Using Visual Data to Engage Stakeholders in a Community Assessment of a Place-based Initiative – Asset Mapping

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Presenter Disclosures
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1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.

What is Best Start LA?
About Best Start LA

- Place-based approach; targeted neighborhoods
- Community-focused effort
- Collaborative; inclusive
- 4 over-arching goals

Setting the Table: Communities & Stakeholders

BEST START COMMUNITIES
- Central Long Beach
- Compton, East Compton
- East LA (City Terrace, Commerce, parts of Monterey Park)
- Lancaster
- Metro LA
- Pacoima
- Palmdale
- Panorama City
- South El Monte, El Monte
- South LA (Broadway-Manchester)
- South LA (West Athens)
- Southeast LA County Cities (Bell, Bell Gardens, Cudahy, Maywood)
- Watts, Willowbrook

Overview of the Community Assessment
What’s the purpose?

For planning & assessing progress over time w/ focus on:

- Changes needed to improve outcomes for children 0-5 and their families (4 goals)
- Community assets, strengths, social supports, and resources
- Qualities and conditions in community that influence ability to make change happen
- Changes that FSLA can affect

Where are we assessing?

Questions focused on three aspects of community:

Service Environment

Social Environment

Economic & Built Environment

- Does the community have access to services and programs for children 0-5 and their families?
- Where do people go for support and advice?
- Who are leaders in our community?
- Do we have access to parks, jobs, banks and fresh produce?
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What are the main methods & activities?

Using common questions & standardized approach:

<table>
<thead>
<tr>
<th>Methods</th>
<th>Who Participated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus Groups</td>
<td>Parents, residents and service providers (at least 3 per community)</td>
</tr>
<tr>
<td>Asset Mapping</td>
<td>Parents, residents and service providers</td>
</tr>
<tr>
<td>Interviews</td>
<td>Community leaders (10-12 per community)</td>
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<tr>
<td>Participatory Photography</td>
<td>Parents and community residents (3-5 parents as researchers)</td>
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<tr>
<td>Survey</td>
<td>Organizations</td>
</tr>
<tr>
<td>Other Sources</td>
<td>Census, LAC DPH, CDI, etc.</td>
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</table>
**From Assessment to Community Plan**

**Assessment Questions**
- Conditions: What are current conditions in our community?
- Needs: What’s needed to strengthen families & communities; to improve outcomes for children 0-5?
- Assets: What resources exist in our community and how can we build on them?
- Baseline: How do we know we are making progress towards our goals?

**Community Plan**
- Context & Need: Description of community; evidence of needs
- Goals & Strategies: Provides evidence to help prioritize goals & information for effective strategies
- Resources: Description of available resources and how they can be used to achieve goals
- Progress: Provides potential indicators of how progress or impact can be measured over time

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**Asset Mapping**

**Purpose of Asset Mapping**
- Engage parents & residents in conversations about the resources, social supports & strengths in their community

**Approach**
- Build on conversations & previous assessments
- Tailor approach to each community: history, culture, language, spirit, progress, sophistication, readiness
- Engage participants in interactive exercises and relate these to the visioning and boundaries discussions
- Create a clear picture of community capacity that can be tapped during planning & implementation phases

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**What is asset mapping?**

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Methodology

- Designed two interactive exercises to identify:
  1) the place-based, geographically mappable assets and resources that strengthen the community.
  2) the social networks and relationships that build community capacity and local resilience.

Geographic & Social Asset Mapping

Methodology

- Created large scale geographic maps of the 14 Best Start communities
- Developed 9 questions regarding the location of place-based assets (supermarkets, hospitals, parks, libraries, etc.)
- The final 3 questions focused on:
  - What places are you most proud of?
  - Where do you feel unsafe?
  - What resources do you wish you had in your community?

Geographic Asset Mapping

Methodology

- Divided the participants into small groups
- Each group included a facilitator to guide the discussion and a note taker to record key comments and observations
- Participants placed stickers on the map to identify various assets
- Participants were encouraged to write directly on the maps to further specify locations and feelings about particular places
The number of participants in each workshop ranged from 15 - 90, including a mix of parents, residents and service providers. The workshops were representative of the ethnic and linguistic diversity of each community.

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Geographic Asset Mapping

Geographic Asset Mapping

Broadway-Manchester

Palmdale

Par?cipant Comments

“I didn’t know that St. Luke’s has free ESL classes.”

“That clinic has long lines, but it’s free and we don’t have insurance.”

“My kids like Wilson Park in the summer because of the swimming pool.”

“I wish we had more supermarkets on the east side near my house.”

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After the exercise...

Geographic Asset Mapping

Summary Map Protocol

- To create a representative summary map, we established a protocol to determine which assets would be highlighted.
  - Count the frequency with which the assets appeared
  - Refer to the note taker's notes
  - Select the assets that were cross-listed across asset categories
- The text on the summary map was developed based on the note taker's notes and participant comments written directly on the maps.

Summary Map: Broadway-Manchester

Geographic Asset Mapping
Key Findings across Best Start Communities

- Clusters of assets were revealed that often included popular parks, public transportation hubs, supermarkets and hospitals.
- Some neighborhoods were completely devoid of community-identified assets; residents living in those areas lacked access to basic resources and services such as fresh food outlets.
- In many communities, residents must travel outside of the Best Start boundaries to access medical services due to a scarcity of health care resources.

Conclusions

- Asset mapping values stakeholders as the experts of their communities.
- Helps community members articulate the existing strengths, resources and opportunities that matter most to them.
- The findings from asset mapping, when coupled with other assessment methods, clarify where new resources can do the most good.
- The community-generated products are powerful visual tools that illustrate community capacity in a way that is useful in both the planning and implementation phases.
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