

2010 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.

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.

Who took the survey?

MIPH mailed the survey to a random sample of 600 Edina residents and received an acceptable response rate of (32%).

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

One-third (32%) of the sample was 65 years or older, 43% were between the ages of 25 and 54 and a small percentage (1%) of 17-24 year olds were represented.

The majority of the sample was female (71%) and White (94%). Over three-quarters (79%) 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, and other drug assessment:

Collect data on alcohol, tobacco, and other drug use

Assess resources and community leader views

Assess resident attitudes and community norms towards these substances and efforts to prevent or deter their use

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

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Measurement	Level of Readiness* (willingness to change)	Suggested Next Steps
Perceptions of the severity of alcohol, tobacco, and other drug problems in the community	Low – Alcohol, tobacco, other drugs	Increase public awareness of use/abuse rates and problems associated with use/abuse of substances. Compared to 2007 survey results, perceptions of the severity of ATOD has remained at the low level of readiness.
Perceptions of permissive attitudes regarding alcohol, tobacco, and other drug use among youth	High – Alcohol, tobacco & other drugs	Capitalize on existing alcohol, tobacco and other drug norms. Target permissiveness of special occasion drinking in the home and associated norms. Compared to 2007 results, perceptions of permissive attitudes of ATOD has remained at the high level of readiness.
Support for policy and prevention efforts regarding alcohol and tobacco use	High – Alcohol, tobacco & other drugs	Inform law enforcement and schools of the strong community support of their efforts. Enhance existing programs. Compared to 2007 results, support for ATOD prevention remained at the high level of readiness.
Perception of ease of access to alcohol, tobacco and other drugs among adolescents	Low – Alcohol, tobacco & other drugs	Increase public awareness of common “access sources” from MN student survey data. Target social access in the homes and other locations. Compared to 2007 survey results, perceptions of the ease of access to ATOD has remained at the low level of readiness.
Perception of community commitment to respond to issues facing community	Very High – All	Maintain community commitment and build on established programs and initiatives. Compared to 2007 results, perceptions of community commitment of ATOD has remained at the very high level of readiness.