Barriers and Assets to Public Health in Communities

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Topics of this session

• What are assets?
• How do you build collaborations and partnerships in the community?
• Asset-Based Community Development (ABCD)
• What are barriers to ABCD?
• What other tools are available to evaluate services in communities?
What is an asset?

- Definition

Example: The entire property of a person or company

Example: Resources, Services, Treasures
Personal Assets

List five personal assets

1.
2.
3.
4.
5.
Personal Assets

• List five personal assets:
  1. Family
  2. Friends
  3. Teaching
  4. Swimming
  5. Knitting
Asset- Based Community Development (ABCD)

— Kretzmann, & McKnight 1993

• Assess what is present
  – land, property, economic power
• Internally focused
  – focus on what you have
• Relationship driven-
  – Use the talents of people, web of local associations, strength of institutions to build on your own assets
  – Building from within
How do you build collaborations and partnerships in the community?

Collect Stories of community successes and analyze the reasons for the success

Map the community assets

Form a core steering group
Building Community Partnerships continued

Building relationships among local assets for mutually beneficial problem solving within the community

Convening a representative planning group

Leverage activities, resources, and investments from outside the community
Community or Organization Assets

• List five assets of your community or organization:
  1.
  2.
  3.
  4.
  5.
My Community Assets list

1. Schools: public, private, universities
2. Parks
3. Service Clubs: Kiwanis, Optimists, Rotary
4. Religious organizations
5. Businesses
Community Assets

• Map assets
  – Define community
    • Locality, relational, collective political power
  – Capacity Inventory
  – Inventory of Local Associations
  – Inventory of Local Institutions
  – Physical Assets
Community Assets
Capacity Inventory

• Who are community leaders, or individuals the community looks to for guidance?
• What are some of the skills that people have within the community?
• What are some of the jobs people have in the community? If you work, what do you do?
• What are some of your skills, hobbies? What groups do you belong to?
Sources of information for inventory

- Key informant interviews
- Coalition meetings/Forums
- Focus groups
- Data from city, county, state government
- Land use maps
- Community directories
- Geographic Information Systems (GIS)
Geographical Information Systems
Inventory of Local Associations

• Individuals who share common interests and goals form associations
• What are some examples?

Garden Clubs
Bowling leagues
Religious groups
Fraternal organizations
Local Institutions

- What are examples of local institutions?

- Parks
- Schools
- Libraries
- Businesses
Physical Assets

• Examples?
Visioning

• Group of stakeholders collectively define a shared dream of what the community can become
• Helpful to have a facilitator of the process
• Visualize how the community will look in the future-how they will interact, daily life
What are barriers to using asset-based community development approach?

• Lack of experience
• Lack of time
• Resistance
• Negative attitude
What are other Tools for community development?

Appreciative inquiry- memory and imagination what has happened in the past and use that to shape the vision of the future

Mobilizing for Action through Planning and Partnerships (MAPP)

The Community Tool Box
MAPP

• Developed by National Association of County and City Health Officials (NACCHO)

• Seven principles
  – Dialogue
  – Shared vision
  – Data
  – Partnerships
  – Strategic thinking
  – Celebration of success
Elements of MAPP

• Community-driven/community owned
• Builds on lessons learned
• Uses traditional strategic planning concepts
• Create and strengthen local public health system

• Creates governmental public health leadership
• Uses the Essential Public Health Services
• Brings in four assessments
  – Community themes/strengths
  – Local public health system
  – Community health status
  – Forces of change
MAPP Model

1. Community Themes & Strengths Assessment
2. Organize for Success
3. Partnership Development
4. Visioning
5. Four MAPP Assessments
6. Identify Strategic Issues
7. Formulate Goals and Strategies
8. Evaluate
9. Plan
10. Action
11. Implement
12. Community Health Status Assessment
13. Local Public Health System Assessment
14. Forces of Assessment
Phases

- Organize for Success/Partnership
- Visioning
- 4-MAPP Assessments
  - Community Themes
  - Local Public Health System
  - Community Health Status
  - Forces of Change
- Identify Strategic Issues
- Formulate Goals and Strategies
- Action Cycle
  - Plan
  - Implement
  - Evaluate
MAPP guidance

• A field guide
• MAPP Web site [www.naccho.org](http://www.naccho.org)
  - At-A-Glance
  - In-depth Guidance
  - Vignettes
  - Tools
  - References and resources
Community Tool Box

• University of Kansas Mission: Promoting community health and development by connecting people, ideas and resources
ctb.ku.edu/tools

Part A: Models for Promoting Community Health and Development: Gateways to the tools

Part B: Community Assessment, agenda setting
Community Tool Box continued

Part C: Promoting Interest and Participation in initiatives

Part D: Developing a Strategic Plan, Organizational Structure and Training

Part E: Leadership, Management and Group Facilitation
Community Tool Box Continued

- Part F: Analyzing Community Problems and Designing and Adapting Community Interventions
- Part G: Implementing Promising Community Interventions
- Part H: Cultural Competence, Spirituality, and the Arts and Community Building
Community Toolbox continued

• Part I: Organizing for Effective Advocacy
• Part J. Evaluating community Programs and Initiatives
• Part K: Maintaining Quality and Rewarding Accomplishments
• Part L: Generating, Managing and Sustaining Financial Resources
• Part M: Social Marketing and Institutionalization of the Initiatives
Sub titles on the website

- Do the work
- Solve a Problem
- Use Promising Approaches
- Connect with Others
- Services
Community Tool Box Promising Processes

Best Processes for Community Change and Improvement

1. Analyzing Information about the Problem or Goal
2. Establishing a Vision and Mission
3. Developing an Organizational Structure and Operating Mechanism
4. Developing a Framework or Model of Change
5. Developing and Using Strategic and Action Plans
6. Arranging for Community Mobilization
7. Implementing targeted action
8. Developing Leadership
9. Assuring Technical Assistance
10. Documenting Progress and Using Feedback
11. Making Outcomes Matter
12. Sustaining the Work
13. Achieving widespread change in behavior and risk factors change
14. Changing community conditions and systems

E. Improving population health and development
References

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