



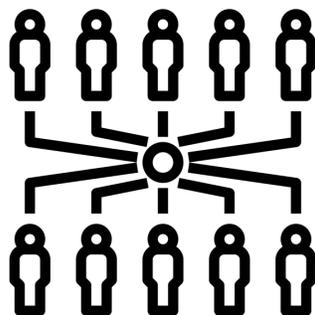
NCFH

National Center for Farmworker Health, Inc.



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Community Asset Mapping Guide



A Guide on Identifying and Mapping Resources for Community and Migrant Health Centers

This guide assists health centers in identifying and collaborating with community partners in efforts to provide resources to address elements of social determinants of health (SDOH). Asset-mapping is a method to discover local resources and create an inventory of available services. This tool provides proactive approaches to building partnerships, templates to assist in organizing a list of resources, and the steps in creating a visual map in your service area(s).



INTRODUCTION

Why Create an Asset Map?

Every community is rich in resources and assets. The purpose of asset mapping is to document a community's existing resources, incorporate its strengths into shared goals, and consequently create an informational resource. Asset mapping builds new connections within your service area, develops a reference tool that can address local challenges, and can build potential for community partnerships in addressing health equity. The knowledge, skills, and services gathered through mapping can also be utilized as a referral guide to address social determinants of health (SDOH) that reflect the pulse in your service area(s).

Asset maps are essentially informational tools for identifying and visualizing a community's existing strengths. This guide focuses on the importance of gathering resources and identifying key partners that assist in addressing social determinants of health. Collaborations utilizing this approach strengthens the community and organizations by having active references for quality referral services. Once creating an asset map, health care staff will have a "live" reference for internal use, as well as for a reference for their patients and/or clients.

Understanding Community Assets

A community asset is any resource that improves the quality of a community by positively influencing its social determinants of health. Every resource, be it an individual or an organization, has the potential to address local challenges to health equity. When you think of your assets also think about individuals such as Community Health Workers (CHWs), patient navigators, or community leaders.

Table 1 provides an overview on general resources to be used when identifying your community assets. Community assets can include:

- Education such as migrant education and head start programs, libraries, or schools.
- Local & State government such as local nonprofits, state government programs, city council, state agencies, or public transportation
- Emergency Services such as food banks, police, Red Cross, or soup kitchens.
- Healthcare such as hospitals, urgent cares, or mental health facilities.
- Neighborhood resources such as community & recreation centers, local parks, or neighborhood groups and associations.
- Social, religious, and cultural organizations such as churches or cultural centers.

Table 1	
Emergency Services	Social & Cultural Orgs
Food Bank Police Red Cross First Aid Soup Kitchens	Radio/TV stations Historic/Arts council groups Councils for cultural affairs Faith-based organizations Museums/galleries
Local & State Govt	Education
Housing programs Nonprofit Organizations State/City/Local government Chamber of Commerce Federal government agencies Public transportation City programs City Council	Colleges and universities Migrant Head Start/Education Programs Libraries Schools After-school programs State education agency
Healthcare	Neighborhood Resources
Hospitals and clinics Mental health facilities Urgent care Elderly care facilities	Community centers Parks & recreational facilities Neighborhood Associations Citizen groups/clubs





Starting the Asset Mapping Process

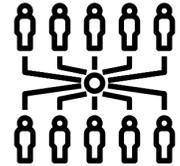
Organize your map to fit the needs of your service area.

Asset maps can be utilized by health center staff as user-friendly referrals for patients as well as an internal reference for building partnerships. When creating an asset map, consider all social determinants of health that may affect your clients. Identifying and mapping assets in your service area helps connect health centers and patients to resources that can help reduce the barriers being faced by the communities.

Use the templates in this guide to assist you in researching and compiling assets in your service area(s). Type in the information on the community asset spreadsheet on [page 4](#) and the data will automatically transfer to the community mapping template on [page 5](#). The spreadsheet will list your referral information, while the mapping template will present a visual categorization of the resources you have compiled by name and contact information. Once both are completed, you can create a visual map utilizing Google Places as instructed on [page 6](#). This free map by Google can then be shared digitally or in print. Follow these steps in the development of your asset map and your engagement of community partners for health equity:



- Determine what types of resources/assets to include
- List your resources using the [spreadsheet](#)
- Organize your list into the [asset map](#)
- Create a [visual map](#) of your community assets



Determine your focus and resources

As a health center, you'll want to determine which service area(s) you seek to address. Every county provides different resources so we recommend using the templates below per service area. Start by researching your local resources. Utilize directories such as [Aunt Bertha](#) or other social care networks with social services such as [FindHelp.org](#) or [211.org](#). These directories can provide information on local and national organizations.

Next, begin locating potential partners and assess which organizations you will be referring clients. Consider which potential partners you want to reach out to. Perhaps there are some potential partners you have not worked with in the past. CHWs are a great resource to assist you in identifying partners and will help to communicate your plan to address health equity and making appropriate referrals. This can be a great exercise to facilitate local outreach services. Your organization may already have referral resources and you can expand such resources with your research and outreach.

List your resources on the community asset spreadsheet

Once resources are identified, start documenting information about your partners on the community asset spreadsheet ([Page 4](#)). The information typed on the spreadsheet will automatically transfer to your asset map on [page 5](#). Be sure to include as much information including services offered and how your organizations will benefit through its partnership. Organize the information into their respective field or categories.

Organize your asset map

Once you've listed your assets, the asset map will automatically categorize and visually display the name and contact information of the resources ([Page 5](#)). These tools can be shared digitally or in print, depending on your audience's preference. Both the spreadsheet and the asset map can be provided to clients as a referral guide or to internal staff as a reference.

Create an interactive, visual map

Finally, expand the information you have gathered by creating an interactive map to deliver to clients through Google Places ([page 6](#)). This map can be edited by multiple people and can be updated any time. Keeping the spreadsheet and maps updated will ensure your health center refers to quality services. Lastly, after completing these steps, continue utilizing your asset map to develop and build on new relationships in the community.



Community Asset Spreadsheet

Type your information in this spreadsheet and the data will automatically fill out the asset map on page 5. You can type the information in this PDF, on the attached spreadsheet files, or by printing out this page. To customize, add your Health Center Logo above. We have provided the Central Texas Food Bank entry as an example for how to fill out the information.

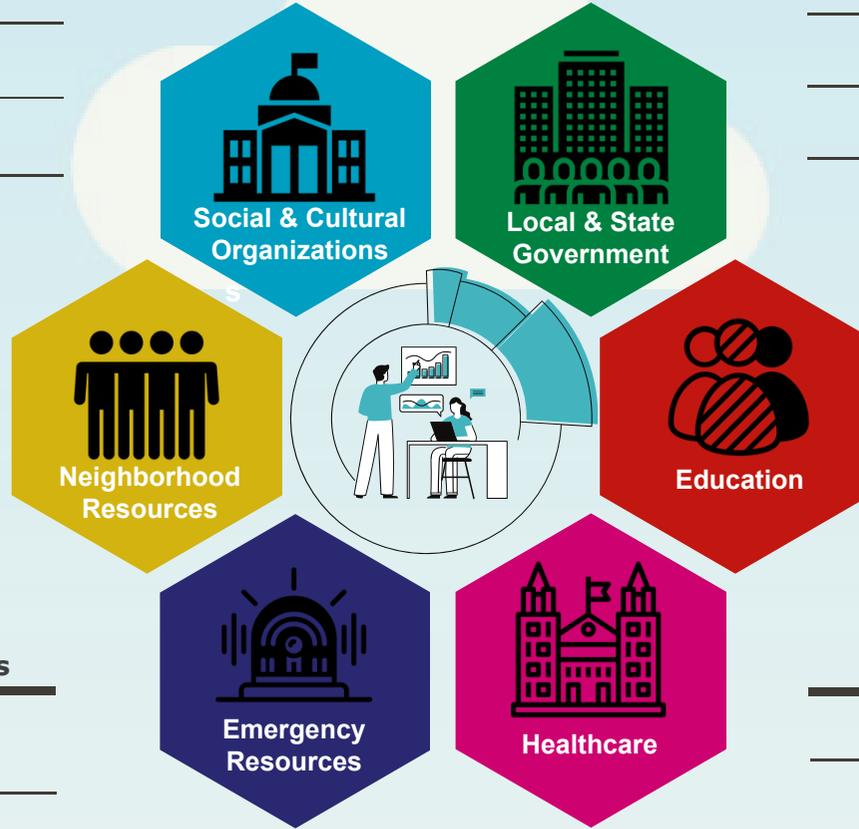
Partner Name	Contact info	Point of Contact / Website	Resource/Strengths	Collaboration Goals	Organizational Benefit
<i>Organization Name</i>	<i>Phone number / address</i>	<i>Best member to contact?</i>	<i>What do they offer?</i>	<i>What goals can you accomplish together?</i>	<i>How can each group benefit?</i>
Central Texas Food Bank	512.355.5554 / 6500 Metropolis, Austin, Tx	Relations Manager	Food pantry & groceries	Seeking new avenues in the city	Potential referral for clients in need
Health Care - i.e. - Hospitals, Urgent Care					
Education - i.e - Migrant Education, Head Start					
Social and Cultural Organizations - i.e. - Faith-based organizations					
Local and State Government - i.e. - City programs					
Neighborhood Resources - i.e. - Community centers					
Emergency Resources - i.e. - Food bank, police					

Social & Cultural Organizations

Community Asset Map Template

Local & State Government

Neighborhood Resources

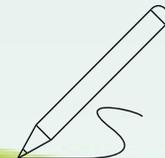


Education

Emergency Resources

Healthcare

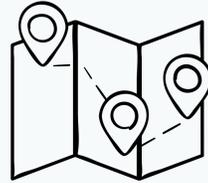
Asset Mapping



This asset map is a reference to connect local resources. To find more services and organizations, consider utilizing networks such as FindHelp.org, 211.org, NCFH.org, or any organization with a directory of national and local resources.



Advancing Your Asset Map by Creating a Visual Map

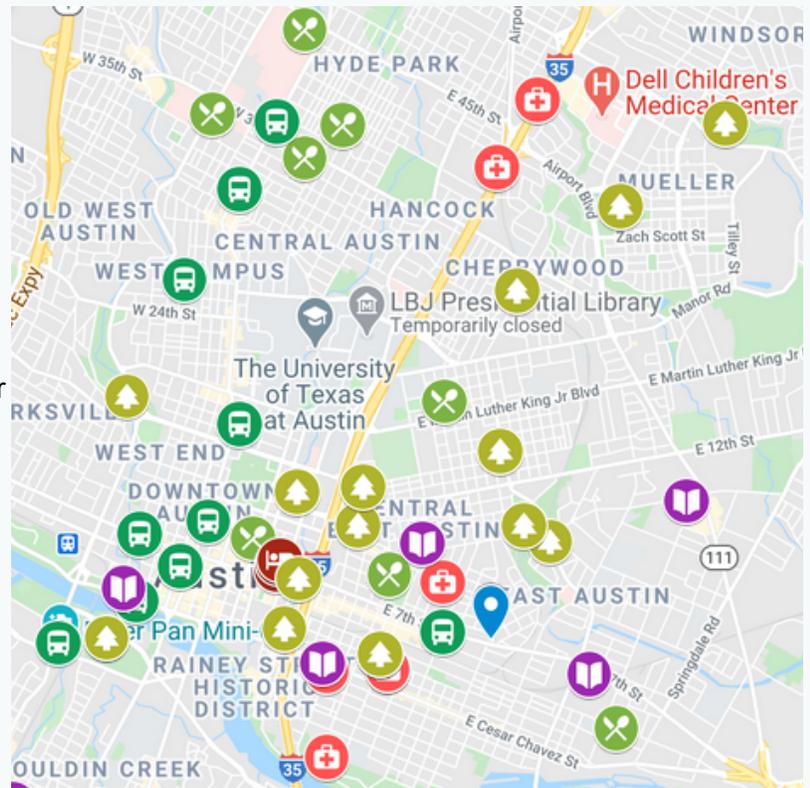


This free mapping application can guide your organization in expounding your asset map and create an interactive map. After gathering a list of your community resources, use this guide to create a visual map for your clients utilizing Google Places. These maps can be printed out or shared electronically by phone, email, or computer file.

Follow the steps and links below to begin creating such a map!

Free Map Creation

- Start by signing in to *Google My Maps* with a free Google account ([link](#)).
- Once there, click **Create a New Map**.
- Title your map & add a **description**.
- You can import data if you have the information in an excel sheet by clicking **Import**.
- Next, add layers to the map by clicking **Add Layer**. You can edit the layer's name by clicking **Untitled Layer**. Label the layers as categories of services. For example, "Healthcare" or "Housing".
- Personify your layers by changing the color & icons. The map is significantly easier to print & understand by decorating the layers.
- Next, search for locations by typing in the search bar. Click **Add to Map** to include locations to layers.
- Once you've added all your information, you can share the map by clicking on **Share**. Be sure to enable **Share link with anyone** so it is publicly accessible. This includes the additional settings for others to have the option to download and share.
- [Click here](#) to see an example of an asset map for Austin, Tx.



Austin, Tx Community Asset Map Example



If you have any questions or require guidance on modifying your asset map, contact Mario Garza with the National Center For Farmworker Health at garza@ncfh.org.



Resources

The information provided in this tool was adapted from the following resources:

Asset Mapping as a Research Tool for Community-Based Participatory Research in Social Work by Elizabeth Lightfoot, Jennifer Simmelink McCleary, and Terry Lum

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Mapping the Assets of Your Community: A Key Component for Building Local Capacity.

By Beaulieu, Lionel J.

[Southern Rural Development Center](#), Mississippi State, MS.

Community Building Tool Packet: Hosting Community Conversations

2012 © Our United Villages, Community Legacy Program of Our United Villages

www.NAAEE.org

Asset Based Community Development

by Dan Duncan - Clear Impact - Dec 2016

Info.ClearImpact.com

Participatory Asset Mapping Toolkit

by Janice C. Burns, M.A., Dagmar Pudrzynska Paul, and Silvia R. Paz, B.A.

[Healthy City a program of Advancement Project](#)

www.advancementprojectca.org

Vitalizing Community: Building on Assets and Mobilizing for Collective Action

Facilitator's guide

The Center for Applied Rural Innovation (CARI) Institute of Agriculture & Natural Resources

<http://www.nlc.state.ne.us/epubs/U2031/H003-2004.pdf>

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www.thenounproject.com

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