An Introduction to Community Asset Mapping

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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/
• 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

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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](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/wilmington)
- [http://cap4kids.org/philadelphia/](http://cap4kids.org/philadelphia/)


- Participatory Asset Mapping: A Community Research Lab Toolkit. April 2012

- Teresa Cutts et al. (2016). Community Health Asset Mapping Partnership Engages Hispanic/Latino Health Seekers and Providers