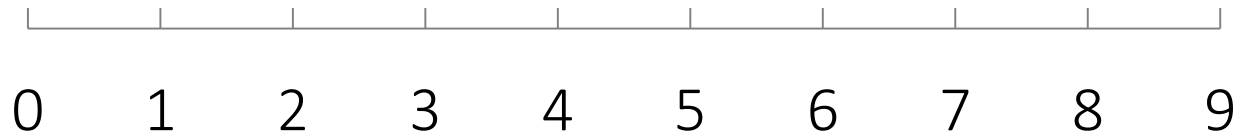


In the beginning, communities were in Stage 6 - Initiation

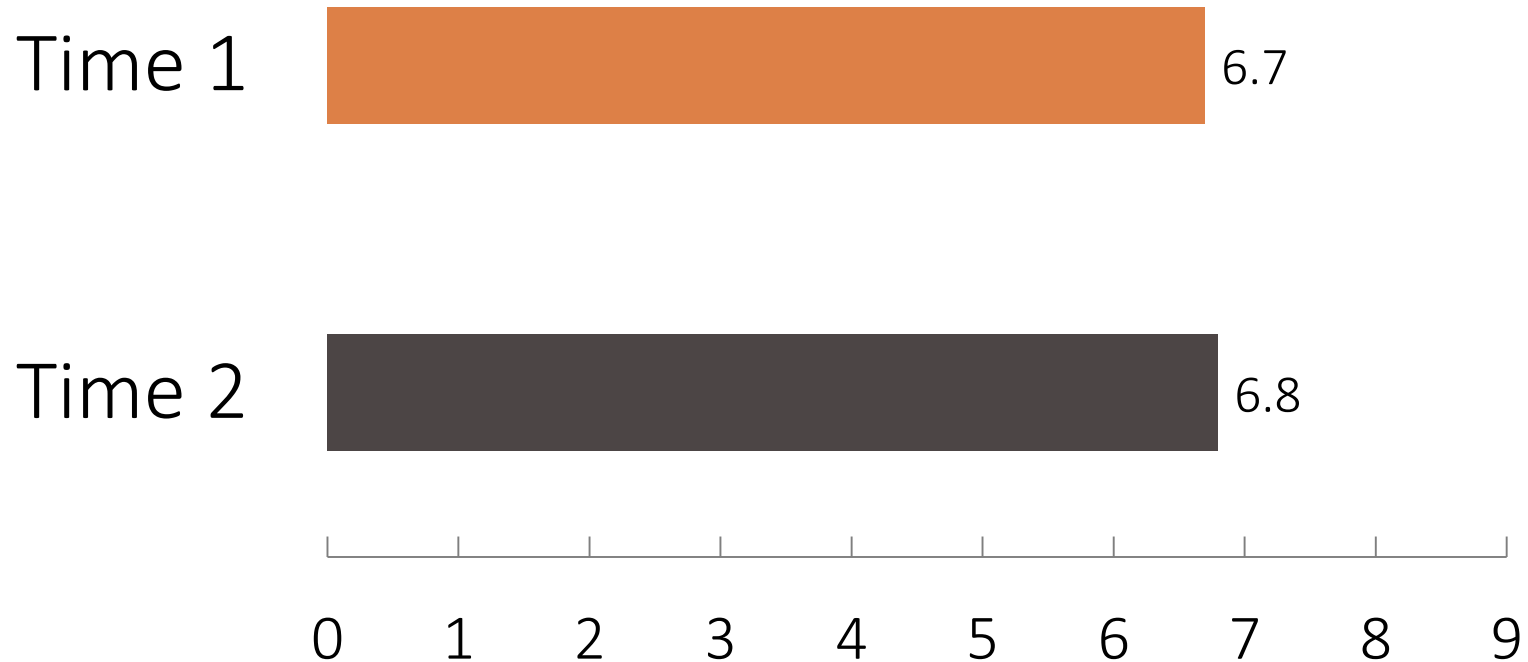
Time 1



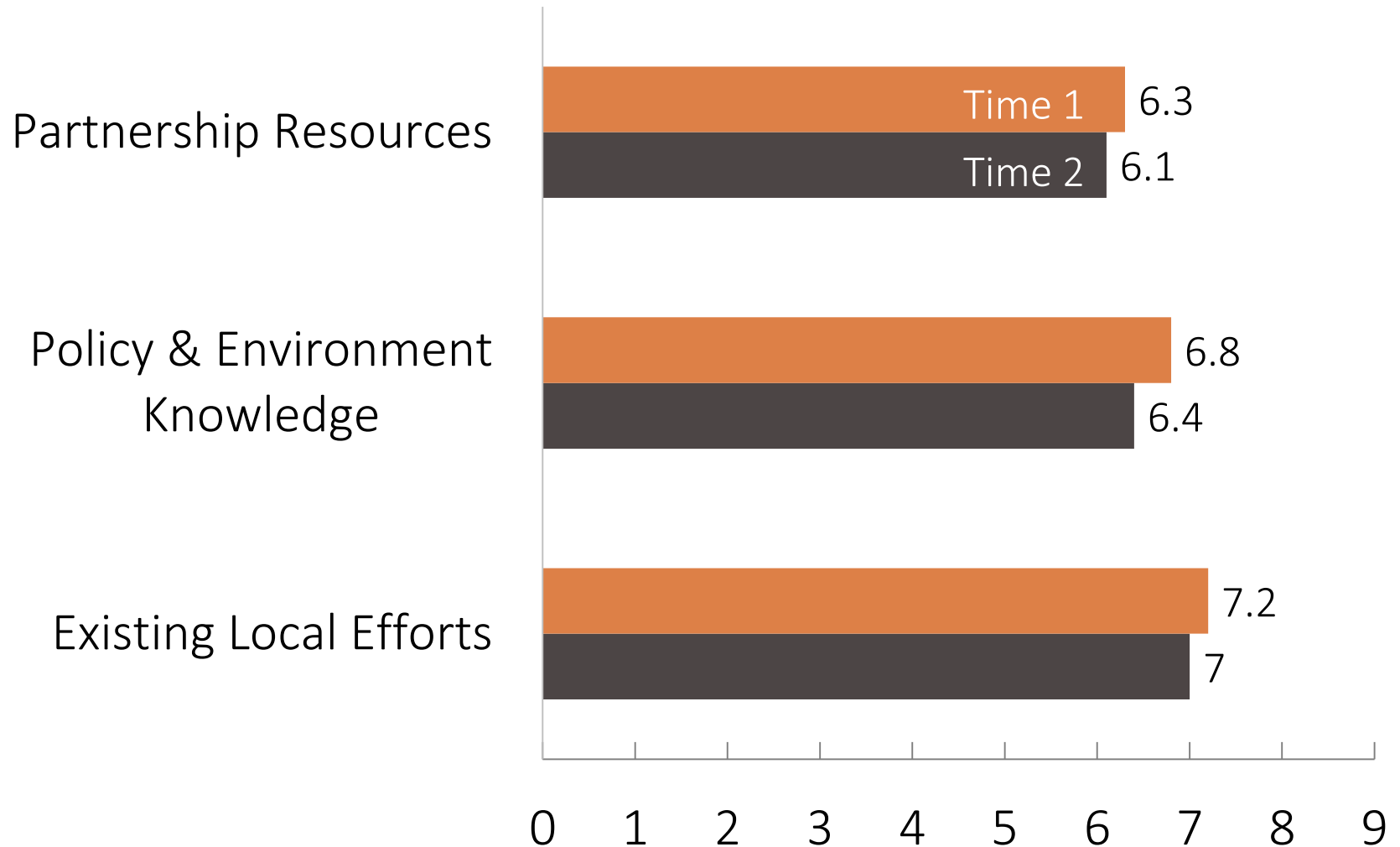
6.7



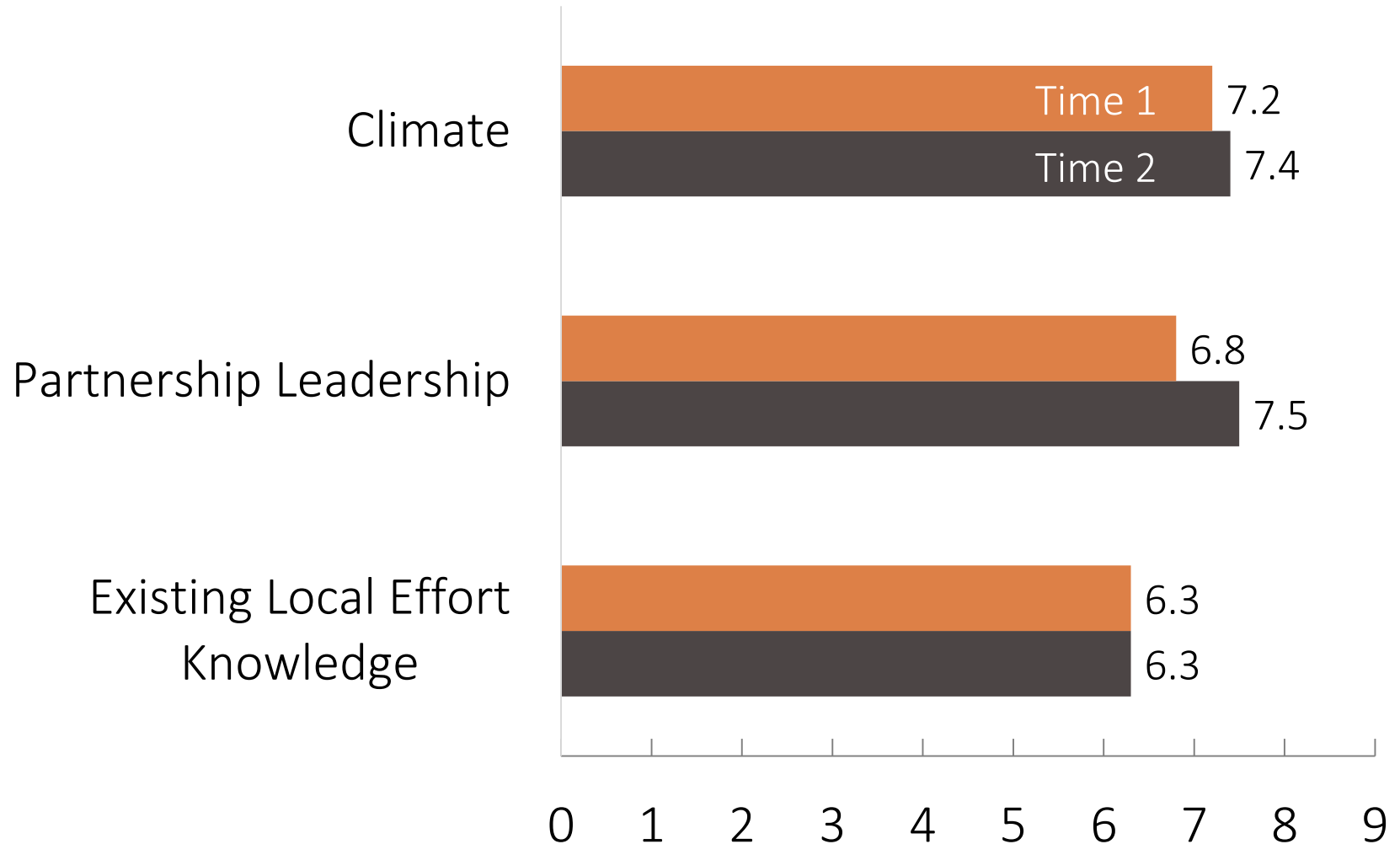
# There was no change in overall readiness



# Readiness decreased slightly in 3 of the 6 domains



# Readiness increased or stayed the same in the other 3 domains

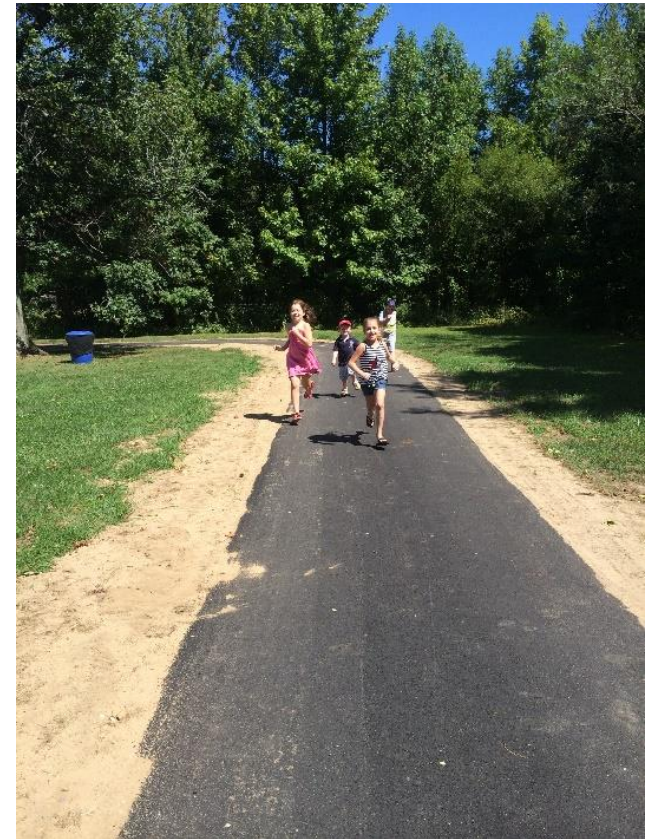
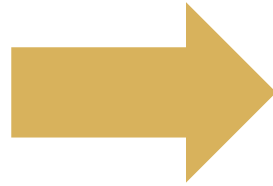




No  
correlation  
between  
readiness  
and policy  
change



# No correlation between readiness and environmental changes





Measure  
readiness  
at the start



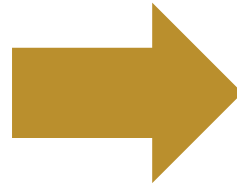
# Best for multi-year initiatives







Use  
readiness to  
tailor  
program  
activities



Readiness





# **MONTCLAIR STATE**

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## UNIVERSITY

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