

Asset Mapping

Purpose

Asset mapping provides information about the strengths and resources of a community and can help uncover solutions. Once community strengths and resources are inventoried and depicted in a map, you can more easily think about how to build on these assets to address community needs and improve health. Finally, asset mapping promotes community involvement, ownership, and empowerment.

What is a community asset?

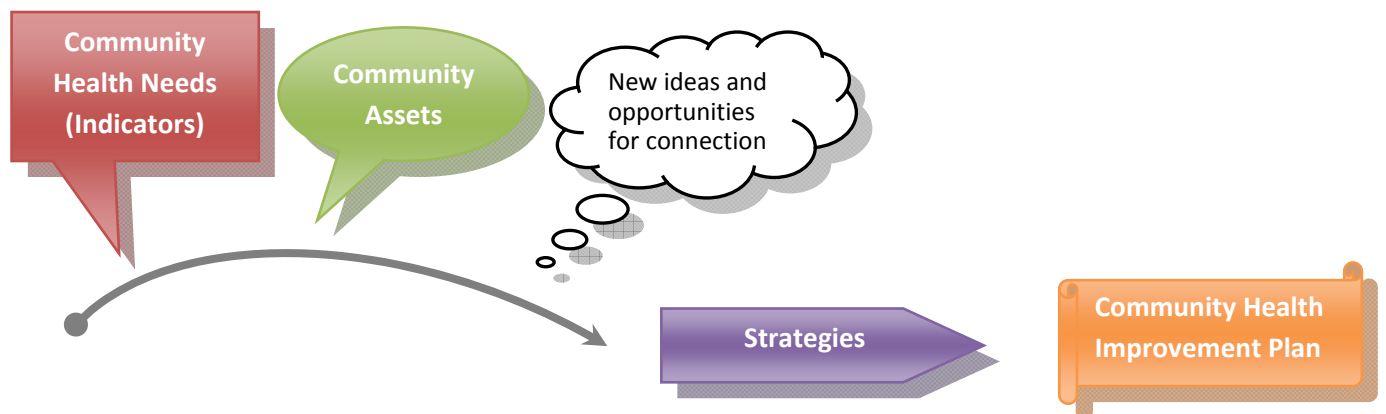
A community asset or resource is anything that **improves the quality of community life.**

Assets include:

- The capacities and abilities of community members.
- A physical structure or place. For example, a school, hospital, or church. Maybe a library, recreation center, or social club.
- A business that provides jobs and supports the local economy.
- Associations of citizens. For example, a Neighborhood Watch or a Parent Teacher Association.
- Local private, public, and nonprofit institutions or organizations.

What are our plans for using these assets?

When we get to the step of action planning and choosing strategies, it will be essential that we can build from and connect assets in our communities. Without a collective knowledge of what's out there, what's being done, and where it is, we will risk duplication or missing important opportunities.





Asset Inventory Worksheet *Clinton, Eaton, and Ingham Counties, Michigan*

Individual Assets

Citizen Assets

Citizen Associations (Grassroots)

Neighborhood Associations

Cultural Organizations

Faith-based Organizations

Institutional Assets

Health Care Services Hospitals **And?**

- Urgent Care Centers
- Private Physicians
- Community Health Centers & Free Clinics
- Public Health Departments
- Community Mental Health and Mental Health Providers
- Substance Abuse Treatment and Recovery Providers
- Nursing Homes, Rehabilitation, Home Health & Hospice

Cultural Assets Museums **And?**

- Performing Arts Organizations
- Historical Organizations
- Public Spaces
- Community Events and Festivals
- Media Organizations

Recreational Assets School-based athletics and Community Ed. Programs **And?**

- Community Centers
- Parks and Public Recreation Programs
- Walking/biking trails & Sidewalks
- YMCA & Non-profit Recreation and Fitness Orgs
- Private Membership Fitness Clubs

Food System Assets Full-service Grocery Stores **And?**

- Community Gardens
- Farmer's Markets
- Restaurants with healthy food choices
- Food-Related Organizations

Public Safety Assets Police and fire departments **And?**

- Environmental Protection Organizations

Employment Assets Major Employers **And?**

- Small Employers
- Self-Employed & Startups
- Unemployment and Job-placement Services
- Chambers of Commerce and Business Associations

Transportation Assets Public Transportation Providers **And?**

- Health Visit Transportation Providers
- Regional Transportation and Land Use Planning

Housing Assets Homeless Prevention and Housing Organizations **And?**

- Weatherization, Home Improvement, and Home Safety Programs
- Rental Housing Landlords and Developments

Educational Assets Childcare and Preschool Providers (0-5) **And?**

- K-12 School Districts
- Colleges and Universities
- Public Libraries

Organizational Assets Informal groups and meetings **And?**

- Multi-sector Coalitions (i.e. Substance Abuse Prevention, Great Start, etc)
- Human Services Collaboratives
- Local Charities, Grant-makers, Foundations



GROUP #1

HEALTH CARE SERVICES

Hospitals
Urgent Care Centers
Private Physicians
Community Health Centers & Free Clinics
Public Health Departments
Community Mental Health and Mental Health Providers
Substance Abuse Treatment and Recovery Providers
Nursing Homes, Rehabilitation, Home Health & Hospice

What are the additional assets in this category?

Are the assets consistent across the three counties? Urban areas? Rural areas?

What assets are available over the life course?

CULTURAL ASSETS

Museums
Performing Arts Organizations
Historical Organizations
Public Spaces
Community Events and Festivals
Media Organizations

What are the additional assets in this category?

Are the assets consistent across the three counties? Urban areas? Rural areas?

What assets are available over the life course?



GROUP #2

RECREATIONAL ASSETS

- School-based athletics and Community Ed. Programs
 - Community Centers
 - Parks and Public Recreation Programs
 - Walking/biking trails & Sidewalks
 - YMCA & Non-profit Recreation and Fitness Orgs
 - Private Membership Fitness Clubs
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What are the additional assets in this category?

Are the assets consistent across the three counties? Urban areas? Rural areas?

What assets are available over the life course?

FOOD SYSTEM ASSETS

- Full-service Grocery Stores
 - Community Gardens
 - Farmer's Markets
 - Restaurants with healthy food choices
 - Food-Related Organizations
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What are the additional assets in this category?

Are the assets consistent across the three counties? Urban areas? Rural areas?

What assets are available over the life course?



GROUP #3

PUBLIC SAFETY ASSETS

Police and fire departments
Environmental Protection Organizations

What are the additional assets in this category?

Are the assets consistent across the three counties? Urban areas? Rural areas?

What assets are available over the life course?

EMPLOYMENT ASSETS

Major Employers
Small Employers
Self-Employed & Startups
Unemployment and Job-placement Services
Chambers of Commerce and Business Associations

What are the additional assets in this category?

Are the assets consistent across the three counties? Urban areas? Rural areas?

What assets are available over the life course?



GROUP #4

TRANSPORTATION ASSETS

Public Transportation Providers
Health Visit Transportation Providers
Regional Transportation and Land Use Planning

What are the additional assets in this category?

Are the assets consistent across the three counties? Urban areas? Rural areas?

What assets are available over the life course?

HOUSING ASSETS

Homeless Prevention and Housing Organizations
Weatherization, Home Improvement,
and Home Safety Programs
Rental Housing Landlords and Developments

What are the additional assets in this category?

Are the assets consistent across the three counties? Urban areas? Rural areas?

What assets are available over the life course?



GROUP #5

EDUCATIONAL ASSETS

Childcare and Preschool Providers (0-5)
K-12 School Districts
Colleges and Universities
Public Libraries

What are the additional assets in this category?

Are the assets consistent across the three counties? Urban areas? Rural areas?

What assets are available over the life course?

ORGANIZATIONAL ASSETS

Informal groups and meetings
Multi-sector Coalitions (i.e. Substance Abuse Prevention, Great Start, etc)
Human Services Collaboratives
Local Charities, Grant-makers, Foundations

What are the additional assets in this category?

Are the assets consistent across the three counties? Urban areas? Rural areas?

What assets are available over the life course?