

Community Readiness Survey Results — City of Edina

Community Readiness Survey is...

A survey developed and validated by the Minnesota Institute of Public Health (MIPH) that...

Assesses resident attitudes and norms regarding alcohol, tobacco, other drug use and gambling problems in order to...

Raise awareness, strengthen prevention strategies and help spotlight areas of greatest need.

Who took the survey?

MIPH mailed the survey to a random sample of 800 Edina residents and received an acceptable response rate of (36%).

To help improve response rate, mailed survey packets were sent with a cover letter on City letterhead signed by the City Manager.

Nearly one-half (46%) of the sample was over 60 years of age. No youth (<20 years) were represented.

The majority of the sample was female (63%) and White (91%). Three-quarters (74%) had a college or graduate/professional degree.

How do we use the results?

Assessment is a crucial piece of program development. There are three pieces to alcohol, tobacco, other drug and gambling assessment:

Collect data on alcohol, tobacco, other drug and gambling use

Assess resources and community leader views

Assess resident attitudes and community norms

This survey addresses the last piece and helps take the “prevention temperature” of a community’s readiness to address alcohol, tobacco, other drug and gambling issues.

Readiness

What does “Readiness” mean?

Readiness is the willingness for residents to unite efforts and address alcohol, tobacco, other drug and gambling issues in their community in order to shift norms.

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Measurement	Level of Readiness (willingness to change)	Suggested Next Steps
Perceptions of the severity of alcohol, tobacco, other drug and gambling problems in the community	Low – Alcohol, tobacco, other drugs and gambling	Increase public awareness of use/abuse rates and problems associated with use/abuse of substances and gambling.
Perceptions of permissive attitudes regarding alcohol, tobacco, other drug use and gambling among youth	High – Alcohol, tobacco & other drugs Low/Med – Gambling	Capitalize on existing alcohol, tobacco and other drug norms. Target permissiveness of special occasion drinking in the home and associated norms. Determine reasons for gambling acceptance.
Support for policy and prevention efforts regarding alcohol and tobacco use	High – All	Inform law enforcement and schools of the strong community support of their efforts. Enhance existing programs.
Perception of ease of access to alcohol, tobacco and gambling among adolescents	Low – All	Gather information from youth and surveys to better understand “access sources” and make community more aware of accessibility. Target social access in the homes.
Perception of community commitment to respond to issues facing community	Very High – All	Maintain community commitment and build on established programs and initiatives.