Asset-based community assessment to enhance RN-BSN student’s development and awareness of community partnerships and resources.

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A - ASSET
B - BASED
C - COMMUNITY
D - DEVELOPMENT

John L. McKnight & John Kretzmann
http://www.abcdinstitute.org
Contributing author’s views supporting the development of the ABCD theory

• Prevailing map of social policy makers

Source: McKnight, J (1996) A Twenty First Century Map for Health Communities & Families
NEEDS MAPPING

Source: Kretzmann & McKnight (1993). Building communities from the inside out. Pg 3.
Clients have deficiencies and needs.

Citizens have capacities and gifts.
PROPOSITIONS OF THE ABCD Model

• “Asset-based” means beginning with the strengths of the people as residents and workers.
• “Internal” focus changes the definition, investment, creativity, hope and control (outside resources used more effectively).
• “Relationships” become key to building community and the resulting critical sense of interdependence.
  – Individuals
  – Local voluntary associations
  – Institutions
  – Local Economy
  – Physical World
Community Building

Starts with the process of locating assets, skills, and capacities in Individuals, citizen associations, and local institutions.

(Source: Kretzman & McKnight, (1993) Building Communities from the inside out)
ASSET MAPPING

- Local Institutions
  - Businesses
  - Schools
- Citizens' Associations
  - Churches
  - Block Clubs
  - Parks
- Gifts of Individuals
  - Income
  - Youth
  - Elderly
  - Labelled People
  - Cultural Groups
- Hospitals
- Community Colleges
Capacities

• Each time a person uses his or her capacity, the community is stronger and the person more powerful.
• Strong communities are places where the capacities of local residents are identified, valued and used.
• Weak communities are places that fail to mobilize the skills, capacities and talents of their members.

Source: Kretzmann & McKnight, 1993, pg. 13
Using the ABCD model in the RN-BSN program

Project topic
&
Community of concern
Community Asset Map

Source: John Kretzmann and John McKnight, with Sarah Dobrowolski and Deborah Puntenney (2005). Discovering community power: a guide to mobilizing local assets and your organizations capacity.
Associations
- Rotary
- Grand Blanc lodge # 57
- Kiwanis International
- Optimist International
- Faith Lutheran church
- United Methodist Church
- Masons Club
- Masonic Temple
- Kirckridge Presbyterian Church
- Grand Blanc Parks and Rec.
- Grand Blanc Newcomers club
- 67th District Court
- Banks
- Doctors offices
- Dentist offices
- Law offices
- American Legion Post 413
- Arts Council
- Tall Pine council BSA
- Animal Removal Service / Trapper

Physical Space
- Small park west of down town
- Open playgrounds at schools
- Tennis courts and pool at high school
- Golf courses
- Genesee hills East
- Warwick Hills South
- Grand blanc Golf Club North
- Enormous open area infront of GM Tool and Weld AYSO practice fields.
- Business maintain beautiful outdoor grounds: trees, shrubs, grass well groomed.

Institutions
- Grand Blanc Accadamy
- Grand Blanc Community Ed.
- Grand Blanc Community Schools
- Grand Blanc City Fire Dept.
- Grand Blanc City Police Dept.
- Grand Blanc Montesori
- Rainbow Child Development Center

Individuals
- Police men / Firemen
- Related office staff
- Mayor
- Librarian
- People walking dogs
  - No "street" people
  - (homeless, prostitutes)
  - No "ghetto" area

Local Economy
- Appears to be doing well
- GM plant still open
- Vary large chamber of commerce
- Schools
- Banks
- Churches
- Medical Buildings
- Drs. and dintest offices
- Law offices
- Restraunts
- Gas Stations
- Very large Wal-Mar/Sams store
- Rite Aids/Wal-greens
- Did NOT notice any Bars.
Clare Community Asset Map

PHYSICAL SPACE
- Paved Streets
- Dirt Streets
- Parks
- Housing
- Businesses
- Vacant Buildings
- Golf Courses
- Farmland

ASSOCIATIONS
- Business Organizations
- Professional Organizations
- Service Clubs
- Charitable Groups
- Religious Groups
- Support Groups
- Veterans Affairs
- Veterans of Foreign Wars (VFW) Post 5738
- VFW – Ladies Auxiliary
- Army Career & Alumni Program

INSTITUTIONS
- Mid-Michigan Regional Medical Center Hospital
- Mid-Michigan Health Park
- Veterans Out Patient Clinic
- Police Departments 1
- Fire Departments 1
- Clare Public Schools
- Mid-Michigan Community College
- Libraries 1
- Clare County Social Services
- Churches 16-17

LOCAL ECONOMY
- Johnston Elevator
- Isabella Community Credit Union
- Isabella Bank & Trust
- First Bank
- John Deere Implements
- Witbeck’s IGA
- Glen’s Market
- Holiday Inn Express
- Days Inn
- Doherty Hotel
- Jay Sporting Goods

INDIVIDUALS
- Veteran Service Representatives
- Students
- People with Disabilities
- Business Owners
- Community Members

Clare County

physical
individuals
association
economy
institutions
Capacity Inventory & Learning Conversations
Learning Conversations

• Goals of learning conversations in community building:
  – Develop a stronger relationship
  – Discover motivation to act
  – Explore mutual interest & clarify possible action steps
  – Find more prospects

• Key is reflection on learning conversations to determine what this community finds compelling and what assets are available to them.

Learning Conversation Notes (Example)

Name ___________________________ Date ____________________

Address ____________________________

Phone ___________________________ Email ___________________________ Fax ___________________________

Occupation ___________________________

Who suggested the contact? ___________________________

1. Gifts, capacities, and skills to contribute?

2. Issues and concerns you want to work on?

3. What about (issue of concern to the ABCD community partnership)? Concerns? What should we do that you would work on?

4. Strong relationships with others (associations and institutions)

5. Possible roles in ABCD community partnership?

6. Further contacts for us to see (name and phone)?

Source: John Kretzmann and John McKnight, with Sarah Dobrowolski and Deborah Puntenney (2005). Discovering community power: a guide to mobilizing local assets and your organizations capacity.
My name is Kevin Flynn. I am a Saginaw Valley State University student working with project partner Jack Kulis in the Grand Blanc community. Our assignment this semester is to assess this community, and help if possible. We are not trying to sell anything. Please take a moment to answer this short questionnaire regarding Automatic External Defibrillators. If you would like, we can provide information and help make connections. Thank You.

**Learning conversations:** For businesses or organizations that DO NOT have an Automatic External Defibrillator.

1. Do you know what an AED is?
   a. Yes.
   b. No.
      i. If No, please review included material.

2. Is obtaining an Automatic External Defibrillator AED something you have ever thought about?
   a. Yes.
   b. No.

3. Are you aware of the placement of AED's in other businesses or organizations?
   a. Schools.
   b. Churches.
   c. Airports.
   d. Other.

4. Would you be interested in information regarding AED's?
   a. Yes.
   b. No.

5. Would you see having an AED as a benefit to your business or organization?
   a. Yes.
   b. No.

6. If you have ever thought about getting an AED, and decided against it, what was the reason?
   a. The cost (Dollar amount)
   b. Time to train employees.
   c. Red tape, paper work.
   d. Updating and maintaining the device.
   e. Corporate obstacle.
   f. Liability issue.
   g. Misuse or abuse.

7. Would you like to be put in contact with others in the community who have gone through the process of obtaining an AED?
   a. Yes.
   b. No.
Individual Capacities

• Communities need to use a tool that focuses on capacities and not needs of the members:
  • Capacity Inventory
    – Skills information
    – Community Skills
    – Enterprising Interests and Experience
    – Personal Information
  • Purpose of the Inventory: Help a particular person contribute
Sample — CAPACITY INVENTORY
Developed by Greyrock Commons Co-Housing Community, Ft Collins, CO

GIFTS I CAN GIVE MY COMMUNITY

GIFTS OF THE HEAD (Things I know something about and would enjoy talking about with others, e.g., art, history, movies, birds).

GIFTS OF THE HANDS (Things or skills I know how to do and would like to share with others, e.g., carpentry, sports, gardening, cooking).

GIFTS OF THE HEART (Things I care deeply about, e.g., protection of the environment, civic life, children).

Source: John Kretzmann and John McKnight, with Sarah Dobrowolski and Deborah Puntenney (2005). Discovering community power: a guide to mobilizing local assets and your organizations capacity.
### Capacity Inventory

*An Assessment Tool of Skills and Talents*

The following questionnaire is designed to assess the skills and talents that might be available to assist in building a better emergency response in your community. Please read the following questions and answer to the best of your ability.

<table>
<thead>
<tr>
<th>Question</th>
<th>yes</th>
<th>no</th>
<th>interested</th>
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<tbody>
<tr>
<td>Have you ever taken a first aid class?</td>
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<td>Do you like to read?</td>
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<td>Have you ever volunteered for a project?</td>
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<td>Can you use a computer?</td>
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<td>If asked, could you tell me what CPR is?</td>
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<td>Are you good at following directions?</td>
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<td>Do you get involved in local politics?</td>
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<td>Have you ever been involved in fundraising?</td>
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<td>Are you creative?</td>
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<td>Has anyone close to you ever had heart problems?</td>
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<td>Do you shop in your community?</td>
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<td>Do you own a car?</td>
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<td>Are you involved in providing care to others?</td>
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<td>Under stressful conditions, do you easily remain calm?</td>
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<td>Have you ever helped organize a major activity?</td>
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<td>Do you have access to office supplies?</td>
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<tr>
<td>Do you own a cellphone?</td>
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<td>Can you budget money well?</td>
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<tr>
<td>If asked, could you tell me what an AED is?</td>
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<td>Is it easy for you to talk to people you've never met?</td>
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<tr>
<td>Can you perform simple maintenance skills?</td>
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</tbody>
</table>

In addition to the above gifts, do you have any other skills, interests, or talents that might help in improving emergency responses in your community?

Thank You
Partnerships
Partnerships with Associations

Use this tool to illustrate partnerships that your organization already has with associations in your community and to think about new partnerships which might be useful to this project and your organization.

EXISTING

YOUR ORGANIZATION

POTENTIAL
Determine the issues and assets of your community of concern

- **Assets**
  - Phones
  - Concern for neighbors
  - Porch lights

- **Issues**
  - Personal Safety concern
  - Property Destruction

Do you see ways in which you can connect them?
Intervention

The Grand Blanc Community and AED's

AEDs: A Valuable Resource
For Your Community Business

- Grand Blanc Police
- Grand Blanc Fire Rescue Car
- Grand Blanc City Hall
- Grand Blanc High School
- Holy Family Catholic School
- Faith Lutheran Church
- Father Bush Parish Center
- GM Tool and Weld
- Ezra Perry Center

Would you like an AED at your community business?

WHAT IS AN AED?

AEDs: An Automatic External Defibrillator

- Non-medical personnel can use these simplified electronic machines to treat a person in cardiac arrest.
- The AED device "walks the user through the process by audible or visual prompts without requiring any discretion or judgment." The American Heart Association notes that at least 20,000 lives could be saved annually by prompt use of AEDs.

WHO SHOULD HAVE AN AED?

Advocates envision placement of AEDs in public buildings, transportation centers and even large offices and apartment buildings. Meanwhile, the commercial market has expanded substantially, with machines that once sold for $3,000 and up now advertised at under $1,000 for small office, personal or home use.
Evaluation of Project outcomes

• Strengths and issues of the process
• Strengths and issues of the planned intervention
• Personal learning identified
Strengths of the ABCD approach with the RN-BSN student

• Blending of traditional community assessment techniques, ABCD model, and nursing process

• Applicability of project to current practice
  – Partnerships with community resources
  – Use of developed skills across the continuum of care
  – Develops community assessment skills and program planning abilities
And the discovery that our communities are overflowing with assets!!!

THANK YOU!!!