# **Community Readiness**

degree to which a community is ready to take action on an issue

#### **SPECIFIC CHARACTERISTICS to remember:**

- issue-specific
- can <u>vary</u> across dimensions and segments

# When?

- √ planning an effort that involves a participatory process
- √ each time you tackle a new issue

# Who should be involved?

- √ policy makers and planners
- ✓ population of focus(e.g. teenage pregnancy: adolescents)





### **Community Readiness Assessment Instrument**

#### A. Community Efforts

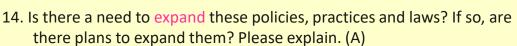
• Programs, activities, policies

#### **B. Community Knowledge of Efforts**

- 1. Using a scale from 1-10, how much of a concern is this issue in your community (with 1 being "not at all" and 10 being "a very great concern")? Please explain.
- 2. Please describe the efforts that are available in your community to address this issue. (A)
- 3. How long have these efforts been going on in your community? (A)
- 4. Using a scale from 1-10, how aware are people in your community of these efforts (with 1 being "no awareness" and 10 being "very aware")? Please explain. (B)



- 5. What does the community know about these efforts or activities? (B)
- 6. What are the strengths of these efforts? (B)
- 7. What are the weaknesses of these efforts? (B)
- 8. Who do these programs serve? (A)
- 9. Would there be any segments of the community for which these efforts/services may appear inaccessible? (A)
- 10. Is there a need to expand these efforts/services? If not, why not? (A)
- 11. Is there any planning for efforts/services going on in your community surrounding this issue? If yes, please explain. (A)
- 12. What formal or informal policies, practices and laws related to this issue are in place in your community, and for how long? (A)
- 13. Are there segments of the community for which these policies, practices and laws may not apply? (A)



15. How does the community view these policies, practices and laws? (A)

#### C. Leadership

- 1. Who are the "leaders" specific to this issue in your community?
- 2. Using a scale from 1 to 10, how much of a concern is this issue to the leadership in your community (with 1 being "not at all" and 10 being "of great concern")? Please explain.
- 3. How are these leaders involved in efforts regarding this issue? Please explain.
- 4. Would the leadership support additional efforts? Please explain.



#### **D. Community Climate**

- 1. Describe the community.
- 2. Are there ever any circumstances in which members of your community might think that this issue should be tolerated? Please explain.
- 3. How does the community support the efforts to address this issue?
- 4. What are the primary obstacles to efforts addressing this issue in your community?
- 5. Based on the answers that you have provided so far, what do you think is the overall feeling among community members regarding this issue?

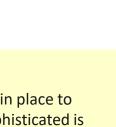
#### E. Knowledge about the Issue

- 1. How knowledgeable are community members about this issue? Please explain.
- 2. What type of information is available in your community regarding this issue?
- 3. What local data are available on this issue in your community?
- 4. How do people obtain this information in your community?



#### F. Resources for Prevention Efforts (time, money, people, space, etc.)

- 1. To whom would an individual affected by this issue turn to first for help in your community? Why?
- 2. On a scale from 1 to 10, what is the level of expertise and training among those working on this issue (with 1 being "very low" and 10 being "very high")? Please explain.
- 3. Do efforts that address this issue have a broad base of volunteers?
- 4. What is the community's and/or local business' attitude about supporting efforts to address this issue, with people volunteering time, making financial donations, and/or providing space?
- 5. How are current efforts funded? Please explain.
- 6. Are you aware of any proposals or action plans that have been submitted for funding that address this issue in your community? If yes, please explain.



- 7. Do you know if there is any evaluation of efforts that are in place to address this issue? If yes, on a scale of 1 to 10, how sophisticated is the evaluation effort (with 1 being "not at all" and 10 being "very sophisticated?")?
- 8. Are the evaluation results being used to make changes in programs, activities, or policies or to start new ones?



Tool: Scoring Sheet	and Anch	ored Ra	ting Scal	es			
Community Readine	ss Asses	sment So	oring Sh	neet			
Scorer:		!	Date:				
INDIVIDUAL SCORE The table provides s					dent res	sults for	r each interview for each dimension.
Interviews	#1	#2	#3	#	4	#5	#6
Dimension A							
Dimension B							
Dimension C							
Dimension D							
Dimension E							
Dimension F							
agree on a single sco	ore. This is n, add ac	the COI	MBINED	SCORE	E. Recor	d it belo	cuss their individual scores and then ow and repeat for each interview in th dimension. Use the total to find the
calculated score belo	»w. #1	#2	#3	#4	#5	#6	TOTAL
Dimension A	# I	# 4	#3	# →	#3	#0	IOTAL
Dimension B							
Dimension C					_		<del></del>
Dimension D					_		<del></del>
Dimension E							
Dimension F							

<b>CALCULATED SCORES</b> : Use the combined score TOTAL in the table above and divide by the number of interviews conducted. Add the calculated scores together and enter it under total.
Stage Score
TOTAL Dimension A ÷ # of interviews =
TOTAL Dimension B ÷ # of interviews =
TOTAL Dimension C ÷ # of interviews =
TOTAL Dimension D ÷ # of interviews =
TOTAL Dimension E ÷ # of interviews =
TOTAL Dimension F ÷ # of interviews =
Average Overall Community Readiness Score:

OVERALL STAGE OF READINESS: Take the TOTAL calculated score and divide by 6 (the number of dimensions). Use the list of stages below to match the result with a stage of readiness. Remember, round down instead of up.

TOTAL Calculated Score \_\_\_\_ ÷ 6 = \_\_\_\_

Score Stage of Readiness

- No Awareness
- Denial / Resistance
- Vague Awareness
- Pre-planning
- Preparation
- Initiation
- Stabilization
- Confirmation / Expansion
- High Level of Community Ownership

Interviews #1 #2 #3 #4 #5 #6 TOTAL

Dimension A 3.5 5.0 4.25 4.75 5.5 3.75 26.75

TOTAL Dimension A 26.75 ÷ # of interviews 6 = 4.46

Repeat for all dimensions, and then total the scores.

- To find the overall stage of readiness OVERALL STAGE OF READINESS, take the total of all calculated scores and divide by the number of dimensions (6). For example:
  - o Dimension A: 4.46
  - o Dimension B: 5.67
  - o Dimension C: 2.54 Dimension
  - o D: 3.29 Dimension
  - E: 6.43 Dimension F: 4.07

Program Title: "Hawak Kamay tungo sa Buhay" (Kasilag et al., 2011)

• The result will be the overall stage of readiness of the community.

The scores correspond with the numbered stages and are "rounded down" rather than up, so a score between a 1.0 and a 1.99 would be the first stage, a score of 2.0 to 2.99 would be the second and so forth. In the above example, the average 4.41 represents the fourth stage or Preplanning.

#### **Program Plan**

**Program Objectives:** Increase the percentage of senior citizens who do not have degenerative diseases Increase the percentage of senior citizens who do not have lifestyle diseases Sub-Responsible Time Strategy Strategy Target Tasks per Input / Output objectives Objectives **Activities** Activity Resources Person Allotment Needed Increase the Increase the Identify Non-senior 1. Meet with -List of -Student -1 week -written possible preparation number of possible citizens who percentage volunteers nurses agreement caretakers of senior senior volunteers -Volunteers -3 weeks: of the -Apparatus who can implementation citizens who citizens who who could volunteer to volunteer for training proposal after procurement of instruments to read utilize have their monitor read blood -Training -number of blood health blood blood pressure guide volunteers pressure -2-3 hours: meeting with services pressure -number of pressure Orient the volunteers prospective regularly readings of Senior correctly caretakers -1 day training on monitored senior citizens of read blood to their how to read blood citizens Zones 1-4 pressure tasks pressure 3. Train them -1 day return on how to demonstration read blood pressure

correctly

Program Goal: To improve the quality of life of 60% of the senior citizens in Zones 1-4 of Sta. Ana, Pateros

-1 day evaluation

and feedback



The Community Health Nursing Process | Care of the Community as a Client

# **EVALUATION**

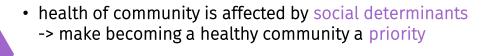
Determining the Outcomes of Community Health and Development Efforts

Asst. Prof. Jan Vincent T. Delos Santos, MAEd, RN
UP College of Nursing | N-119 Public Health Nursing II

## **Healthy Cities/Healthy Communities**

theoretical framework for a <u>participatory process</u> by which citizens can create healthy communities

- all systems work well (and work together)
- · all citizens enjoy a good quality of life

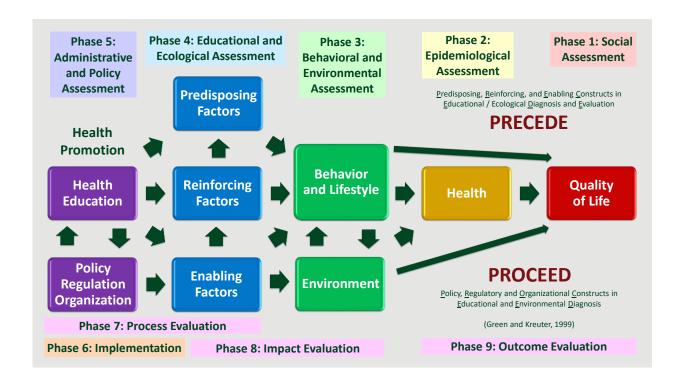




## **Planned Approach to Community Health (PATCH)**

process to plan, conduct, evaluate health promotion & disease prevention programs

Mobilizing the Collecting and · health promotion: process of enabling community organizing data people to increase control over their health and to improve their health 3 Choosing health priorities Developing a comprehensive Evaluating intervention PATCH plan



# **Why EVALUATE?**

- Understand how initiatives develop: offer lessons
- Encourage continuous adjustments: programs, policies, interventions
- Involve community members: opportunity to improve
- Being accountable to the community we serve

systematic investigation of the merit, worth, or significance of an object or effort

# program evaluation

#### systematic collection of information

- extent of attainment of objectives?
- needed and likely to be used?
- carried out as planned?
- inconsistencies between objectives and activities?
- strong and weak points of operation?
- helped the people it was intended to help?
- changes as results?
- results worth the effort?

#### PRINCIPLES, ASSUMPTIONS, and VALUES of Community Evaluation

- Initiatives are complex and **EVER-CHANGING**.
- Evaluation must understand and reflect the **CONTEXT**.
- Evaluation should <u>INVOLVE PEOPLE</u> throughout the community.
- Evaluation information should be linked to <u>QUESTIONS OF</u> <u>IMPORTANCE</u> to key stakeholders.
- Evaluation should enhance community members' <u>ABILITY</u> to understand what's going on, improve practices, and increase self-determination.
- Evaluation should <u>BEGIN EARLY AND BE ONGOING</u>. When? Prior implementation, in the middle, and end-stage





# Challenges to Community Participatory EVALUATION

- O1) <u>CAUSES</u> of problems aren't very well understood -> What to be done? Success?
- **DIFFICULT to MEASURE** (e.g. accomplish goals, quality of life)
- 03 COMPLEX <u>INITIATIVES</u> (e.g. many levels, different people)
- UNGENERALIZABLE <u>INFORMATION</u> (e.g. initiative or something else? circumstance?)
- **PEOPLE** see things differently (e.g. conflicting ways)

# what to evaluate in a program?

#### resources / inputs

• funds, infrastructure, facilities, human resources, organizational structure, program itself

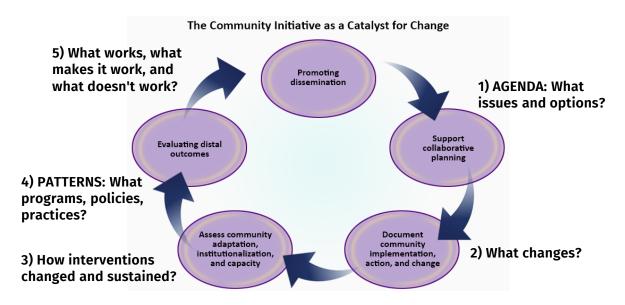
#### process / the how of implementation

activities done to achieve the objectives

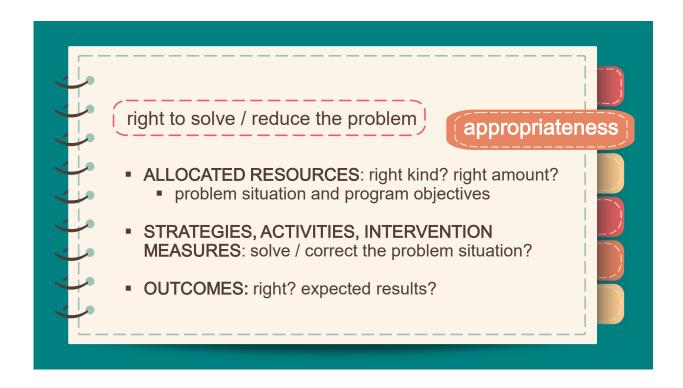
#### results / outputs / outcomes

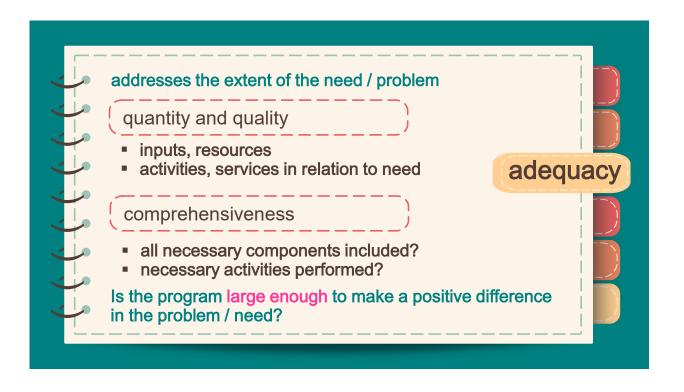
- immediate, intermediate, desired end
- · intended, unintended

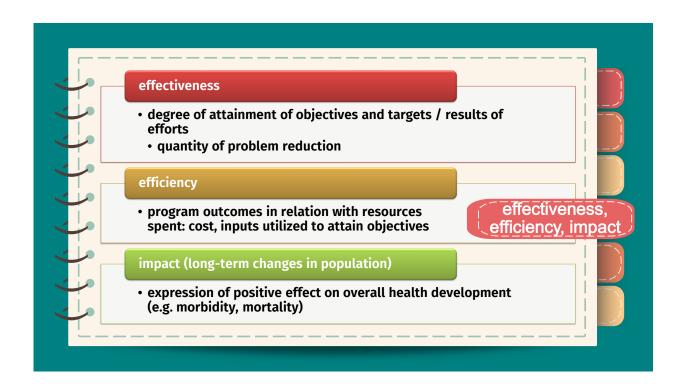
## **Logic Model for Community Evaluation**

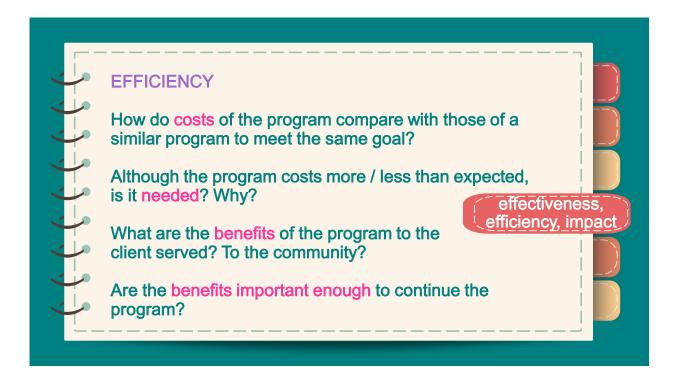


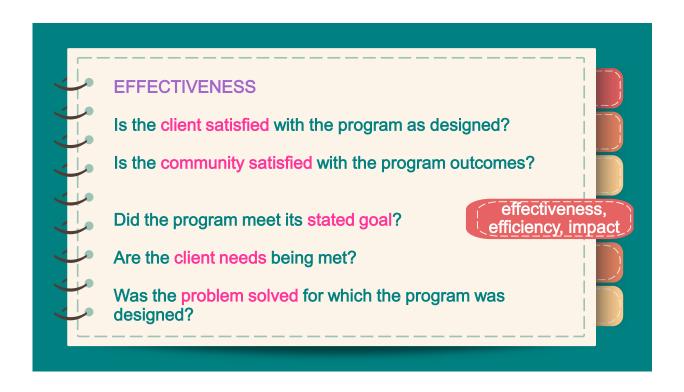


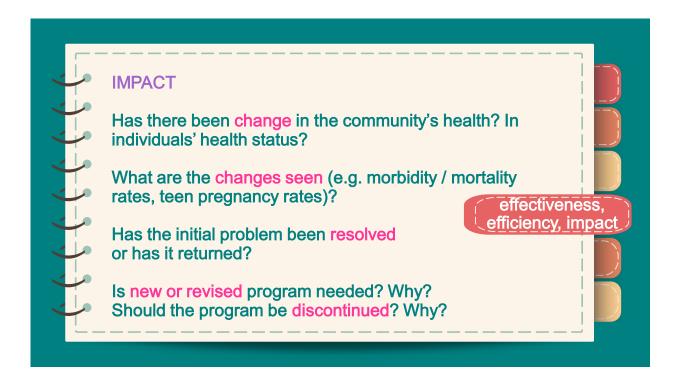


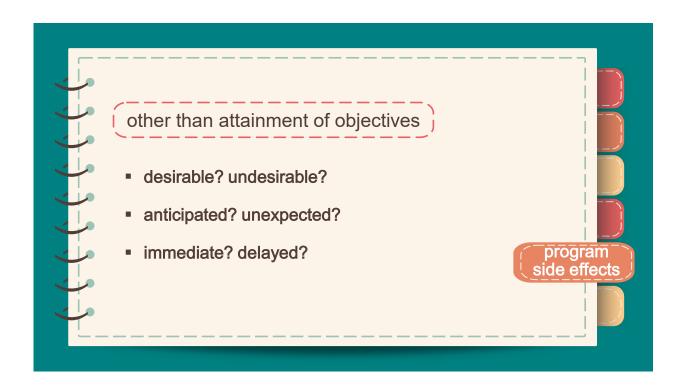










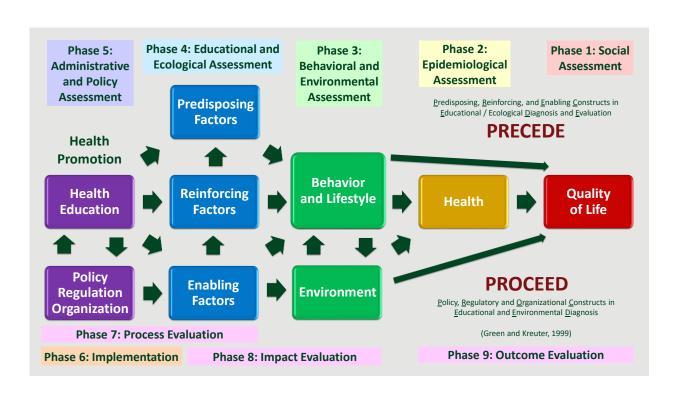


# types of evaluation

formative	summative
<ul><li>□ Are objectives met?</li><li>□ Are planned activities completed?</li></ul>	Assess program outcomes.
<ul><li>begins with assessment of need for the program</li><li>efficiency</li></ul>	<ul> <li>follow up of the results of the activities</li> <li>efficiency, effectiveness, impact</li> </ul>

ongoing	terminal	ex-post
<ul> <li>during implementation</li> <li>continuing relevance</li> <li>efficiency, effectiveness</li> <li>present, likely future outputs</li> <li>effects, impacts</li> </ul>	• 6-12 months after project completion	<ul> <li>some years after</li> <li>full benefits and impact expected to have been realized</li> </ul>





# PROCESS EVALUATION: in implementation of activities □ACCEPTABILITY: Were the strategies and activities acceptable? □REACH: Is the target reached? (e.g. 50% of the population) □FIDELITY: Were activities implemented as originally planned? Were changes made? (e.g. due to availability) □CLIENT SATISFACTION

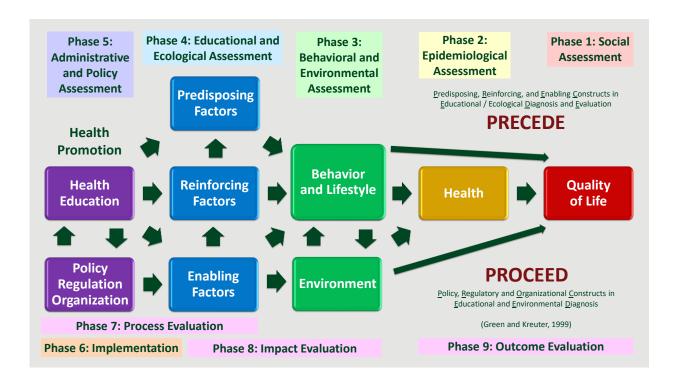
**□**Challenges encountered

**□Strengths and weaknesses** 

Indicator	Standard	Method	Tools
The number of people with hypertension and atrisk for hypertension that received and read printed brochures on hypertension		Survey Interview Records review	Structured evaluation questionnaire
The overall satisfaction of the target population that participated in the health teaching sessions about hypertension	The people who participated in health teaching sessions about hypertension reported an overall satisfaction of greater than 3/4.	Survey Records review	Structured evaluation questionnaire

Standard	Outcome	Methods	Tools			
Program Accessibility population?	Program Accessibility: Were the strategies and activities acceptable to the target population?					
At least 25% of the 6-12 children will attend the health fair	102 (28.02%) of the 6-12 children attended the health fair	Attendance count	Attendance sheet, Paper and pen			
Client Satisfaction: W	ere they satisfied with	h the activity?				
At least 50% of the participants will rate their understanding of the information during the program with a 5/5	14% (14 out of 102) participants answered a 4/5 (exceed expectation) satisfaction rate.  86% (88 out of 102) participants answered a 5/5 (outstanding) satisfaction rate.	Question and answer	Client Evaluation form			

Standard	Outcome	Methods	Tools			
Program Reach: Was	Program Reach: Was the target number of participants for the health fair reached?					
At least 100 individuals from the population will attend the health fair.	102 people from the population attended the health fair.	Attendance count	Attendance sheet			
Fidelity: Were the activities implemented as originally planned? Did you make changes along the way?						
Timeline of the health fair	Implemented as planned	Observation	Program plan			



Term	Description	What it corresponds to
GOAL	Desired end: total change, improvement, maintenance	Health Problem
OBJECTIVE	What changes you want to bring in terms of behavior: end point of activities	Risk Factor
SUB-OBJECTIVE	Change in prerequisite factor for behavior change	Contributing Risk Factor

<b>ASPECTS</b>	WHAT IS MEASURED in the program
Process	Activities (Quality, Reach)
	Strategy Objectives
	Implementation responses
Impact	Immediate effects
	Objectives and Sub-objectives
	Changes in behavior and lifestyle, environment
	<ul> <li>Knowledge, perceptions, beliefs, skills, attitudes, access to</li> </ul>
	resources, social support
Outcome	Long-term effects
	• Goal
	<ul> <li>Incidence, prevalence, morbidity, mortality, quality of life</li> </ul>
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## **IMPACT EVALUATION**: objectives and sub-objectives

## **□**Behavioral changes

(e.g. Did they really quit smoking?

Did they really have sufficient knowledge about hypertension?)

Objectives/ Sub-objectives	Indicators	Standard	Method	Tools
Objective: To decrease the number of adults engaging in behaviors that increase their risk for hypertension Sub-objective: To increase knowledge of the adult residents of Barangay 720 on		At least 85% of the residents at-risk for hypertension who completed the health talk on hypertension are able to identify hypertension as a chronic disease and not just an acute increase of blood pressure	Question and answer Interview	Interview questionnaire
hypertension in terms of: -nature -risk factors -complications	Increased awareness on the risk factors for hypertension	At least 85% of the residents at-risk for hypertension are able to enumerate at least 4 of 8 modifiable risk factors for hypertension which are indicated in the teaching materials	Question and answer Interview	Interview questionnaire

Indicator	Standard	Method	Tools
After the program implementation: There will be an increase of schoolaged children following the WHO guidelines in handwashing.	Increase from 38.1% to 50% after 4 weeks	Return demonstration Observation	Handwashing checklist
There will be an increase of schoolaged children vaccinated against flu and pneumonia.	Increase by 25% after 2 months	Survey Interview Records review	Survey questionnaire Vaccination records

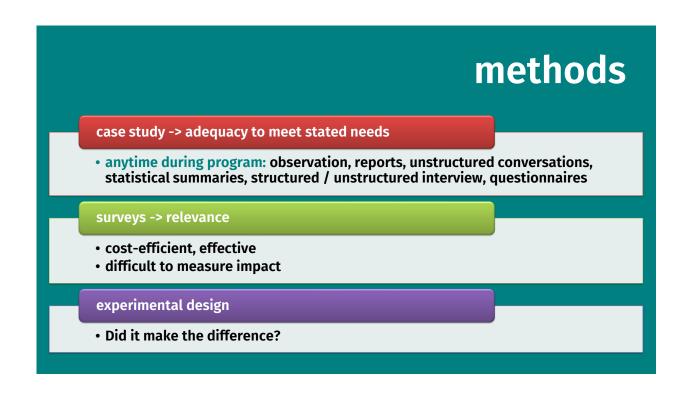
## OUTCOME EVALUATION: program goal and quality of life

## **□** Long-term change

(e.g. Did it reduce the number of new cases? Did it improve their quality of life?

Indicators	Standard	Method	Tools
There will be a reduction in the prevalence of raised high blood pressure among adults aged 20 years old and above from Barangay 720, Malate, Manila within one year	From 22.6% to 18.1% prevalence of raised blood pressure for 2022 according to DOH standards	Records review	Records review checklist
There will be an increase in the control rate of blood pressure among adults aged 20 years old and above from Barangay 720, Malate, Manila within one year	Increase from 20% control rate according to the DOH standards	Records review	Records review checklist

Indicator	Standard	Method	Tools
There will be a reduction in the incidence of upper respiratory tract infections of children aged 6-12 years old	Reduce from 24.45% to 10% in 6 months	Survey Interview Physical examination	Survey questionnaire Interview guide Physical examination checklist



#### monitoring -> difference between plan and what happened

· sequence of activities, by whom, when

#### cost-benefit analysis

· comparison of inputs and resources vis-à-vis benefits realized

#### cost-effective analysis

- outcomes (e.g. morbidity, mortality)
- · not monetary costs and benefits

# **Developing an Evaluation Plan**

- Clarify objectives and goals.
  - ☐ What are the main things you want to accomplish?
  - ☐ How have you set out to accomplish them?
- Develop evaluation questions.

## **Evaluation Plan**

Program Goal: To Program Objective Increase the percent	es: entage of senior ci	ty of life of 60% of tizens who do not	g et al., 2011) the senior citizens in Zones 1-4 of Sta have degenerative diseases have lifestyle diseases	ı. Ana, Pateros				
	Outcome		Impact Indicators	Output	Evaluation Strategies			
Objectives	Indicators	Evaluation of objectives	Evaluation of Sub-objectives	Indicators	Sources	Methods		
Sub- objectives: Increase the percentage of senior citizens who utilize health services  Strategy objectives: Increase the number of senior citizens who have their blood pressure regularly monitored	No reported case of occurrence of occurrence of complications among those diagnosed hypertensive individuals	There will be an increase in percentage of senior citizens who will comply with preventive management	There will be an increase in the percentage of diagnosed hypertensive senior citizens who have their regular blood pressure monitoring.	The number of senior citizen volunteers that are skilled to read blood pressure  The skill of the non-senior citizen volunteers to read blood pressure based on post test results and actual number of correct blood pressure readings	Registration of the names of volunteers who attended the blood pressure reading trainings  Improvement in the skills of the non-elderly volunteers, as evidenced by: -Scores of both pretest and posttest -Total of 10 correctly identified blood pressure readings of the volunteers	-Registration of attendees -Pretest and post test evaluation -Actual blood pressure monitoring of trainees		

CATEGORY	QUESTIONS	METHODS TO ANSWER
PLANNING AND IMPLEMENTATION: How well was the program planned out, and how well was that plan put into practice?	□ Who participates? Is there diversity among participants? □ Why do participants enter and leave your programs? □ Are there a variety of services and alternative activities generated? □ Do those most in need of help receive services? □ Are community members satisfied that the program meets local needs?	□ monitoring system: track actions and accomplishments □ survey of satisfaction with goals [done before the initiative begins - how they think you're going to do?] and outcomes [done after the initiative is finished - how did you do?]

CATEGORY	QUESTIONS	METHODS TO ANSWER
ATTAINMENT OF OBJECTIVES: How well has the program met its stated objectives?	☐ How many people participate? ☐ How many hours are participants involved?	<ul><li>□ monitoring system</li><li>□ survey of satisfaction</li><li>with outcomes</li><li>□ goal attainment scaling</li></ul>
EFFECT ON PARTICIPANTS: How much and what kind of a difference has the program made for its targets of change?	<ul> <li>☐ How has behavior changed as a result of participation in the program?</li> <li>☐ Are participants satisfied with the experience?</li> <li>☐ Were there any negative results from participation in the program?</li> </ul>	□ survey of satisfaction with goals and outcomes □ behavioral surveys □ interviews with key participants

CATEGORY	QUESTIONS	METHODS TO ANSWER
EFFECT ON COMMUNITY: How much and what kind of a difference has the program made on the community as a whole?	□ What resulted from the program? □ Were there any negative results from the program? □ Do the benefits of the program outweigh the costs?	□ behavioral surveys □ interviews with key informants

# Example: Survey of goals for school/community initiative to prevent adolescent pregnancy

PROPOSED GOAL		v mu	ch im	•	it will em?)	1 '	ces o			ishing s?)
	Unimport	ant		Ver	y important	Not feasib	le		Ve	ry feasible
Distribute written materials to schools concerning the problem of teen pregnancy.	1	2	3	4	5	1	2	3	4	5
Provide support group training for youth.	1	2	3	4	5	1	2	3	4	5
Train teachers involved in drama clubs, journalism clubs, and other clubs to begin youth presentations and support group activities about teen sexuality.	1	2	3	4	5	1	2	3	4	5

#### **Example:** Satisfaction

Very dissatist	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied
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## **Example:** Behavioral survey

How often have you smoked electronic cigarettes in the last 30 days?  Never One to three times Once a week More than three times a week At least once a day
How often have you had sexual intercourse without using some method of birth
control in the last 30 days?
☐ I used birth control every time I had sexual intercourse
☐ I sometimes used birth control
☐ I usually didn't use birth control
☐ I never used birth control
☐ I am not sexually active

## Example: Behavioral survey

How many cigarettes have you smoked during the past 30 days?  None  Less than one cigarette per day  One to five cigarettes per day  About one-half pack per day  About one pack per day  Two packs or more per day
Yesterday I ate:Three to five servings of fruits and vegetablesOne to three servings of fruits and vegetablesNo fruits and vegetables