

# An Introduction to Community Asset Mapping

Compassionate Schools Summer Symposium

July 27, 2017

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# 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/>



Choose your Language:

**CAP4Kids** Home Get Involved Parent Handouts Resources Laws/Definitions Helpful Links Childhood Safety

## WILMINGTON

One website. Unlimited resources. Find exactly what you are looking for.

Search

### The Children's Advocacy Project

of

#### WILMINGTON, DE

**PARENT HANDOUTS**

-  [Child Abuse](#)
-  [Child Care/Respite Care](#)
-  [Domestic/Community Violence](#)
-  [Early Intervention/Development](#)

First of all we would like to thank you for your interest in **The Children's Advocacy Project of Wilmington** and its mission and contents. Within this site you will find a user-friendly, comprehensive listing of many social service agencies that exist to improve the lives of families that need our help the most.

Please become familiar with the **Parent Handouts**. They are the backbone of this project. They are broken down by category and within each handout, you will find a description of the social service agency, their address, and a phone

- 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

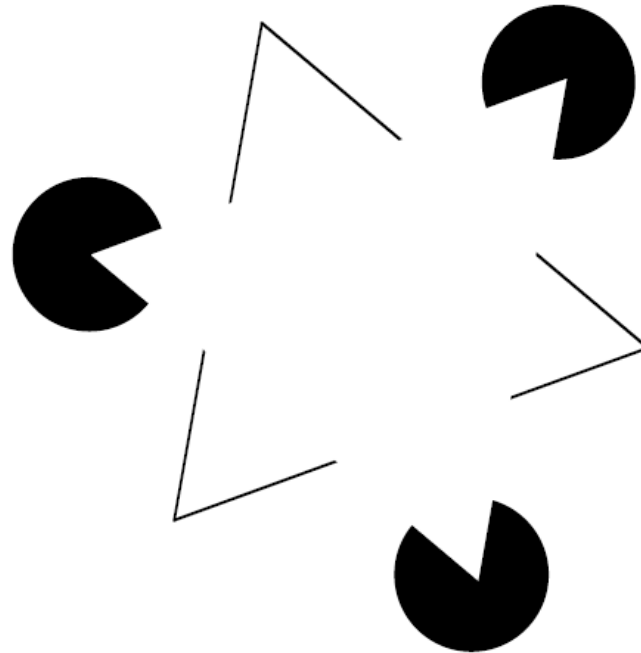


# How do you do it?

**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)

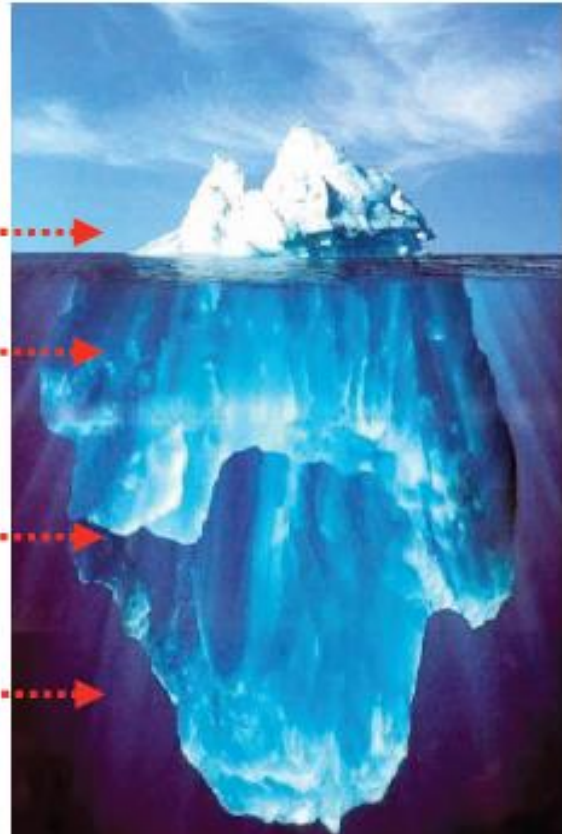
### LEVERAGE

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
- 
- 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](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](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](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](http://healthpolicy.ucla.edu/Documents/Newsroom%20PDF/democ_data_assetmap.pdf)