



Community Readiness Assessment Data Collection Protocol

To get valid results from the Community Readiness Assessment:

- Selecting the right key informants is critical. Key informants have their finger on the pulse of the community. **Who** they are is not important, **what** they know is.
- Conduct all interviews in a timely manner. Finish all interviews within 2 weeks.
- Clearly and concisely define your community and issue.
- **After inserting your clearly defined issue into the assessment questions go over the final interview questions with your evaluator.**
- Take good interview notes, try to capture everything your key informant says. If you audio record the interviews, be sure to transcribe all the details of the interview before submittal to your evaluator.
- **Do not** provide a copy of the assessment to your key informants prior to conducting the interview, the key informant's "off the cuff" answers are the important answers. Answers they have had time to think about are not as good as their initial reaction answers.
- Be sure a **minimum of four and no more than six** people have completed the interview.
- Use good interview protocol, **do not** use this as an opportunity to educate key informants.
- Coalition members should train coalition members to conduct the assessment with key informants.

After your evaluator at The Partnership approves your changes to the assessment questions you should:

- Contact key informants and conduct interviews as soon as possible
- Record and transcribe all interviews fully
- Submit transcriptions to your evaluator as soon as possible upon completion of all interviews.

