


*Building Safe, Healthy, and Drug Free Communities* 

## Asset Mapping

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### Community Advisory Council Forum

### Little Rock, AR

March 19, 2019  
Presenter: Colber Prosper, M.S.

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4/26/2019 **Why it is so Difficult to Forum Effective Community Coalitions**

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- Robert Wood Johnson Foundation- Fighting Back Grant
- Lack of regard to the complexities of the social structure of communities
- Six structural obstacles
  - Coalitions and their structures being poorly defined
  - Actual definition of the "community" is poor and not specific
  - Ethnic, race and class divisions
  - Effects of past narratives
  - Bringing everyone together
  - Decision making process

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3/28/2019 **Objectives**

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- Participants will gain knowledge of the asset mapping process
- Participants will gain knowledge of resource gaps and suggestions of how to address

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- Asset Mapping**
- Significant community change happens when community members are invested
  - Intended to affirm and build upon the great work that has and or is already taking place in the community
  - A thorough map identifies the skills, gifts and capacities of community residents
  - Relationship driven
  - The more specific your purpose or mission is, the better

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**Assets**

GROUP Activity

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## Asset Mapping Example

Figure 1. Map of a Los Angeles Community



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Figure 2. Asset Map of a Los Angeles Community



**Site Legend**

- Basic Needs
- Education
- Health Care
- Mental Health Care and Counseling
- Organizational / Community / International Services

Provided by:  
UCLA Center for Health  
Policy Research

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## Assets Mapping

GROUP Activity

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## Guiding Questions

- Did the mapping provide further insight about your community? If so, what?
- Are there underused resources in your community?
- How can you use asset mapping to engage community members?
- From mapping to achieving your goal(s), what are the required steps?

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## Sharing Out



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## Resources

CADCA — Community Anti-Drug Coalitions of America  
[www.cadca.org](http://www.cadca.org)

CADCA National Community Anti-Drug Coalition Institute:  
Coalition Development Support  
Contact: 800-54CADCA x240  
[training@cadca.org](mailto:training@cadca.org)

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