

BCBH

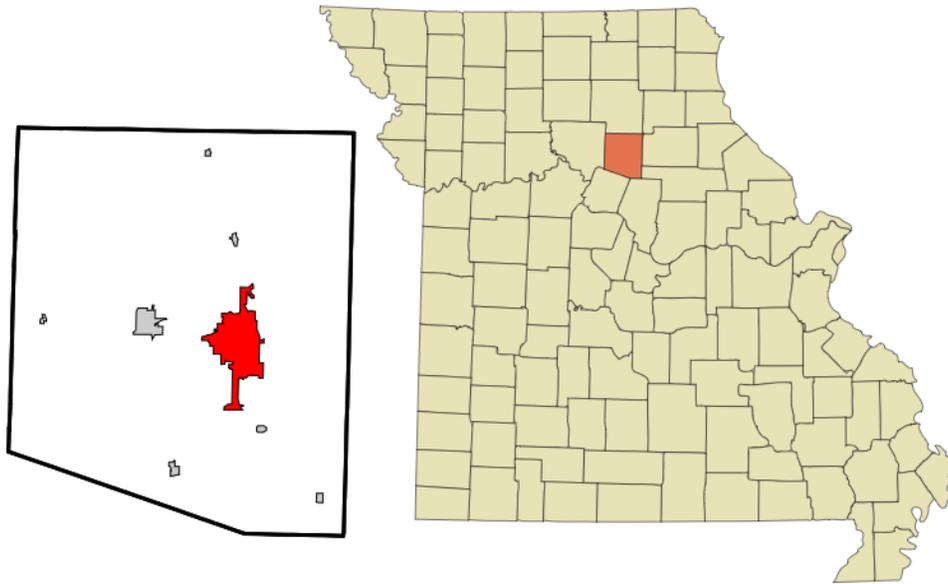
COMMUNITY READINESS
ASSESSMENT

Building Communities for Better Health (BCBH)

Community Readiness Report

Randolph County: *City of Moberly*

Physical Activity, Nutrition, and Tobacco Use/Exposure



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METHODOLOGY

Overview

Randolph County Health Department was selected by the Missouri Department of Health and Senior Services to participate in the “Building Communities for Better Health” grant. The overall purpose of this grant is to create policy, systemic, and environmental changes to reduce tobacco use and exposure, increase access to healthy foods, and increase safe places to be physically active within the community. For the purpose of this grant, the city of Moberly was selected as the target community.

In order to develop and implement effective programming to facilitate community-based change, the defined community (Moberly) must first be assessed in terms of readiness to change, current resources, inclusiveness, etc. This report focuses on the first assessment: the Community Readiness Assessment. This assessment was conducted using the *Tri-Ethnic Center’s Community Readiness Model* to measure the attitudes, efforts/activities, knowledge, and resources available in regards to access to healthy foods, access to physical activity opportunities, and tobacco use and exposure.

How Key Informants Were Selected

Randolph County Health Department staff selected community members to participate in the Community Readiness Assessment. Key informants were selected based on their role in the community—ensuring information was collected from a wide range of people with knowledge and insight pertaining to the issues being assessed. Direct requests for participation were made in person, by phone, and via email.

Data Collection

Community readiness data were collected using the *Tri-Ethnic Center for Prevention Research’s Community Readiness: A Handbook for Successful Change measurement tool*. The 36-item Community Readiness Assessment was adapted as a 35-item tool for the Building Communities for Better Health (BCBH) project by the Missouri Department of Health and Senior Services, and was provided to their funded partners on October 18, 2018.

Data collection lasted a little over two months, beginning October 24, 2018 and ending January 8, 2019. Key informant interviews were conducted by Randolph County Health Department staff and were collected confidentially.

Data Analysis

The *Tri-Ethnic Center’s Community Readiness Assessment* was used to determine the degree to which Moberly is prepared to take action in regards to physical activity, nutrition, and tobacco use/exposure. Each interview was scored using the nine-point anchored rating scale for each of the five key dimensions (see “Community Readiness Scores” for more details) as outlined in the *Tri-Ethnic Handbook*. The data were initially scored by a two Randolph County staff members independently. A meeting was held January 9th, 2019 to compare scores, and all conflicting scores were discussed before coming to a consensus. All final scores were mutually agreed upon.

COMMUNITY READINESS ASSESSMENT RESULTS

Respondents

Thirteen readiness interviews were completed and scored. Results were from community members in the following sectors:

Table 1: Respondent Role in Community

Respondent Role	# Interviewed
<i>Business Owner</i>	1
<i>City/County Professionals</i>	3
<i>Concerned Citizen</i>	1
<i>Daycare Owner</i>	1
<i>Health Sector</i>	2
<i>Non-Profit Professionals</i>	3
<i>School Official</i>	1
<i>Social Services Employee</i>	1
TOTAL	13

Community Readiness Scores

Interviews were scored using the nine-point anchored rating scale based on the five dimensions of Community Readiness as outlined in the *Tri-Ethnic's Handbook*. These dimensions are:

- **Community Efforts and Knowledge of Efforts:** What current efforts are occurring in the community and how much does the community know of these efforts?
- **Leadership:** Who are the leaders in the community and what is their attitude towards addressing the issue
- **Community Climate:** How does the community feel regarding addressing the issue?
- **Community Knowledge of the Issue:** How knowledgeable are community members regarding the issue?
- **Resources:** What resources are currently being used or could be used to address the issue?

ACCESS TO PHYSICAL ACTIVITY

Interview #

	#1	#2	#3	#4	Avg.
Community Efforts AND Knowledge of Efforts	3	2	2.5	6	3.38
Leadership	5	4	3	7	4.75
Community Climate	4	2	3	7	4.00
Knowledge of Issue	3.5	4	3	6	4.13
Resources	6	4	2.5	7	4.88
Overall Readiness Score					4.23

Interpretation Guidelines

Score	State of Community Readiness
1	No Awareness
2	Resistance
3	Vague Awareness
4	Preplanning
5	Preparation
6	Initiation
7	Stabilization
8	Confirmation/expansion
9	High Level of Community Ownership

Moberly scored a 4.23 in overall readiness regarding access to physical activity, falling into the *Preplanning* stage. This indicates some community members have heard about local efforts, but have limited knowledge about the issue and the current community efforts. The leadership recognizes the issue is a concern that needs addressed, and while there are resources that could be used to further efforts, they are limited.

The dimension “Community Efforts and Knowledge of Efforts” scored the lowest at 3.38, falling into the *Vague Awareness* stage. This indicates the community has limited knowledge about the issue. While there are several resources for physical activity in Moberly (walking tracks, gyms, trails, sidewalks), community members do not seem to be aware of the opportunities available. Additionally, a lack of transportation was a key issue mentioned by all interviewees as a major barrier to accessing the available resources for physical activity.

Based on the current readiness stage for physical activity opportunities in Moberly, some key action steps we could take are:

- Increase awareness through flyers, posters, billboards, media exposure, and by conducting presentations
- Review existing efforts to determine who is currently benefiting and the degree of success
- Hold local focus groups to discuss the issues and develop strategies

ACCESS TO HEALTHY FOODS

	Interview #				Avg
	#1	#2	#3	#4	
Community Efforts AND Knowledge of Efforts	4.5	2	5	3	3.63
Leadership	4.5	6	5	3	4.63
Community Climate	4.5	2	2	1	2.38
Knowledge of Issue	2	2	1	1	1.50
Resources	2.5	4	2.5	3	3.00
Overall Readiness Score					3.03

Interpretation Guidelines

Score	State of Community Readiness
1	No Awareness
2	Resistance
3	Vague Awareness
4	Preplanning
5	Preparation
6	Initiation
7	Stabilization
8	Confirmation/expansion
9	High Level of Community Ownership

Moberly scored a 3.03 in overall readiness regarding access to healthy foods, falling into the *Vague Awareness* stage. This indicates that leadership and some community members believe this issue is a concern in the community, but there is no immediate motivation to act.

The dimension “Knowledge of the Issue” scored the lowest at 1.50 (*No Awareness*), followed by “Community Climate” at 2.38 (*Resistance*). This demonstrates the community as a whole has no knowledge about the issue and they believe the issue is not a concern.

Although Moberly has several resources available to address hunger in the community, such as food banks, buddy packs, and WIC, there are limited resources when it comes to accessing healthy foods. The food banks provide food to many in need, but they are not always able to provide healthy, fresh options. As for WIC, they provide vouchers for healthier items, but they serve a very specific population. There are various leaders in the community wanting to make changes, but their time and reach is limited. Transportation, finances, and an overall lack of knowledge was mentioned by all interviewees as major barriers to healthy eating in Moberly. As one interviewee put it, “Nutrition is not something you even think about when you are worried about transportation and meeting your basic needs.”

In order to move forward in this area, we must first raise the community readiness stage for the dimensions “Community Climate” and “Knowledge of the issue”. To do this, we must raise local awareness and understanding of the relevant issues. Some steps to do this include:

- Visit with community leaders and members
- Identify the community’s strengths, weaknesses, opportunities, and threats by conducting an environmental scan
- Disseminate information through church bulletins, local newsletters, social media, flyers, posters, etc.
- Share stories of individuals/families in the community who have been personally affected by this issue.

TOBACCO USE & EXPOSURE

Interview #

	#1	#2	#3	#4	#5	Avg
Community Efforts AND Knowledge of Efforts	4	6	2	3.5	1	3.3
Leadership	3	1.5	1	3	1	1.9
Community Climate	2	3	3	2	2.5	2.5
Knowledge of Issue	3	4	5	5	4	4.5
Resources	2	4.5	2	2.5	1	2.4
Overall Readiness Score						2.92

Interpretation Guidelines

Score	State of Community Readiness
1	No Awareness
2	Resistance
3	Vague Awareness
4	Preplanning
5	Preparation
6	Initiation
7	Stabilization
8	Confirmation/expansion
9	High Level of Community Ownership

Moberly scored a 2.92 in overall readiness regarding Tobacco Use & Exposure, falling in *Resistance* stage. Although there is knowledge of the issue among community members of the dangers of tobacco use and exposure, there is no consistent leadership involvement or available resources dedicated to tackling the issue. Additionally, while some interviewed indicated the community would be supportive of efforts to reduce tobacco use and exposure, others indicated the community as a whole does not want to prohibit others from doing as they please.

In order to move forward in addressing this issue, we must first raise the community readiness stage for the dimension “Leadership” since it scored the lowest at 1.9 (*No Awareness*). To do this, we must raise awareness with local leadership that the issue exists and impacts our community. Some steps to do this include:

- Make visits with community leaders/members to discuss the issue
- Partner with potential supporters
- Call attention to the issue in the media and solicit support
- Share stories of individuals/families in the community who have been personally affected by this issue

SUMMARY

A lack of transportation and finances were mentioned as key issues by almost all interviewed. Moberly does not have a public transportation system, and although sidewalks have been expanded in recent years, there is still a need for improvement. Moberly does have the “Magic City Express”, a transportation service providing rides to local residents within city limits. However, they run on limited hours Monday-Friday, charge a \$2 fee per stop, and require reservations a day in advance.

In terms of access to physical activity, knowledge of the available resources and transportation issues were the main barriers noted. Interviewees stated that raising awareness within the community was an issue, as well as the lack of transportation to get to the current resources, such as the YMCA, local gyms, trails, the Moberly Area Community College walking track, and local parks.

When looking at access to nutritious foods, overall nutrition knowledge, transportation, and financial resources were the main barriers noted. It was consistently noted that the community as a whole is not very knowledgeable when it comes to what is healthy or how to prepare healthy foods. Knowledge aside, many people within Moberly also do not have reliable transportation to get to the grocery store, nor do they have the financial means to purchase healthier items. Although there are some key resources including food banks, WIC, school/daycare food programs, and healthy concessions at Parks and Recreation, the reach and impact is limited.

The area of tobacco use and exposure scored the lowest for overall readiness. While those interviewed believe community members are aware of the health effects/risks of tobacco use and exposure, the community lacks motivation to act. Additionally, there is no active leadership focused on the issue, and the available resources are limited to school health classes, doctors, and pharmacies.

Moving forward, it is imperative that local planning efforts to address physical activity, nutrition, and tobacco use/exposure focus on current readiness levels to ensure any implementation efforts are appropriate and effective for Moberly’s current level of readiness to change.

REFERENCES

Tri-Ethnic Center for Prevention Research. (2014). *Community Readiness for Community Change: Community Readiness Handbook* (2nd ed.). Fort Collins, CO: Colorado State University.