ASSET MAPPING:

THE PROCESS OF CATALOGING THE RESOURCES OF A COMMUNITY *

Asset mapping is the process of cataloging the resources of a community. Asset mapping can serve a number of purposes:
1. Identify possible resources
2. Provide a foundation for strategic planning and implementation
3. Deepen understanding of key regional systems and linkages
4. Become a catalyst for new partnerships
5. Be an organizational and motivational tool for implementation

PROCESS STEPS:

1) Meet with a core group to do a preliminary scan of possible community assets that could help further your mission.
   ☐ Use table 1 below as background for the types of assets that might be available.
   ☐ Use tables 2 & 3 as an initial inventory of the types of groups you might want to consider. Add any additional groups that you find are missing.
2) Identify the list of groups that you want to approach to help with your initiative. Make a list of contact information for those groups and decide who will make an initial contact.
3) Call contacts and make a preliminary inquiry about their interest and ask if you can send them a quick survey to fill out or interview them in person. The purpose of the call is to provide them some background information on why you want to engage their organization and gauge their initial interest.
4) Send out the survey or interview the groups and collect all the responses from those who agreed to participate. A sample survey can be found at the end of this document and is labeled Appendix A.
5) Meet with the core group to discuss the results and determine what and who you want to involve further.
6) Invite those group representatives to a meeting to discuss what you're thinking and give them input to help shape the initiative.
7) Begin the Strategic Planning Process to lay out your plan.

Table 1 - Potential Assets of Associations, Organizations/Institutions

☐ People with Time, Interests, Skills, etc.	☐ Materials
☐ Expertise	☐ Equipment
☐ Networks	☐ Programs
☐ Communication channels	☐ Services
☐ Space	☐ Financial Resources
☐ Facilities	☐ Purchasing Power

Table 2 – Possible Collaborative Associations

Here's a preliminary inventory of community capacities as described by local yellow pages, city/county planning departments, the chamber of commerce, and volunteer placement agencies. In this example, assets are organized by sector. List the name, address, and phone number of a contact person who can give you more information on who and what you find. Use your core group to identify which of the following associations, organizations or agencies you want to solicit more information from.

In?	Associations	Contact Person / Info
	Business Groups: local chamber, local coops	
	Chamber of Commerce	
	Charitable Groups, Drives	
	Church Groups, Parish Nurses	
	Civic Event Groups: fair, festivals	
	Elderly Groups	
	Ethnic Associations	
	Environment/Conservation Groups	
	Health & Fitness Groups: jogging, diet	
	Local Media: newspaper, radio, cable TV	
	Men's Groups: cultural, political, social, educational, vocational	
	Neighborhood: neighborhood associations, crime watch, block clubs	
	Organization Support Groups: "friends" of	
	Outdoor Groups: garden, nature watching	
	Political/Citizenship Parties: Democrats, Republicans, League of Women Voters, Junior League	
	School Groups: PTA, playground	
	Senior citizen / retired groups	
	Service Clubs: Kiwanis, Rotary, Lions	
	Support/Self-Help Groups: Weight Watchers, La Leche League	
	Women's Groups: cultural, political, social, civic, educational, vocational	
	Youth Groups: 4H clubs, Scouts	
	Other:	

Table 3 – Possible Collaborative Organizations and Agencies

In?	Organizations / Agencies	Contact Person / Info
	Agricultural Agencies	
	Banks	
	Businesses	
	Corporations	
	Community Centers	
	Community Development Corporations	
	Conservation Agencies	
	Cooperative Extension	
	Elected Governmental Bodies	
	Energy Utilities	
	Fire Departments	
	Food kitchens and emergency housing shelters	
	Foundations	
	Health Departments, Clinics	
	Hospitals	
	Libraries	
	Museums	
	Newspapers	
	Parks/recreation areas	
	Police	
	Public, Private Schools	
	Radio/TV	
	Recreation Agencies	
	Social Service Agencies	
	Trade Schools	
	Transportation agency	
	UW Centers, Universities	
	Vocational-Technical Schools	
	YMCAs, Boys & Girls Clubs, etc.	
	Other:	

Table 4 – Existing Community Physical Assets

	Physical Assets	
	Parks	
	Recreation facilities	
	Schools with gyms or tracks	
	Walking trails	
	Biking trails	
	Famers' Markets	
	Community Gardens	
	Other:	

Appendix A - Questions to ask of partners while asset mapping

Conducting interviews or surveys during community asset mapping will help you collect information about the different associations, organizations, and relationships that exist in the community. What follows is a sample of the questions you can use to find out more about community assets.

Assessment of Existing Community Health Resources and Initiatives
(How do you inventory and integrate existing initiatives)

Introduction: Because of rising rates of obesity, our organization, _____ *(fill in group name)* wants to conduct a nutrition and physical activity initiative in our community. To accomplish that goal we want to take advantage of existing resources that are already doing work in that area or engage groups that might be willing to assist obesity prevention efforts. Please complete this survey so we can inventory what current efforts are occuring and determine if there are areas where we could collaborate or pool our efforts.

1. **Name of group or organization** _____

2. **Key Contact Name and information:**
    Name   _____
    Address   _____
    Phone   _____
    Email   _____

3. **Years in existence**: In what year was your group or organization formed?
    ☐ 2008   ☐ 1995 - 1999
    ☐ 2004 - 2007   ☐ 1990 - 1994
    ☐ 2000 - 2003   ☐ Before 1990

4. **Briefly describe your organization and its main purposes:**
    _____
    _____
    _____

5. **Initiative sites.** Mark the following sites where you have completed current or recent nutrition and physical activity initiatives and check the type(s) of change you worked on in each setting:

Sites	* Programming for Individual change	* Environmental Change	* Policy Change
☐ **Childcare**	☐	☐	☐
☐ **Community**	☐	☐	☐
☐ **Healthcare**	☐	☐	☐
☐ **Individual / family**	☐	☐	☐
☐ **Schools**	☐	☐	☐
☐ **Worksites**	☐	☐	☐
☐ **Other** _____	☐	☐	☐
☐ **Not Applicable**			

Examples: Programming – health fair, training, events, etc.
            Environment – new trails, vending options, etc.
            Policy – flex time at work, meeting snack or food options

6. **Targeted Behaviors:** Key nutrition and physical activity targeted behaviors for impacting obesity have been identified by national experts. In the past year, which of the following key focus areas did your group or organization address <u>or</u> would you be interested in addressing? (check all that apply)
   - ☐ None of the focus areas
   - ☐ Increased Physical Activity
   - ☐ Decreased TV Time
   - ☐ Increased Fruit and Vegetable Consumption
   - ☐ Proper Portion Control
   - ☐ Decreased Sweetened Beverages
   - ☐ Increased Breastfeeding
   - ☐ Eating less high energy density foods
   - ☐ Other _____

7. Has your group or organization been involved in any of the following functions related to improving nutrition or physical activity in the community?

Function / Activity	Description
☐ Conducted a community needs assessment or reviewed existing data	
☐ Developed and disseminated materials (i.e. brochures, fact sheets, community guides, etc.)	
☐ Developed written media materials / newsletters	
☐ Developed and disseminated a resource guide of nutrition and physical activity opportunities in the community	
☐ Coordinated programs and services	
☐ Provided direct technical assistance (i.e. to schools, worksites, etc.)	
☐ Worked on specific short term projects	
☐ Conducted campaigns or events	
☐ Provided training for professionals (i.e. teachers, health care, etc.)	
☐ Worked with other groups to institute environmental changes	
☐ Worked with other groups to institute policy changes	
☐ Conducted an evaluation on intervention goals and objectives	

☐ Other _____

8. Would your organization be interetsed in collaborating on a nutrition and physical activity initiative
   ☐ Yes
   ☐ No
   ☐ Maybe

If yes, Which of the following would you consider as a possible contribution to a combined initiative? Please explain each item you check (i.e. number of people, specific physical facility for use, amount of financial backing, etc. ?

Resource	Explanation
☐ People with time, interests, skills, etc.	
☐ Expertise	
☐ Networks	
☐ Communication channels or media time	
☐ Space	
☐ Facilities	
☐ Materials	
☐ Equipment	
☐ Programs	
☐ Services	
☐ Financial Resources	
☐ Purchasing Power	

9. Do you know of any other local groups that are doing related work. If yes, please list the name of the group and contact information.

Organizations / Agencies	Contact Person / Info

Thank You

* Some sections adapted from the Community Tool Box: http://ctb.ku.edu