Introduction to Asset Based Community Development and Asset Mapping
Overview

- Review the objectives for this module
- Review the Asset-Based Community Development Model
  - Review differences between a deficiency and capacity model
  - Review Asset Mapping
- How a group of Pediatricians began asset mapping

- Asset Mapping Operationalized
Objective 1

Identify 3 major differences in the approach between:

✓ A “traditional” community development model (deficiency model) compared to:
✓ Asset based community development model (capacity model)
Objective 2

Develop the skills to take an inventory of the skills and capacities of the citizen associations located in the communities as it relates to each subject. (ie religious, cultural, athletic and recreational).
Objective 3

Develop skills to take an inventory of the skills and capacities of formal institutions located in the communities as it relates to each subject (ie grocery stores, schools, libraries, parks, fire stations, nonprofit institutions, clinics, social service agencies).
Asset Based Community Development (ABCD)


- Community is an emergent phenomena
- Two types of fields of interaction exist within a community
  1) citizen associations - within social fields individuals pursue self and/or common interest.
  2) formal institutions- cut across social fields-the actions in this field serve to coordinate other functions.
Introduction to ABCD and Asset Mapping: Some definitions

- Community*
  - Locale or domain that is characterized by the following elements
    - Membership—a sense of identity or belonging
    - Common symbol systems-similar language, rituals, and ceremonies

Introduction to ABCD and Asset Mapping: Some definitions

- Community (continued)
  - Shared values and norms
  - Mutual influence—community members have influence and are influenced by each other
  - Shared needs and commitment to meeting them
  - Shared emotional connection—members share a common history, experiences, and mutual support

- May be geographically bounded (or not)
  - Connectedness/relationship
Introduction to ABCD and Asset Mapping: Some definitions

- **Capacity building**: Activities that an organization, network of organizations, or a community undertakes to enhance its **effectiveness** and its **ability** to improve health outcomes in ways that **build on its existing assets and resources**

- Activities may include:
  - training
  - coaching
  - provision of tools and equipment
  - networking
  - Evaluation
  - *asset mapping and mobilization*
  - facilitation of communication
  - facilitation of access to policymakers
  - technical assistance
  - information dissemination
  - convening
  - assessment
  - community based research planning
  - facilitation of collaboration

*http://www.calendow.org/foundation/glossary.stm*
What has been the traditional approach to Community Health?

- Traditional (Deficiency) model
  - Focus on a community’s needs, deficiencies and problems

- Capacity model
  - Focus on a community’s capacity, skills and assets
    - McKnight Model—Asset Mapping
Traditional (Deficiency) Model of Community Development

- Identify problems
- Obtain funding to solve problems
  - University
  - Foundations
- Develop programs
  - Teach people
    - Nature and extent of their problems
    - How the service will help them with their problems
Consequences of the Deficiency Model of Community Development

- **Creates a Service Environment**
  - Residents well-being depend on being a client
  - People with special needs to be met by outsiders

- **Views community as a list of problems**
  (which might perpetuates the problems)

- **Directs funding to service providers, not residents themselves**

- **Community leadership focuses on needs to obtain funding**
  - Problem must be worse the next year to obtain funding
  - Ensures the cycle of dependency because problems need to stay in order to get funds
Consequences of the Deficiency Model of Community Development

- More individual oriented and less community development oriented
- Provision of services to individuals
- Perpetuates a sense of hopelessness for improvement for low income communities
- Only outside experts can help
- Weakens reliance on each other
Capacity-Focused Community Development

- Locate available local assets
  - Starts with what is present not absent or a problem
  - Asset Based Community Development (ABCD) approach sees the community as a “treasure chest” to be built upon
  - a journey of discovering a community’s capacities & assets
Capacity-Focused Community Development

- Individuals and organizations represent resources upon which to build (asset map)

- Focuses on agenda building and problem-solving capacities of local residents, local associations and institutions (internally focused)

- Connect the assets--build relationships
  - Relationship driven with building and rebuilding relationships in the community

- Development of policies and activities based on the capacity, skills, and assets of lower-income people and their neighborhoods
Capacity-Focused Community Development

- More likely to succeed when compared to the Deficiency Model because
  - Historic evidence demonstrates that community development succeeds only when local community members commit themselves and their resources.
  - Outside resources are limited
# Capacity-Focused Community Development

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## View of Individual:

- Needs based on community “Problems”
- Unemployment, gangs, truancy, broken families, housing shortage, crime, child abuse, illiteracy, welfare, dropouts, etc.
- Assets based on community “Treasures”
- Youth, elderly, artists, churches, schools, businesses, parks, libraries, cultural groups, community colleges, clubs, hospitals, farms, ranches, etc.
Capacity-Focused Community Development

• Asset mapping and asset mobilization are very different concepts.
• Asset mapping is an inventory of the community’s treasure chest.
  – In the process of this inventorying, important relationships are developed.
  – asset mapping is NOT an action step
Capacity-Focused Community Development

• Asset mobilization IS an action step.
  – Mobilizing assets for collective action requires organizing and harnessing the relationships that exist within the community

• Often Asset Mapping lends itself to Asset Mobilization
How a group of Pediatricians began asset mapping

- CHAT Program
  - Residents
  - Faculty
    - Community Health Focus
    - Health Promotion Focused
- Working with a low-income community in Los Angeles
Assets
Assets
Assets
How a group of Pediatricians began asset mapping – broad definition of health

What is Health?

Traditional Definition:

The absence of disease or injury
What is Health?

World Health Organization (1948):

“a state of complete physical, mental, and social well-being, not merely the absence of disease and infirmity”
What is Health?

Institute of Medicine (2004):

- “the extent to which individual children or groups of children are able to or enabled to
  - develop and realize their potential,
  - satisfy their needs, and
  - develop the capacities that allow them to interact successfully with their biological, physical and social environments”
What is Health?

How does this definition differ from traditional definition?

- Both population and individually focused
- Positive construct
- Emphasis on function
- Emphasis on development
How a group of Pediatricians began asset mapping – broad understanding of health

What are the five basic determinants of children’s health status?

- Behavior
- Social relationships
- Physical environment
- Economic status
- Access to medical care
How a group of Pediatricians began asset mapping – broad understanding of health

What are the “new morbidities”?

- Developmental problems
- Educational failure
- Injuries, abuse
- Mental health problems
Addressing Children’s Health?

- How would a group of pediatricians address children’s health?
  - Considering the determinants of children’s health status
  - Considering the “new morbidities”

- Require a community focus/approach to health promotion
Capacity-Focused Community Development

- Individuals and organizations represent resources upon which to build
- Asset Mapping is one approach to building these resources
Capacity-Focused Community Development

What to map?

- **Primary building blocks**: individual assets and capacities controlled within the neighborhood
  - Individuals, households, families, gifts and skills
    - Community Leaders
  - Citizens associations
    - Churches
    - Cultural Groups
Capacity-Focused Community Development

- **What to map?**
  - **Secondary building blocks:** assets located in neighborhood or community but controlled by those outside the community
  - **Local Institutions**
    - Schools
    - Libraries
    - Parks
    - Social services
    - Regional Centers
Introduction to Asset Mapping: Process

For each case

- Take an in-depth inventory
  - Skills and capacities of the **citizen associations** located in the communities
    - Religious, cultural, athletic and recreational
  - Skills and capacities of **formal institutions** located in the communities
    - Businesses like grocery stores, schools, libraries, parks, police, fire stations, nonprofit institutions like hospitals, clinics, social service agencies. (Healthy Cities)
How is this different from mapping projects such as Healthy Cities?

- Pen and Paper
- Relationship-based
  - On-going
- Level of detail that makes it user friendly for the population
Building Community from the Inside Out

Assets + Community = Development Initiatives

• CHAT Program
• Mentoring Programs
• Regional Center Collaborations
Building Community from the Inside Out
Operationalizing Asset Mapping and Mobilization

Example Case

JJ is a 3 year-old male that started pre-school in the fall. He is active and loves to climb and play with water. He tends to engage in parallel play and has limited language. He does not interact much with peers and occasionally is aggressive. He bit a peer last week. His parents are concerned that he bit his peer but thought his language was appropriate for his age.
Introduction to Asset Mapping: Example Case

- What resources are available for this family?
  - Family
  - Citizen associations
  - Formal institutions
Introduction to Asset Mapping:
Example Case

- Family—Grandparents, siblings, cousins, Aunts, Uncles
- Pre-school—teachers, other parents, screening tools
- Regional Center
- Health Care Providers
- Libraries/other CBO’s?
Longitudinal Goal: Asset Mobilizing

- Mobilizing assets for collective action requires organizing and harnessing the relationships that exist within the community

- How can you build and improve your relationships with community assets and resources to improve the care for all children such as JJ?
Questions, Comments, Thoughts?