



# C4 Innovations

Community & Behavioral Health | Recovery | Social Change

‘Uncovering and Understanding  
Community Assets to Propel Our  
Mission Forward’

MURC Center of Excellence for Recovery  
*2021 Spring Prevention Virtual Conference*

**Presenter:**  
Kristen Harper, M.Ed.  
April 2<sup>nd</sup>, 2021



# C4 Innovations

- Advancing recovery, wellness and housing stability for people who are marginalized
- Committed to reducing disparities and achieving equitable outcomes
- Developing and implementing research-based solutions that are person-centered, recovery-oriented, and trauma-informed

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# SESSION OVERVIEW

Participants will:

- **Learn** what asset mapping is and is not.
- **Review** how to organize community members to support the mapping efforts.
- **Understand** how to classify community assets strategically.
- **Discuss** examples of critical assets in their local communities throughout West Virginia.
- You will need a pen and paper for this session.

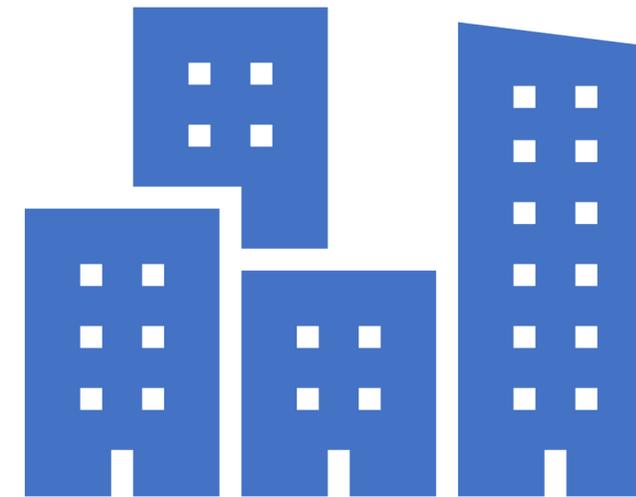
# BACKGROUND

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# Asset Mapping VS. Other Methods of Community Assessments

- Focuses on what a community **HAS** instead of on what it **NEEDS**, assuming that, many solutions to a community's problems already exist in the community.



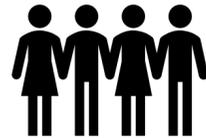
# COMMUNITY ASSESSMENT

- The goal of the community assessment is to develop an **informed understanding of the gaps or needs** that exist within a community **AND** their **impacts** upon the community's members.

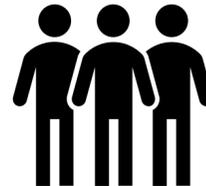
# EXAMPLES OF COMMUNITY ASSESSMENT



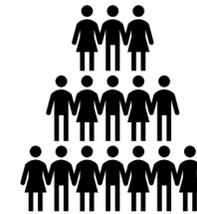
What services can be improved to meet the mental health needs of elders in the community?



To what extent are the community's programs and services for veterans based on culturally competent and trauma-informed approaches?



What outcomes are produced by suicide prevention community programs targeting youth and young adults in the state?



What is the effectiveness of peer services for people experiencing transitions to/from local hospitals?



To what extent do local and regional programs comply with newest HIPAA and privacy requirements for people with substance use disorders?

# POLL QUESTION #1



# WHAT IS ASSET MAPPING?



- Asset mapping is the **general process** of identifying and providing information about a community's assets, or the status, condition, behavior, knowledge or skills that a person group or entity possesses, which serves as a support, resource, or source of strength to individuals and the community.
- Often, assets are physically mapped to show locations of resources locally.

# ASSET MAPPING CONTINUED

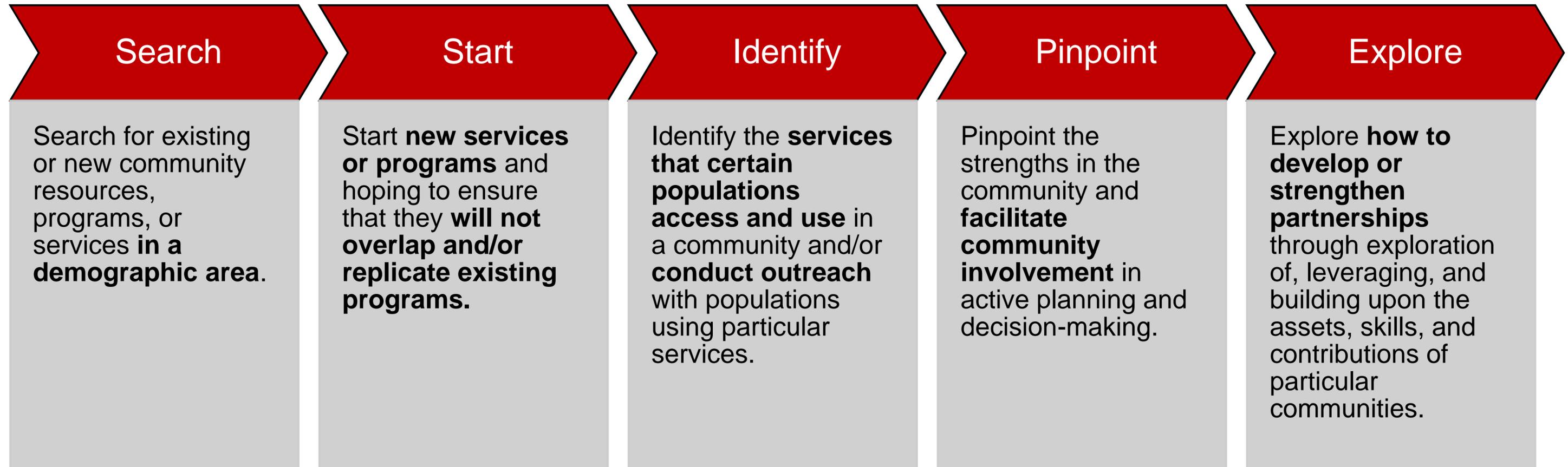
## 6 TYPES OF COMMUNITY ASSETS

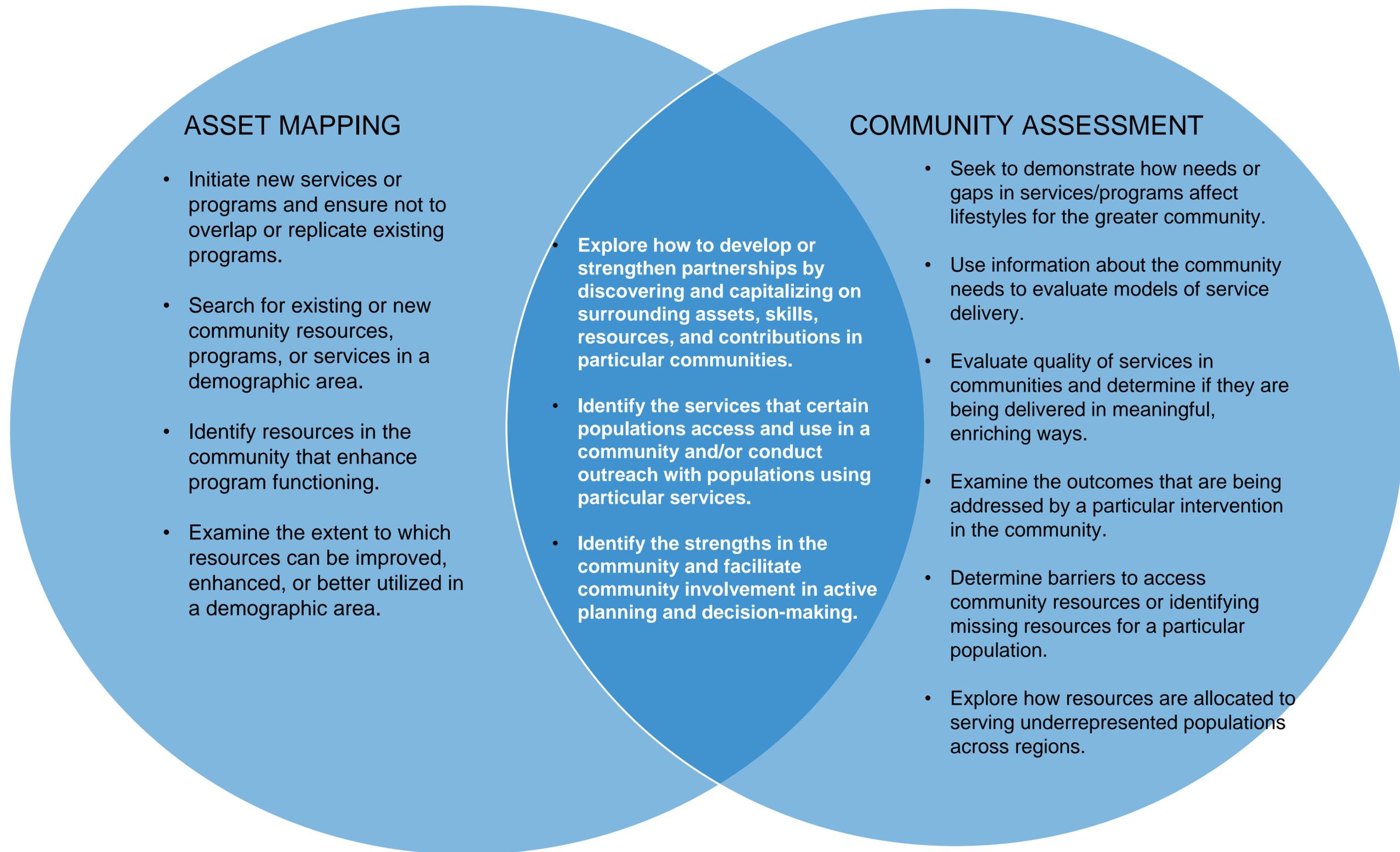
1. Physical
2. Economic
3. Stories
4. Local Residents
5. Local Associations
6. Local Institutions

## PARTICIPATORY ASSET MAPPING

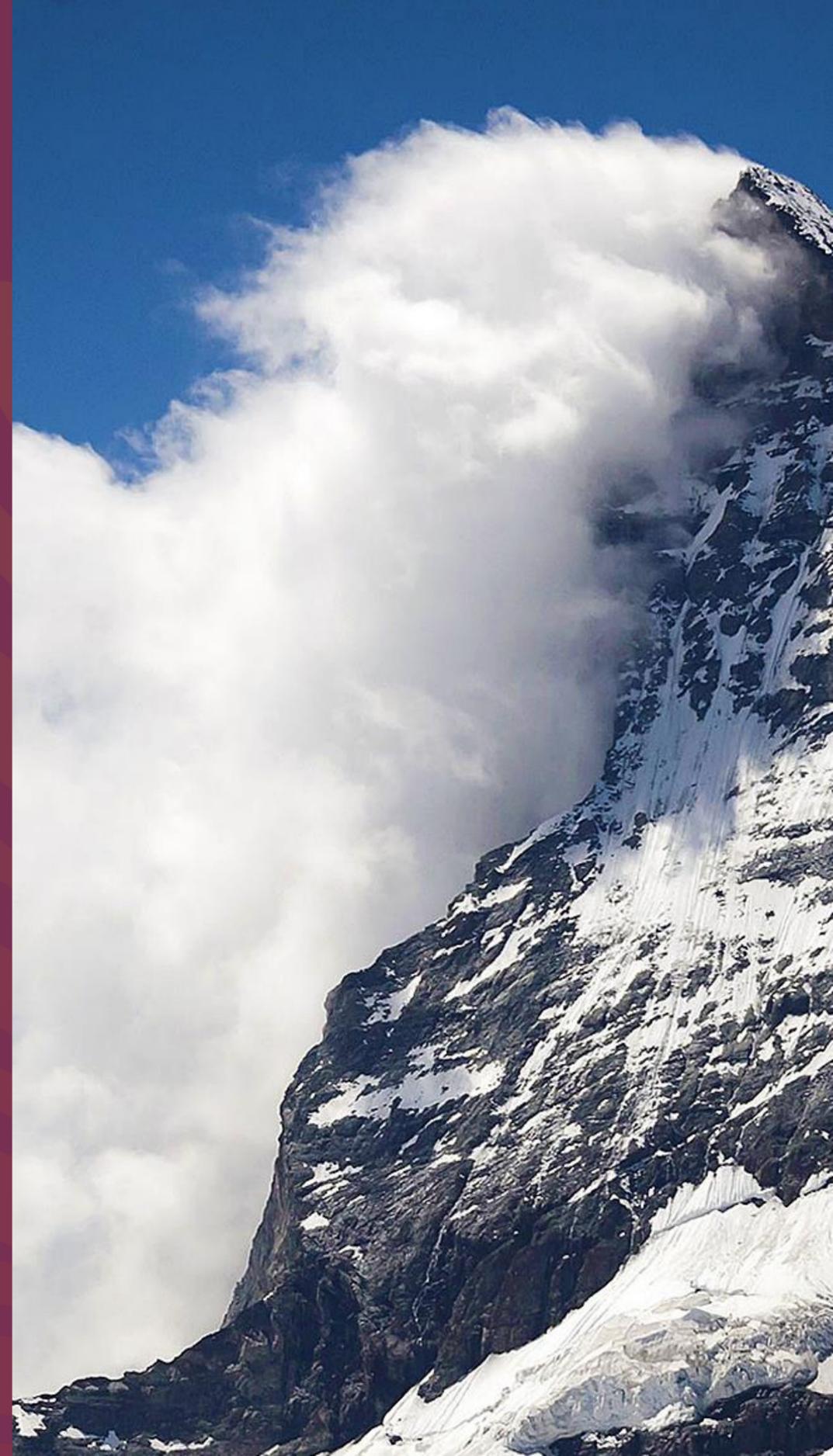
- This is a type of asset mapping that consists of people exploring and determining assets in their own communities; it emphasizes the fabric of a community, including “people, places, and experiences

# WHEN TO USE ASSET MAPPING:





# POLL QUESTION #2





# EXAMPLE OF ASSET MAPPING CRITERIA

## **The Project –**

We want to implement a peer mentorship program that capitalizes on the intersection of prevention, intervention, and collegiate recovery support on a higher education campus.



### C4 Innovations

- Designed *Project Amp* intervention
- Trains mentors and community partner in *Project Amp*

### Community-Based Partner

- Hires/supervises mentors
- Leads substance use prevention, early intervention (including SBIRT) and recovery support in schools
- Allows for non-punitive supports for students at risk

### Mentors

- Near-age peers in long-term recovery
- Trained to provide SBIRT and *Project Amp*
- ***Provides added capacity to agencies***
- ***Developmentally appropriate supports***

### Schools

- Allows access to students for necessary supports.
- Provides screening time and space for *Project Amp* intervention.
- Facilitates connection with counseling and other resources and supports.



# FRAMING RECOVERY ASSETS: Recovery Capital

- Recovery capital (RC) is the breadth and depth of internal and external resources that can be drawn upon to initiate and sustain recovery from severe AOD problems (Granfield & Cloud, 2003).
- There are multiple pathways **TO** recovery and **OF** recovery. Services that build an individual's recovery capital should be inclusive of all pathways.
- Leadership opportunities and mentorship programs are a great way to engage recovery students while building recovery capital.

# DEFINING PREVENTION AND INTERVENTION FOR ASSET SEARCH CRITERIA

## PREVENTION

- **Primary Prevention** - Aims to **prevent** disease or injury before it ever occurs. This is done by **preventing** exposures to hazards that cause disease or injury, altering unhealthy or unsafe behaviors that can lead to disease or injury, and increasing resistance to disease or injury should exposure occur.
- **Secondary Prevention** - Screening to identify diseases in the earliest. stages, before the onset of signs and symptoms.
- **Tertiary Prevention** - Focuses on people who are already affected by a disease. The goal is to improve quality of life by reducing disability, limiting or delaying complications, and restoring function.

## INTERVENTION

- A combination of program elements or strategies designed to produce behavior changes or improve health status among individuals or an entire population.
- Interventions may include educational programs, new or stronger policies, improvements in the environment, or a health promotion campaign.

# IDENTIFYING AND CATEGORIZING ASSETS

## PRIMARY PREVENTION

- AOD Education Classes
- Social Norming Campaigns
- Alcohol Awareness Week
- Prevention Speakers
- Wellness Activities

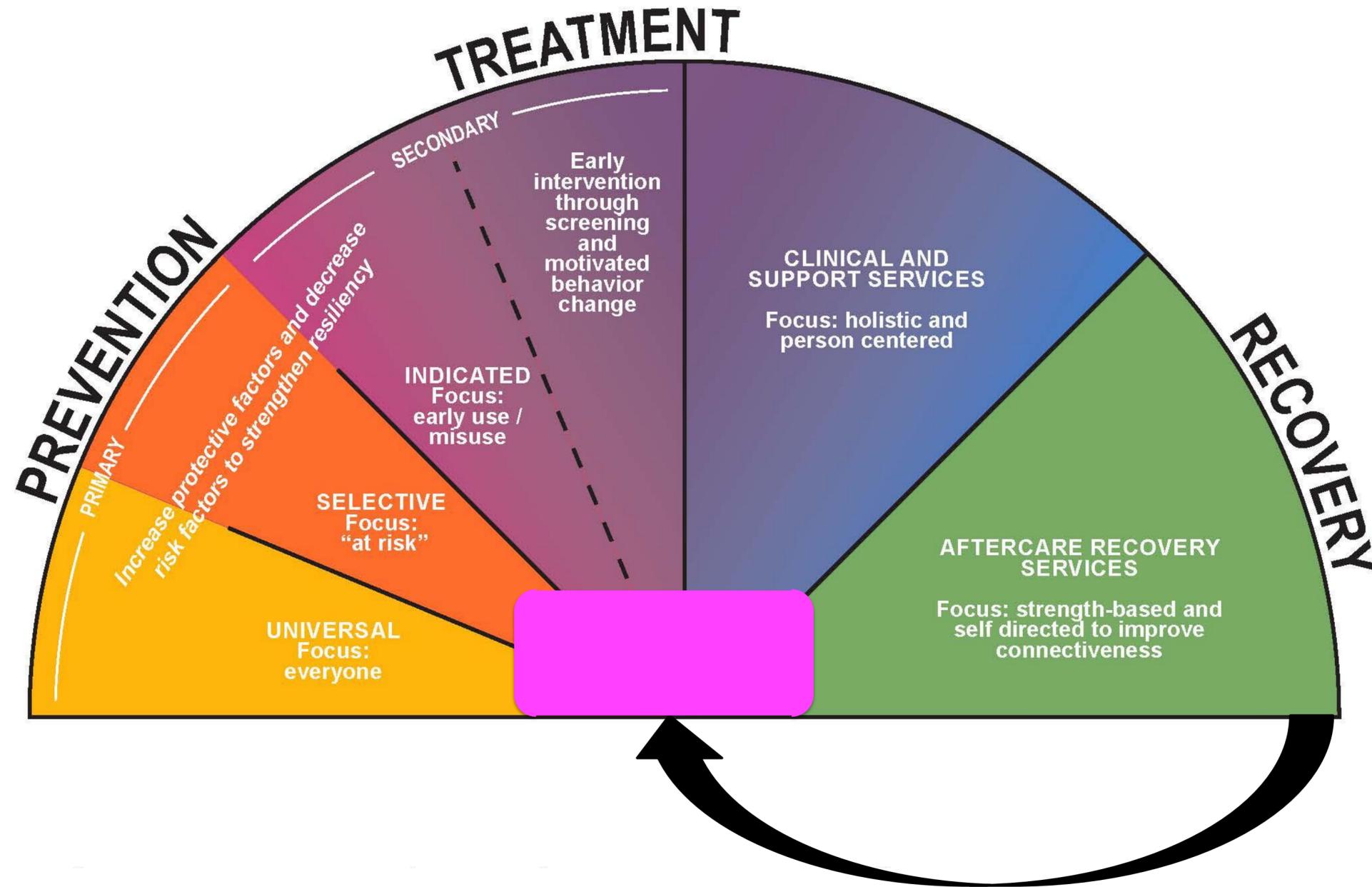
## INTERVENTION

- SBIRT
- Counseling
- Judicial Affairs
- Referral System
- Health Promotions
- Peer Mentors

## RECOVERY

- Collegiate Recovery Program
- Alternative social activities
- Mutual aid meetings
- Recovery seminars
- Peer Mentors

# MAKING THE CONNECTION



COLLEGIATE RECOVERY STUDENT MENTORS

# POLL QUESTION #3



# ASSET MAPPING STEPS

## **INTERNAL SEARCH**

- Staff, leadership, board, volunteers, students, parents, etc.
- What are we looking for? Define parameters.
- Make a list
- Check it twice (Santa reference)
- Online searches

## **EXTERNAL SEARCH**

- Emails
- Phone calls
- Community events
- Coalitions, networks, etc.

# WHAT DO YOU DO WITH THE ASSET LIST?

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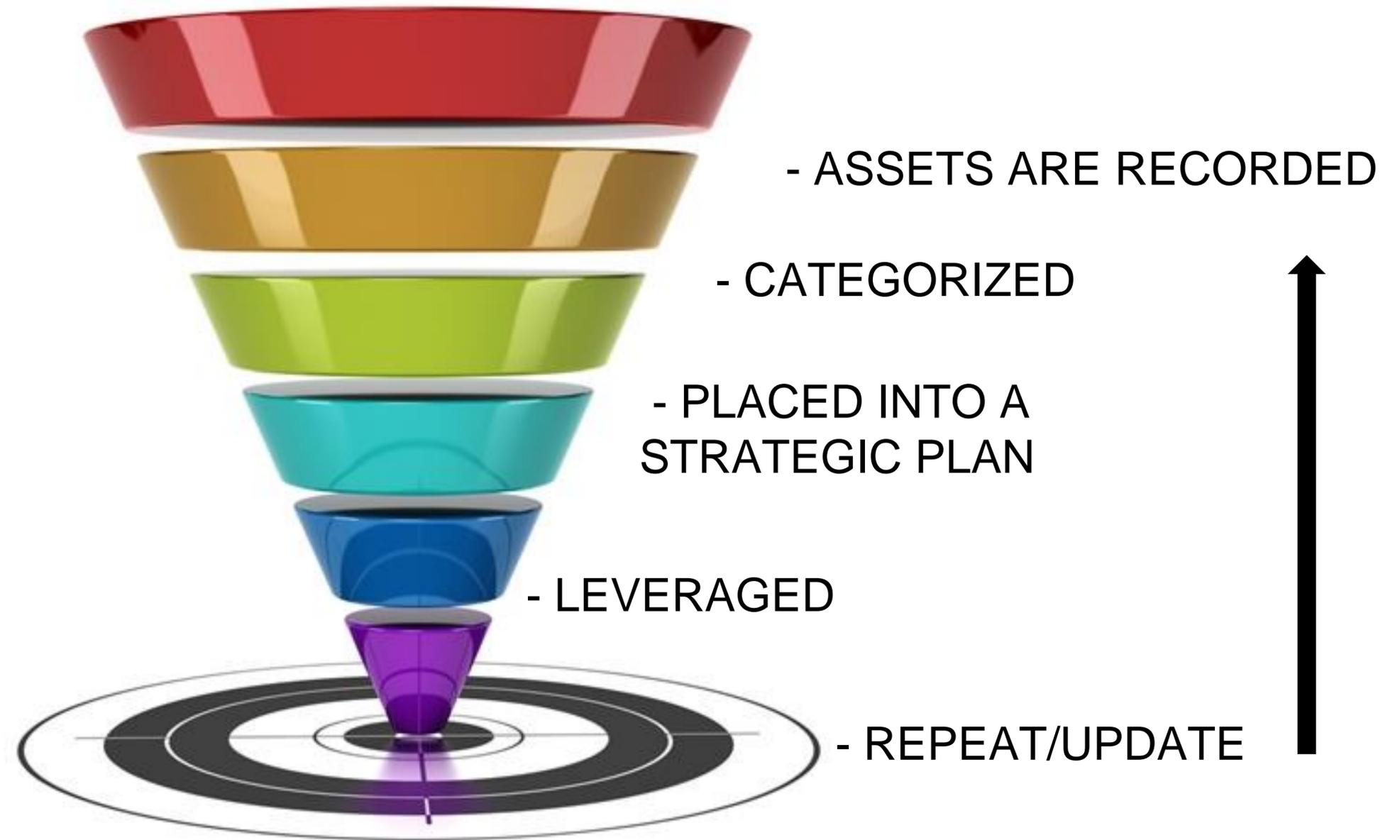
- CATEGORIZE
- PLUG INTO STRATEGIC PLAN
- USE AS A CONTACT/OUTREACH LIST



# INCLUSION OF ASSET MAPPING PROCESS IN STRATEGIC PLANNING PROCESS

- How can the assets/resources identified in the mapping process be used to propel the mission of the program forward?
- Additional logistics:
  - How will relationships be cultivated?
  - Timeline
  - Responsible parties
  - Goals for the connection

# ASSET LIFECYCLE



# LET'S TRY IT!

WHAT IS YOUR PROJECT?

WHAT IS YOUR SEARCH CRITERIA?

MAKE AN ASSET LIST

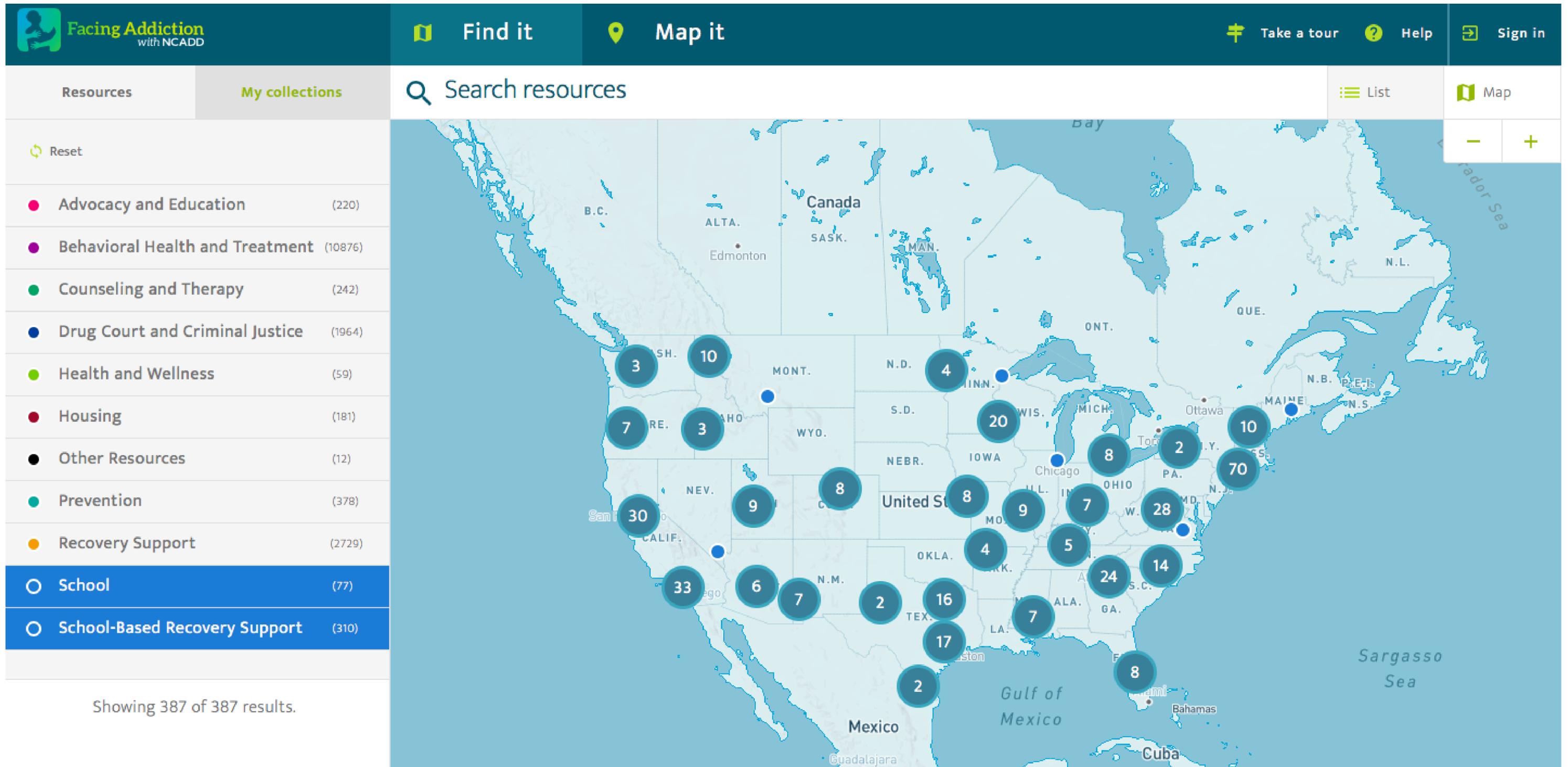
CATEGORIZE THEM

HOW CAN THEY BE USED TO PROPEL  
YOUR MISSION?

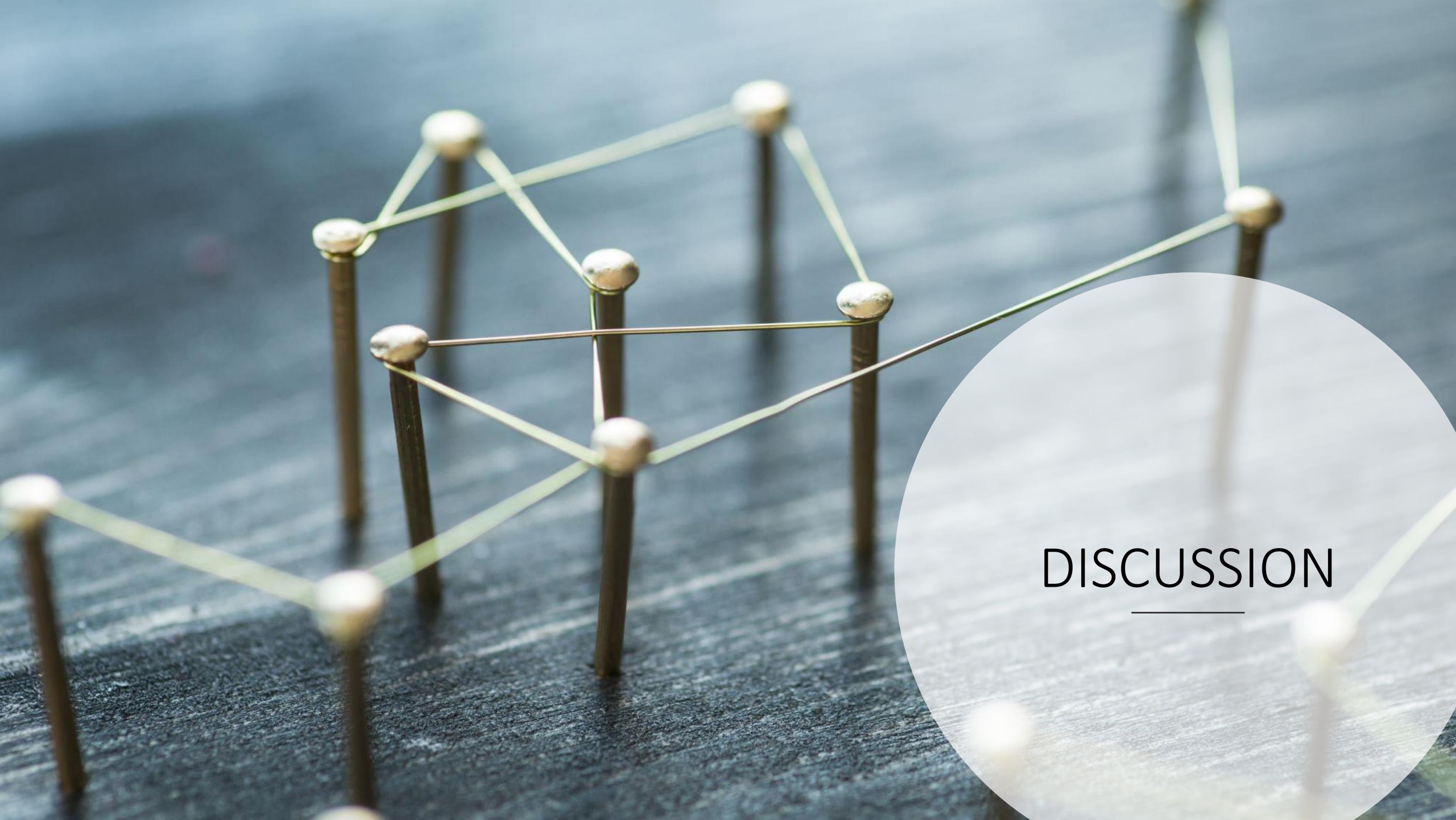
PLUG THEM INTO A MAP OR EXCEL SHEET



# EX. - 2018 Assets Supporting Recovery in Educational Settings







# DISCUSSION

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A close-up photograph of a blue ballpoint pen writing the words "Thank you" in a cursive script on a white card. The pen is positioned diagonally across the frame, with its tip resting on the end of the word "you". The background is a solid dark red color with faint, stylized handprints in a lighter shade of red.

Thank  
you

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