Assets-Based Approach to Public Health: Unlocking the Potential of the Community

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Public Health Forum 2012.

‘We can’t do well serving communities if we believe that we, the givers, are the only ones that are half-full, and that everybody we’re serving is half-empty. There are assets and gifts out there in communities, and our job as servants and as good leaders is having the ability to recognise those gifts in others, and help them put those gifts into action’.

Michelle Obama
June 2009

http://www.idea.gov.uk/idk/aio/18410498

http://www.assetbasedconsulting.co.uk/Publications.aspx

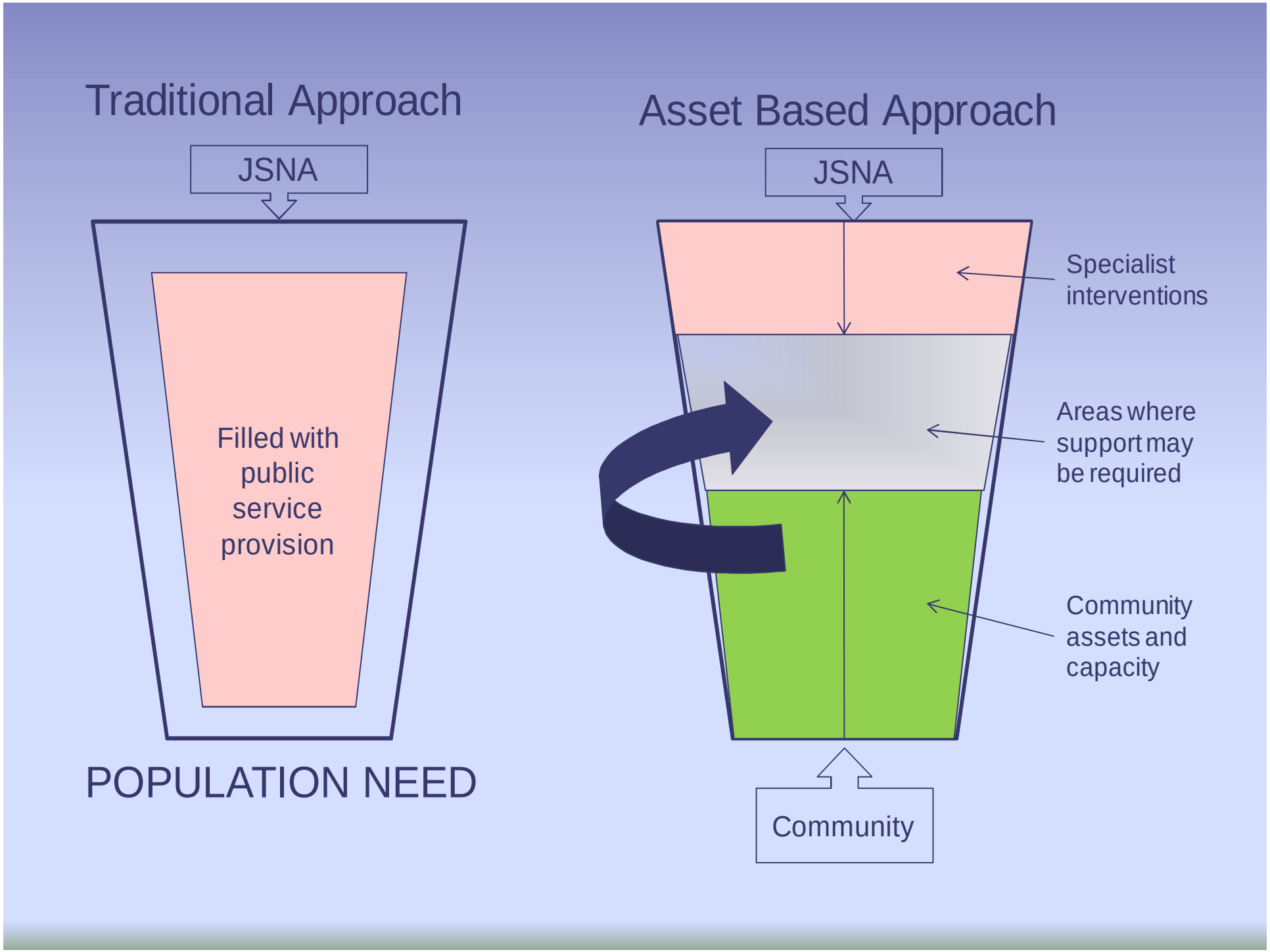
The case for an assets approach

- A culture of dependency saps energy from the community
- Building resilience enables people to grow in confidence, and supports positive mental health.
- Strengthening community networks improves relationships and mutual support

Community led
Long term
Open ended

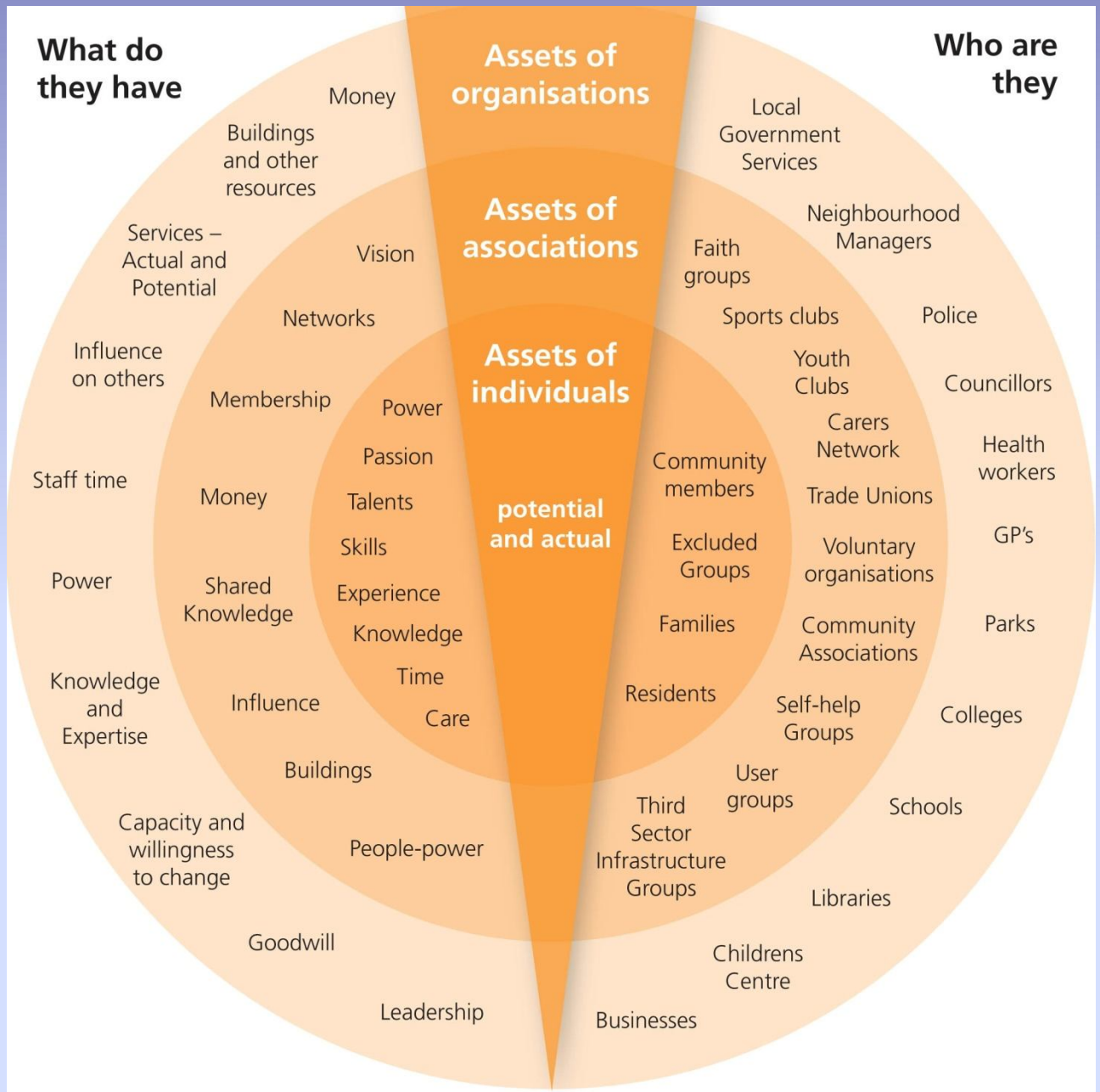
What did I <u>not</u> do today that allowed people in the community to take charge?

Personal appraisal question to Dublin community development workers


Traditional Approach
JSNA
Filled with public service provision
POPULATION NEED
Asset Based Approach
JSNA
Specialist interventions
Areas where support may be required
Community assets and capacity
Community

Techniques

- Asset mapping
- Asset based community development (ABCD)
- Appreciative enquiry
  - Storytelling
  - World Café
- Use of social media



http://www.idea.gov.uk/idk/core/page.do?pageId=18364393

Sale·West· and·Ashton· Partnership

Assessment· of·Needs· and·Assets

Coordinated·by·Dr·Diana·Forrest
MB·ChB,·DRCOG,·MSc,·FFPH

November·2010

Sale West - Issues

- Children ‘damaged before they reach school’
- Young mothers feeling ‘trapped’
- Feelings of worthlessness
- Domestic violence
- Worklessness
- Alcohol and drug problems
- Mental health problems
- Isolated, vulnerable older people

What Would Local People Like?

- More childcare locally
- More activities for children eg football
- Shops on the Sale West Estate
- Opportunities for training
- Opportunities for activities eg allotment
- Local events
- To be more aware of what’s going on locally

Local Assets

- Sale West and Ashton Partnership
- Local leaders
- Facilities
- Local volunteers
- Community ‘diamonds’
- Sale West Voice

DE JONG
34
23.07.2011 11:29

Asset: Simon
DE JONG
34
23.07.2011 11:29

Insert video clip:
http://www.youtube.com/watch?v=y4xnPiSuD8w

Asset:
Dave

Diet
Coke

SWAN NEWSLETTER

Sale West & Ashton News for residents by residents

SureStart

Jan/Feb 2012

SWAN NEWSLETTER
Sale West & Ashton News for residents by residents
Swan
TRAFFORD
COUNCIL
SWAP
SureStart
Jan/Feb 2012

Asset: Zoe

Insert video clip:
http://www.youtube.com/watch?v=DJqc-6mECzE

What Would Local People Like?

- More childcare locally ✓
- More activities for children eg football ✓
- Shops on the Sale West Estate X
- Opportunities for training ✓
- Opportunities for activities eg allotment ✓
- Local events ✓
- To be more aware of what's going on locally ✓

Outcomes

Community surveys Sale West:

- Satisfied with home area as a place to live:
  - Increased from 87% in 2009 to 89% in 2012
- Feel strongly that belong to home area
  - Increased from 77% in 2009 to 80% in 2012
- Agree or disagree that you can influence decisions in you local area
  - Score increased from -23% in 2009 to +10% in 2012 (Trafford average -8%)

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