

An Introduction to Community Asset Mapping

Compassionate Schools Summer Symposium

July 27, 2017

Tirzah Spencer, PhD, MPH

Na-Tasha Williams, MPA-MHR

Today you will learn...

- What is Asset Mapping?
- Why should you do it?
- When should you do it?
- How do you do it?
- Resources – *What they are & where to find them!*

What is Asset Mapping?

- Other Names and Types:
 - Participatory Asset Mapping
 - Community Mapping
- What is it?
 - **Asset Mapping** – general process of identifying and providing information about a community's resources
 - **Participatory Mapping** – process of creating a display of resources that make up a community by community member
 - **Visual narrative**

Examples of Assets

- **Assets** – status, condition, behavior, knowledge or skills that a person, group or entity possesses which serve as a support, resource or strength to one's self and others in the community
- **Community Assets** – resource that improves the quality of community life

What are examples of assets for children enrolled in school?

What are examples of assets for schools?

Examples of Assets

- **Physical Structures:** schools, hospitals, churches, libraries, businesses
- **Associations and Organizations:** PTA, private, public and nonprofit institutions or organizations
- **Economic Resources:** banks and local businesses
- **Health-related resources:** Nemours Student Health Collaboration (a program that links health providers, school nurses, and parents to support children's health)
- **Political resources:** individuals and institutions
- **Individuals:** knowledge, skills, teachers

Anything that improves the quality of school community life

Examples of Assets

Defined by:

- Gender
- Children/without children
- Married/not married
- Geographic specific
- Ethnicity
- Age
- History with space

<http://cap4kids.org/wilmington/>



The screenshot shows the website for CAP4Kids Wilmington. The browser address bar displays "cap4kids.org/wilmington/". The website has a dark header with the "CAP4Kids" logo and a navigation menu with links for Home, Get Involved, Parent Handouts, Resources, Laws/Definitions, Helpful Links, and Childhood Safety. A language selection dropdown is also present. Below the header, a large banner features the text "WILMINGTON" and "One website. Unlimited resources. Find exactly what you are looking for." alongside a photograph of a smiling woman and a young girl. A search bar is located on the left side of the main content area. On the right, the text "The Children's Advocacy Project" is displayed above a stylized "of" symbol and "WILMINGTON, DE". Below this, a section titled "PARENT HANDOUTS" lists several categories: Child Abuse, Child Care/Respite Care, Domestic/Community Violence, and Early Intervention/Development. A paragraph of introductory text follows, expressing gratitude for user interest and describing the site's purpose as a comprehensive listing of social service agencies. A second paragraph explains the structure of the "Parent Handouts" and mentions that they include descriptions of agencies, addresses, and phone numbers.

- What is Asset Mapping?
- Why should you do it?
- When should you do it?
- How do you do it?
- Resources

Why and When should you use it?

- Documenting, monitoring and analyzing neighborhood change
- Identifying development opportunities
- Expanding community and partnership support systems
- Developing and implementing a new program
- Organizing and advocating for community and policy change
- Tracking program success and sharing outcomes
- Building communities

Did we miss anything?

Why and When should you use it?

Additional questions to consider:

- **Utilization:**
 - Are they used?
 - Who uses them?
 - How and why are they used?
- Identifying assets based on their utilization is determined by how well we understand how families and students live, learn and play.

Are there downsides to using asset mapping?

- What is Asset Mapping?
- Why should you do it?
- When should you do it?
- **How do you do it?**
- Resources

How do you do it?

- **Steps:**

- Identify Core Principles
- Process of Building Community through Asset Mapping
 - Building Readiness
 - Visioning and Planning
 - Implementation
 - Define community boundaries
 - Identify partners
 - Determine what type of assets to include
 - Methods
 - Change and Sustainability

How do you do it?

Identify Core Principles: they determine which assets are identified and the methods used to collect them

- **Value and seek understanding** of communities and students/families that are different than in our own community– humble; aware of what we know and don't know
- **Youth-adults partnerships (YAP)** – create equal partnerships between youth, caregivers, other adults and develop these partnerships over time
- **Assets/gifts of people**, places and time – focus on the positive assets and gifts (in addition to the challenges)
- **Create opportunities for reflection and learning** – pause to reflect on what you're doing

Are there other core principles?

How do you do it?

- **Steps**

- Process of Building Community through Asset Mapping
 - Building Readiness
 - Visioning and Planning
 - Implementation
 - Change and Sustainability

How do you do it?

- **Building Readiness**

- An introduction to approaches for youth and community development
- Resources for building relationships
- Identify “early wins”
- Discuss how examining resources can contribute to building readiness for community action

- **Visioning and Planning**

- Identify what questions are driving the asset mapping
- Working together to create a vision and plan

How do you do it?

- **Steps**

- Process of Building Community through Asset Mapping
 - Building Readiness
 - Visioning and Planning
 - Implementation
 - Change and Sustainability

How do you do it?

- **Implementation – *Moving into Action!***

- Define community boundaries – Examples: census tracts, geographic boundaries
- Identify and involve partners
- Determine what types of assets to include – guided by multiple perspectives, principles, vision/goals, frameworks, **AND** theories
- Methods

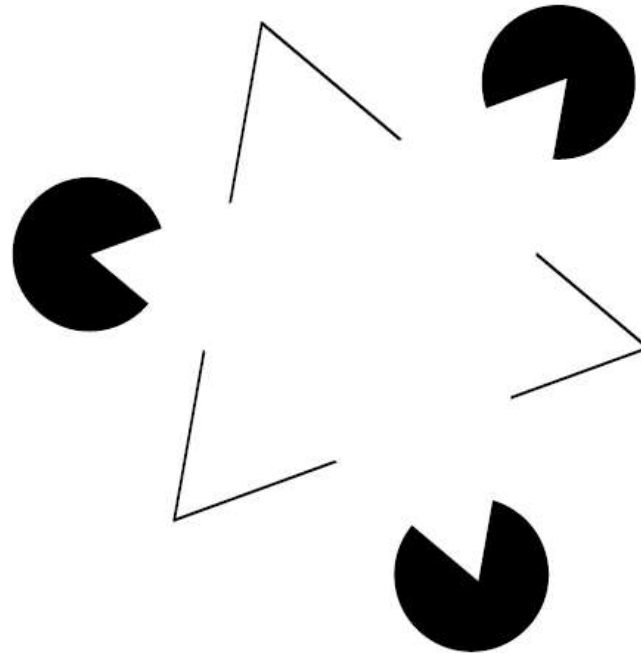
- Using community resources and assets to take action
 - How to identify and mobilize resources for action

How do you do it?

Implementation: Determine what types of assets to include – guided by multiple perspectives

exercise

How Many Triangles Do You See?



How do you do it?

Implementation: Determine what types of assets to include – guided by multiple perspectives, principles, and vision/goals



With all the different mental models for where to intervene in the system what evidence-base do we have to inform our decisions?

How do you do it?

Implementation: Determine what types of assets to include – guided by multiple perspectives, principles, vision/goals, frameworks, **AND** theories

Understanding Leverage

(where the greatest opportunities exist for impacting the system)

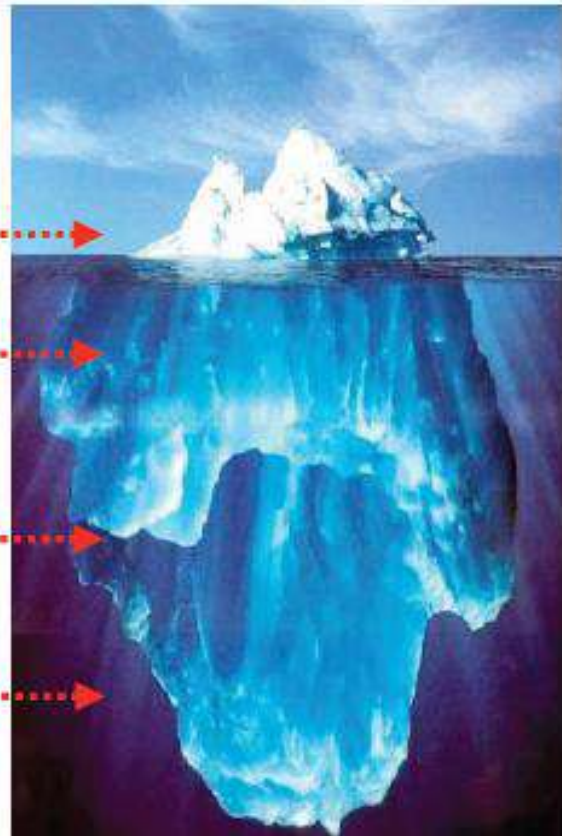
LEVERAGE

Events

Patterns

Underlying Structures

Mindsets



EXAMPLES

Annual reporting of diabetes prevalence

Twenty year trend line for diabetes prevalence

Portion sizes, location and costs of healthy food, safe neighborhoods to exercise in, access to care, pre-diabetes screening and management reimbursement policies, etc.

Mental health, optimism about the future, beliefs about adversity and overcoming challenges, paradigm about community assets

How do you do it?

- **Methods**

- Focus groups around a map
- Breakout groups
- Interviews
- Surveys
- Community walks
- Mapping tools – <https://www.policymap.com/maps>, GIS

How do you do it?

- **Implementation – *Moving into Action!***

- Define community boundaries
 - Identify and involve partners
 - Determine what types of assets to include – guided by principles, vision/goals, frameworks, **AND** theories
 - Methods
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- Using community resources and assets to take action
 - Mobilize resources for action based on asset mapping

How do you do it?

- **Steps**

- Process of Building Community through Asset Mapping
 - Building Readiness
 - Visioning and Planning
 - Implementation
 - Change and Sustainability

How do you do it?

- **Change and Sustainability**

- Collaboration
- Analysis
- Dissemination: Reports, Photo books, Presentations, Databases
- Decision makers and power brokers

Resources

- <http://cap4kids.org/wilmington>
- <http://cap4kids.org/philadelphia/>
- Asset Mapping: Health!CapitalCounties. A Community Approach to Better Health. Clinton Eaton
http://www.healthycapitalcounties.org/uploads/9/1/6/3/9163210/hcc_comm_health_profile_6-18-12.pdf

Building Community: A Toolkit for Youth and Adults in Charting Assets and Creating Change. Created by the Innovation Center for Community and Youth Development and National 4-H Council Supported by Ford Foundation. (http://www.theinnovationcenter.org/files/BuildingCommunity_ToolKit.pdf)

- Equitable Development Toolkit: Community Mapping. Policy Link. Updated April 2002
http://www.kintera.org/site/c.lkIXLbMNjRE/b.8022519/k.AB84/Community_Mapping/apps/nl/newsletter2.asp
- Participatory Asset Mapping: A Community Research Lab Toolkit. April 2012
<http://www.communityscience.com/knowledge4equity/AssetMappingToolkit.pdf>
- Teresa Cutts et al. (2016). Community Health Asset Mapping Partnership Engages Hispanic/Latino Health Seekers and Providers
- UCLA Center for Health Policy Research. Technical Assistance Series: Asset Mapping.
http://healthpolicy.ucla.edu/Documents/Newsroom%20PDF/democ_data_assetmap.pdf