

Community Asset Mapping


Delta Maternal Care Coordination

March 2025





Agenda

- Welcome
 - Overview of Community Asset Mapping – Elizabeth Black, C4 Innovations
 - Grantee Example – Methodist Le Bonheur Community Outreach
 - Q&A
 - Announcements and Evaluation
- 

Today's Presenter



Elizabeth Black

C4 Innovations

Best practices in
**Community
Assessment** for
**Rural
Communities**

Presented by
Elizabeth Black, LADC





Rural Health Outcomes

- Rural communities often face health challenges when compared to their urban counterparts in the U.S.
- Barriers include limited access to education, employment, housing, transportation, and healthcare resources
- Identifying, developing, and connecting to resources within a community can help allay treatment gaps and meet the need for a population that is historically underserved

Community Asset Mapping

- Asset mapping refers to the process of identifying, gathering, and organizing information about a community's assets so they can:
 - Be easily accessible
 - Be leveraged for maximum community benefit
 - Help to identify deficits and gaps
- Asset: any resource or strength found already within a community which can be used to:
 - Uncover effective solutions
 - Promote social cohesion
 - Improve well-being of its citizens
- Asset mapping is a strengths-based approach which focuses on what a community has instead of its deficits
- Asset mapping relies on the core belief that many solutions already exist in each community



Why Asset Mapping?

Asset Mapping:

- Increases accessibility to resources to maximize benefit
- Promotes community involvement, ownership, and pride
- Provides a framework for effective community planning
 - *Identifies overlaps & gaps to determine where money can best be spent to best meet the community's needs*
- Creates an opportunity to develop relationships with “outside the box” thinking



A stylized graphic of a hand with fingers spread, rendered in a gradient of light yellow to light orange. The hand is positioned on the right side of the page, with the fingers pointing towards the top right. The text 'The Toolkit' is overlaid on the hand.

The Toolkit

Toolkit for Community Assessment



A Toolkit for Community Assessment Community Asset Mapping

The following steps for developing an asset map will be reviewed in this toolkit:

Defining the purpose	2
Determining community boundaries	2
Deciding Which Assets to Include	3
Gathering Asset Information	3
Organizing Your Assets	4
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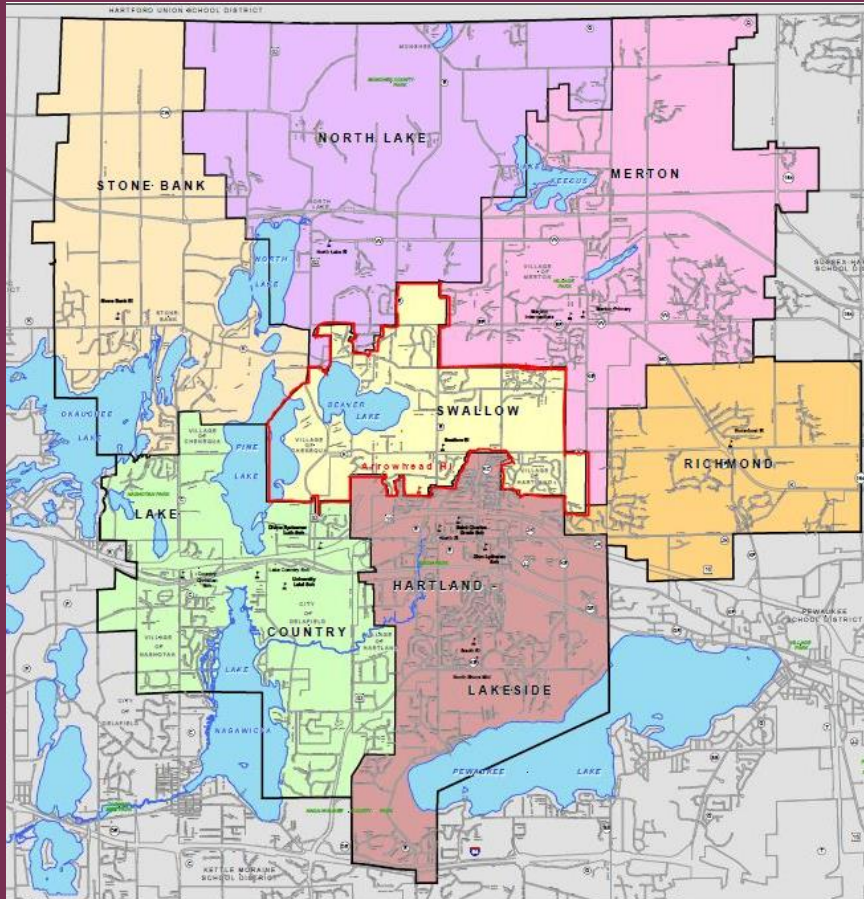
Developed by C4 Innovations, in partnership with the Georgia Health Policy Center,
for grantee funded by the Federal Office of Rural Health Policy



1. Defining the purpose

- The first step in creating a community asset map is to determine what your goals are for the map
- Defining your objectives will guide the process of developing your map and keep you on target
- Considerations for defining your purpose:
 - What types of assets are you interested in capturing? (i.e. what is the need?)
 - What is the size and scope of your project?
 - What do you want to do with the results?
- **Get messy:** Use a white board, a chalk board, your living room wall, a voice recorder, any means necessary to do your best brainstorming

2. Determining Boundaries



- Next, decide what areas to include as a part of the community you are mapping
- Determining boundaries will help to focus efforts on identifying assets that are relevant and accessible
- Will you focus on:
 - A specific street or neighborhood?
 - A school district?
 - Zip code?
 - An entire town or city? County?
- Remember boundaries are not only geographic
 - May also include specific demographics (i.e. youth, seniors, immigrants, parents, public transit users, etc.)

3. Deciding What Assets to Include

Assets may include:

- The knowledge, skills, and abilities of community members
 - Everyone can be a force for community improvement if only we know what their assets are and how put them to use
- Citizen groups, clubs, or associations
 - Support groups, advocacy groups, social service clubs
- Private and non-profit organizations
 - Hospitals/health clinics, faith-based organizations, social service providers
- Public institutions and services
 - Libraries, schools, parks, health departments, fire departments, etc.
- Funding sources
 - Charitable foundations, philanthropists, credit unions, supportive businesses, fundraisers



4. Gathering Asset Information

- The next step is to collect, record, and inventory assets for easy access and review
- You can find assets in the community through a variety of different methods and resources including:

- Search engines/yellow pages
- Social media
- Community websites
- Local newspapers
- Faith-based community bulletins
- Community resource guides
- Local parks/recreational facilities/community centers
- Community Members

4. Gathering Asset Information



5. Organizing Your Assets



- Organize your assets in a way that makes them accessible and increases understanding of what's available and where service overlaps and gaps may exist.
- There is no right or wrong way to do this- how to do it is up to you and what works best for your needs.
- Many options exist for organizing your assets in a meaningful way

Physical Map

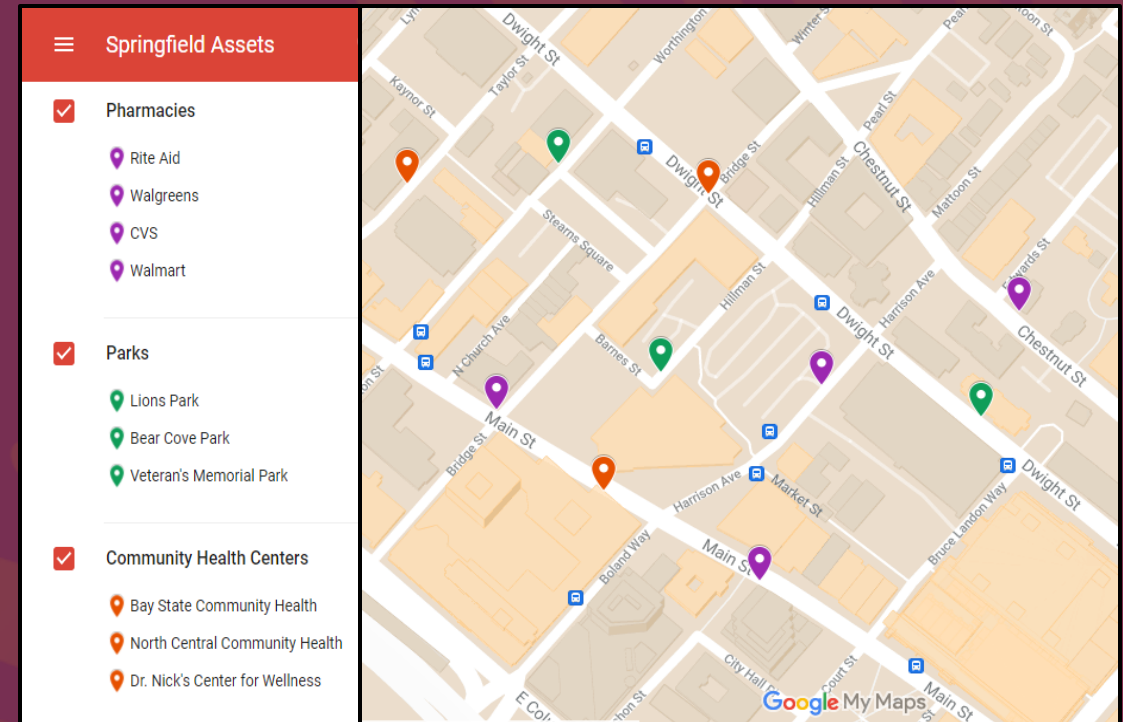
A physical map in a shared, common space can be a great way to visualize the assets and relationships between them

- Find a map that is representative of the community you are mapping
 - Request a map from your local city hall or print one off from websites such as MapQuest, Google Maps, or Yahoo Maps
- Create a legend and use colored dot stickers or push pins to identify the location and types of assets

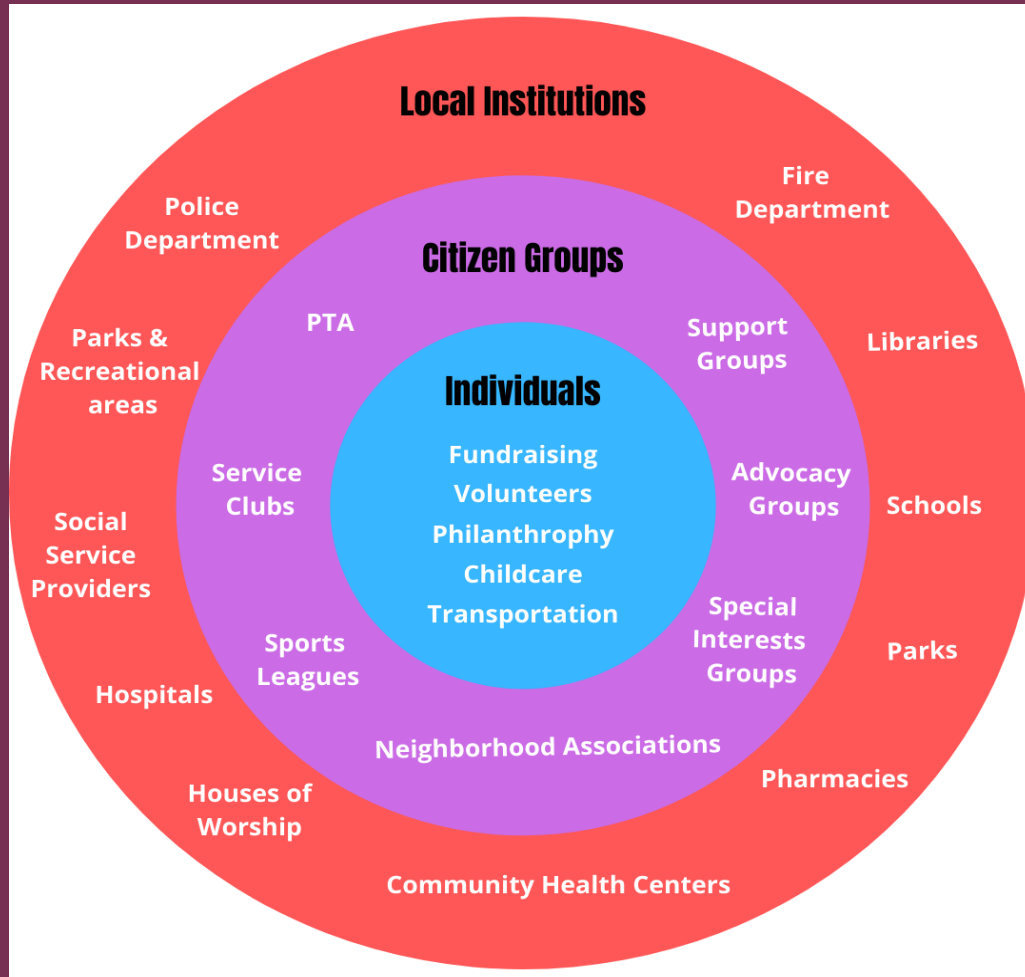


Online Maps

- Online maps can be easily accessed, edited, and shared by multiple users
- While there are many software programs available, Google's My Maps is a good starting place as it is affordable (free!) and user friendly
- Allows you to create personalized, shareable maps where you can add locations, text, and even photos for each asset!



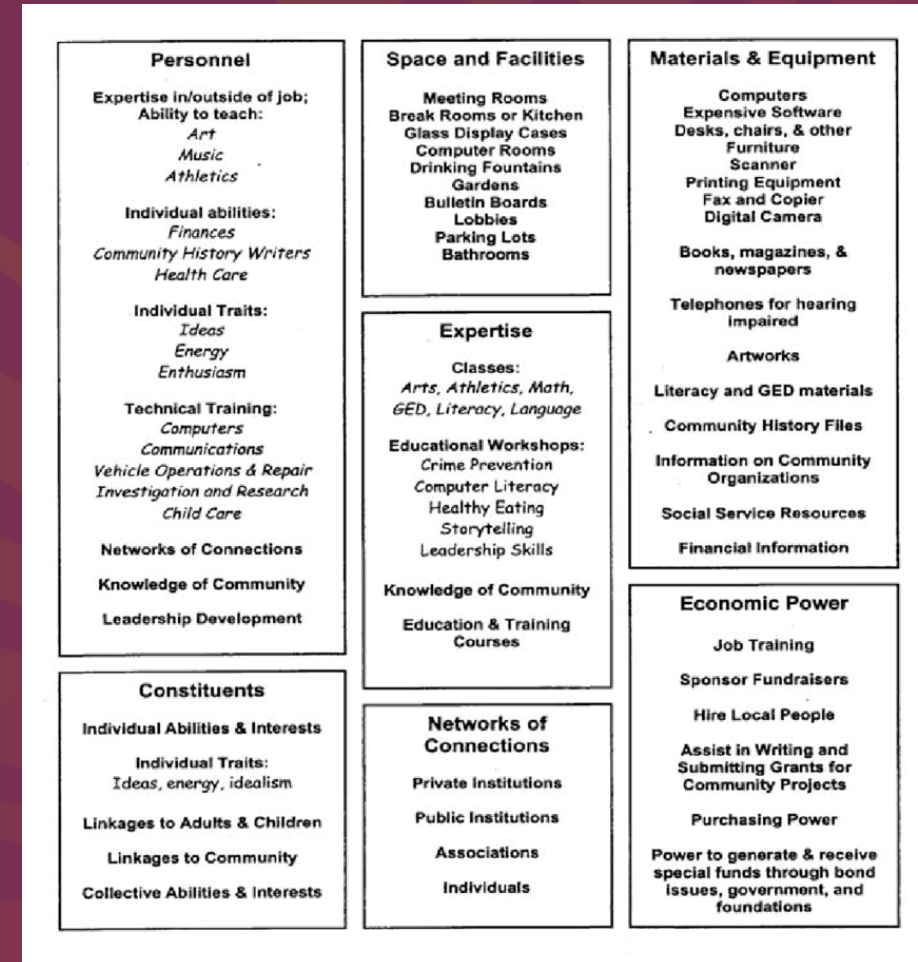
Visual Model



Use a visual model of some form to present your assets and the relationships between them.

Examples include a Venn diagram, brainstorm cloud, or a concentric circle model

Additional Examples of Asset Maps



6. Utilizing Your Map

- The last and perhaps most important step is to ensure the assets you have identified get utilized and leveraged for maximum community benefit
- Create a dissemination plan to get your map into the hands of community members and other important stakeholders, such as local leaders and legislators, who are frequently involved in community planning and decision making
- In addition to outlining assets, your map can also provide other important information. Look for patterns and consider the following:
 - Where is the community excelling? (Let's brag!)
 - Are there assets that are underutilized that could be expanded?
 - Are there versatile assets that could be used in nontraditional ways? (outside-the-box-thinking!)
 - Are there relationships or alliances that can be developed to support the community?
 - Are there any obvious gaps in services or resources where a need is not being filled?

A stylized graphic of a hand with fingers spread, rendered in a gradient of light yellow to light orange. The hand is positioned on the right side of the page, with the fingers pointing upwards and outwards. The text 'Additional Tools' is overlaid on the lower part of the hand.

Additional Tools

Gap Analysis

- When doing an asset map, you may notice areas that are sparse on needed resources
- Identifying gaps in services can help to mobilize underutilized resources and reallocate funding to address deficits
- A gap analysis attempts to answer 3 questions:
 - Where are we currently?
 - Where do we want to be?
 - And how do we get there?



Gap Analysis Tool

AutoSave Off Community Asset Gap Analysis Tool (002) - Read-Only - Excel Elizabeth Black EB

File Home Insert Page Layout Formulas Data Review View Help Acrobat

Clipboard Font Alignment Number Styles Cells Editing

F2 June 31, 2022

	A	B	C	D	E	F
1	Goal	Current State	Desired State	Gap Description	Objectives	Goal/Reassess Date
	Example: To expand dental care in Bristol County	Limited dental resources. Of those available, there are interminable waitlists	To reduce demand through preventative care and to expand services available.	Only two dental offices available in the county to serve 26,000 residents	Partner with schools to promote healthy oral habits; Develop oral care hygiene classes with the health department; Coordinate transportation with First Parish Church vans to annual free dental clinic in adjacent county; create a triage of dental care to PCPs when appropriate (i.e. infections and short term care); provide free dental care kits for low-income residents.	June 31, 2022
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Appendix 1

Community Asset Map Work Plan (Brainstorming template)

Appendix 1: Community Asset Map Work Plan

Use the following questions to develop a workplan for your community asset map:

- What is your main objective(s) for developing your community asset map?
- What area will you be mapping (Neighborhood? Town? County? Etc.)?
- What types of assets will you include?
- What sources will you use to gather asset information?
- How will you organize and present your assets?
- How will you share your map and findings? Who will you share with?
- How will you maintain your asset map to reflect up-to-date information?

Appendix 2

Community Asset Resident Survey

Appendix 2: Community Asset Resident Survey

Use the following questions to develop a workplan for your community asset map:

Thank you for taking the time to complete our survey. Your responses help us to showcase the resources in our community, to better meet the needs of our residents, and to plan for our future.

- In what ways are you/have you been/do you want to be involved in the community?
- What would you say are our community's greatest assets or features?
- What would you like to see in the community that doesn't exist now? Or what could be improved on?
- What skills, talents, resources, or supplies do you have that you would be willing to share with community efforts?
- What clubs, associations, or networks are you apart of (or would like to be)?
- Is there anything in particular that you are needing?
- What are the positive activities, events, or resources that are happening in the community you think others should know about?
- How do you receive information on community events and resources? What is the best way to reach you?

“A community can only be built by focusing on the strengths and capacities of the citizens who call it home.”

—John Kretzman, Asset-Based Development Institute





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Community & Behavioral Health | Recovery | Social Change



**Thank
you!**



Georgia
Health Policy
Center

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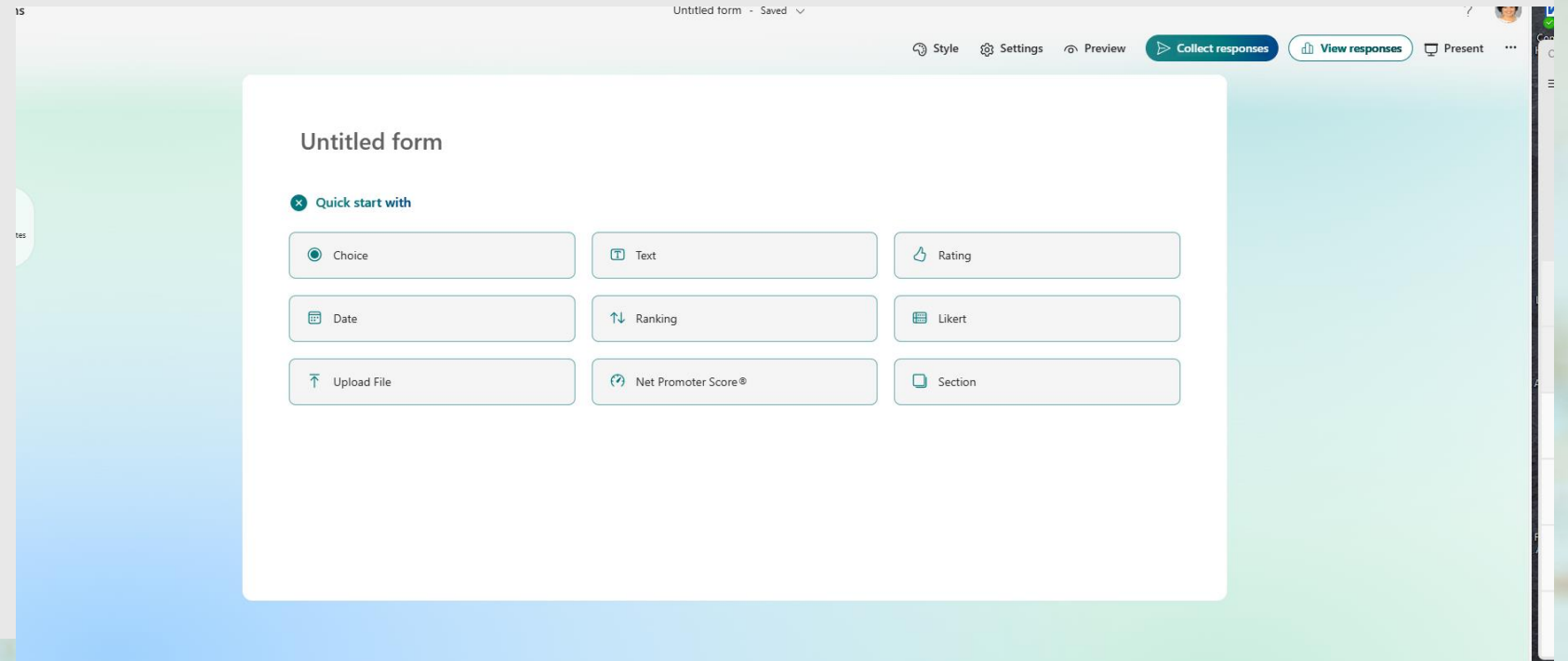
info@c4innovates.com

Asset Map Set Up Using Microsoft Forms and Tableau



First Set Up a Microsoft Form

- We use Microsoft 365 to do this.
- This is the view you have when you start a new form if you are unfamiliar:



We used a local university intern to help with data entry. She and other staff with down time entered the resources one by one.

Don't be afraid to ask local universities or high school health science clubs to help you. None of this is proprietary data or HIPAA protected. You're basically making a digital phonebook.

We Used These Domains:

- Housing
- Employment
- Income
- Food
- Childcare
- Children's Education
- Adult Education
- Dentist
- Optometrist/Ophthalmologist
- ENT
- Hearing
- Speech
- Gastroenterology
- Speech Therapy
- Urology
- Surgery
- Allergy and Immunology
- OBGYN/Prenatal
- Endocrinology
- Cardiology
- Pulmonology
- Pediatrics
- Primary Care
- Neurology
- Psychiatry
- Developmental Pediatrics
- Life Skills
- Family/Social Relations
- Mobility
- Community Involvement
- Parenting Skills
- Legal
- Mental Health
- Substance Abuse
- Safety
- Occupational Therapy
- Physical Therapy
- Developmental Therapy

This is a multiple-choice question on the form, and you can select as many responses as appropriate.

The Other Questions Were:

- Resource Name (Title of business)
- Address ("1234 Happy Lane Memphis, TN 38104")
- Description (the services provided)
- Website
- Service Age (Peds, Adults, etc)
- Insurance (Medicaid, non-Medicaid, Uninsured)
- Phone Number

All of these are free text boxes and will fill an Excel form as the information is input in the system.

When we had plenty of data points to start...

- Our evaluator John Tubbs, began to work his magic with the results and Tableau.



NOW---

We can add to the asset map and update any information as it changes. We have it published on our website for public use.

[Community Resource Map : Grow Well](#)





Evaluation

- Use the link in the chat to complete an evaluation of today's call
- 