

Assessment of Readiness

Assessing the target audience's readiness to receive your message and change their thinking/behavior may be helpful. Include parents in measuring the readiness of the community or state in receiving the public awareness campaign message by asking parents to review the community readiness survey for word changes and to assist in advocating community members complete the survey.

The Readiness Assessment for the Prevention of Child Maltreatment (RAP-CM) can be used to assess how ready a country, state, or community is to implement evidence-based child maltreatment prevention programs and/or a public awareness campaign on a large scale. For example, if you find many responses are "don't know", a strong community awareness campaign might be needed. To utilize the RAP-CM below, insert in the parentheses the name of the targeted area/community that is being assessed.

Questions	Possible Responses			
In (community), compared to other health and social problems, how much of a priority is child maltreatment/ abuse prevention?	High Priority	Moderate Priority	Low Priority	Don't Know
Do you think that measures taken so far to prevent child abuse and neglect in (community) have been adequate?	Adequate	Neither Adequate nor Inadequate	Inadequate	
Are there any government or non-government agencies officially mandated with child abuse and neglect prevention in (community)?	Yes	No	Don't Know	
Is there any official policy – or are there official policies – specifically addressing child abuse and neglect prevention in (community)?	Yes	No	Don't Know	
In (community), are there political leaders who express strong commitment to the issue of child abuse and neglect prevention and are taking effective measures to address the problem?	Yes	Not Clear	No	Don't Know
Does the (state/county) Department of Child and Family Services (whatever the child welfare agency is called) have a dedicated budget for child abuse and neglect prevention?	Yes	No	Don't Know	
Are there dedicated budgets in other parts of the (state, county) for child abuse and neglect prevention?	Yes	No	Don't Know	
Overall in (community), do you think the number of professionals specializing in child abuse and neglect prevention is adequate for the large scale implementation of child abuse and neglect prevention programs?	Adequate	Neither Adequate nor Inadequate	Inadequate	There are none/ Don't Know
What level of citizens' participation is there typically in efforts to address various health and social problems in (community)?	High	Moderate	Low	Don't Know
How good at getting things done through their joint efforts are the people living in (community)?	Good	Moderate	Poor	Don't Know

Resource: Marie Helene Gagne, Sylvie Drapeau, & Marie-Eve Clement, "Community Readiness for Child Maltreatment Prevention: The Challenge of a Brief Assessment," *The Journal of Primary Prevention*, 41, (2020): 299-316.