Community Asset Based Approaches

Thursday 29th March 2012
BVSC, Birmingham

www.assetbasedconsulting.net
Welcome and introduction

Ginder Narle
Learning For Public Health Manager
Introductions

Trevor Hopkins & Jayne Norwood
Asset Based Consulting
Outline of the day

• Background to the ‘Asset Approach’ and participatory methods

• Session 1 – Appreciative Inquiry

• Session 2 – Asset Mapping

• Session 3 – Open Space Technology

• Summing-up and way forward
The dilemma...

Clients and consumers have *deficiencies & needs*

Citizens have *capacities and gifts*
A glass half-full:

How an asset approach can improve community health and well-being

http://www.assetbasedconsulting.co.uk/Publications.aspx
“What makes us healthy?”
The assets approach in practice:

• Evidence
• Action
• Evaluation

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

• Assets: any resource, skill or knowledge which enhances the ability of individuals, families and neighbourhoods to sustain health and wellbeing.

• Instead of starting with the problems, we start with what is working, and what people care about.

• Networks, friendships, self esteem and feelings of personal and collective effectiveness are good for our wellbeing.

“Focusing on the positive is a public health intervention in its own right”
Professor Sarah Stewart-Brown, Professor of Public Health at Warwick Medical School speaking at a conference on ‘Measuring Well-being’ 19 January 2011 at Kings College
Values for an Asset Approach

• Identify and make visible to health-enhancing assets in a community
• See citizens and communities as the co-producers of health and well-being rather than the recipients of services
• Promote community networks, relationships and friendships
• Value what works well
• Identify what has the potential to improve health and well-being
• Empower communities to control their futures and create tangible resources
Key themes

The defining themes of asset based ways of working are that they are:

- Place-based
- Relationship-based
- Citizen-led

...and that they promote social justice and equality
Session 1 – Appreciative Inquiry

• What is Appreciative Inquiry (AI)?

• The 5 Ds – Define, Discover, Dream, Design & Deliver

• Appreciative interviews

• Creating the ‘vision’

• Practical ways forward
“Good organisations know how to preserve the core of what they do best. Preserving the right thing is key. Letting go of other things is the next step”

David Cooperrider
Defining Appreciative Inquiry

**Appreciative** – Valuing, recognising the best in people or the world around us, affirming past and present strengths, successes and potentials

**Inquiry** – The act of exploration or discovery or to ask questions and be open to seeing new potentials and possibilities.
Agenda

**Reflection** – remembering times when our culture, values and identity made us proud.

**Affirmation** - inquiring into those strengths and how we can use them to create the future

**Action** – practical planning towards the future
Some background

Traditional approaches to development:

• Identify problems, barriers, gaps
• Maybe analyse why the problems exist
• Propose solutions
• Create an action plan
• Also …assign blame
• Focus attention on what is missing, and
• Can sap energy and motivation
When to use Appreciative Inquiry

- When there is a complex situation which needs some collective will to address
- When you want to bring people together to work on something of mutual interest.
- When you want to build a vision of the future as well as work with others to make things happen in the short-term.
- It can help to deliver a shared vision and improved relationships and working together.
When not to use Appreciative Inquiry

• When one person is clear about a desired outcome.
• When there is no interest in involving others in a creative way or when their opinions are not valued.
• When there is no interest in sharing responsibility or decision-making.
• When it is important to involve all key stakeholders and you cannot recruit a good core group.
• It cannot deliver a pre-formed solution. Each community develops its own response to its own situation.
The appreciative cycle

Discover

Define

Deliver

Design

Dream
...building the path as we walk it
"How could our work be more effective if we adopted an asset approach to improving health and challenging health inequalities in the West Midlands?"
Discover

• Can you tell a story of a time when you made a positive change to improve your own health and wellbeing?
• What do you believe is now the single most important thing that positively influences your own health and wellbeing?
• Now turning to your work; can you tell a story of how you involved others as equal partners in bringing about real and sustainable change?
• Imagine your community, your friends, your family, your colleagues and the wider community telling stories about how you have worked together as equal partners to achieve your dreams of a healthy community. What would these stories be?
Dream

“What would things be like in an ideal future if we adopted an asset approach to improving health and challenging health inequalities in the West Midlands?”
Your dreams

Following thoughts and discussions write down your dreams of an ideal future for asset based approaches onto ‘post-it’ notes – one idea on each note – so use as many as you want.
Sharing your dreams

Place your ‘post-it’ notes onto the ‘landing area’.

As you do this check what others are posting.

Are any themes emerging?

Start to group the post-its into ‘themed’ areas

If it is possible name the *themes that are emerging

(*In some AI sessions these themes can be pre-defined)
Design

Form groups round each of the emerging themes.

What are the practical ways of achieving the activities and ideal services described in ‘The Dream’ of how our work would be more effective in the West Midlands?
Deliver

Each group to *design a poster illustrating and describing how we can work together to adopt an asset approach to improving health and challenging health inequalities?“

(*This stage can be done in a variety of ‘creative’ ways: story-telling, pictures, videos, acted scenarios, on-line activities etc.)
Each group has two minutes to present their poster to the whole group.
Session 2 – Asset Mapping

- What is Asset Mapping?
- Agreeing ‘the aim’
- Individuals, associations & organisations – creating an asset map
- Physical, economic and cultural assets – adding more depth
- Forming new and expanding connections to bring about change
Agreeing ‘the aim’

"What resources do we have in the West Midlands and beyond, to support the development of a network for asset practitioners?"
Creating an asset map

The actual and potential assets of:

- Individuals – heart, head & hand
- Associations
- Organisations
Primary Assets

Secondary Assets

Potential Assets

Primary Assets
Adding more depth

In a community this can also include:

- The physical assets
- The economic assets
- The cultural assets
Community asset mapping process

• Meet the people who will become the core group
• Contact individuals or groups who are active in the community
• Collate the assets and talents of individuals in the community
• Identify the resources and assets of local associations, clubs and volunteers
• Map the assets of agencies, including the services they offer. The map can be extended to include physical, economic and cultural assets.
Session 3 – Open Space Technology

- What is Open Space Technology?
- The principles of Open Space
- The ‘Opening Circle’ – creating the agenda
- Running the Open Space
- The ‘Closing Circle’ – closing the Open Space
- Convergent activity
What is Open Space Technology?

• Highly scalable and adaptable, Open Space Technology has been used in meetings of 5 to 2,000 people.
• The approach is most distinctive for its initial lack of an agenda, which sets the stage for the meeting's participants to create the agenda for themselves.
• The approach is characterised by five basic mechanisms:
  • A broad, open invitation that articulates the purpose of the meeting;
  • Participant chairs arranged in a circle;
  • A "bulletin board" of issues and opportunities posted by participants;
  • A "marketplace" with many breakout spaces that participants move freely between, learning and contributing as they "shop" for information and ideas;
  • A "breathing" or "pulsation" pattern of flow, between plenary and small-group breakout sessions.
When to use Open Space

• When large and diverse groups are involved
• When you require creative thinking around an issue
• When you want an open discussion and collective decisions
• When you want to develop ownership over the results
• When you want to develop better working relationships or when you want to build a sense of community
When not to use Open Space

• When you are unwilling to give up control over the direction of the meeting

• If you are not prepared to follow through with the recommendations

• If the achievement of a predetermined specific outcome is essential
**Open Space Technology (OST) is**

One way to enable all kinds of people, in any kind of organization, to create inspired meetings and events. Participants create and manage their own agenda of parallel working sessions around a central theme of strategic importance.
OPEN SPACE TECHNOLOGY

Whoever comes are the right people. Whatever happens is the only thing that could have when it starts is the right time. When it’s over, it’s over.

Set agenda

Law of 2 Feet
If you aren’t in a place where you are learning or contributing, go somewhere where you can.

Reopen for action

Closing Circle

Session 1

Session 2

Session 3

Source: Owen
The ‘Law of Two Feet’
‘Be prepared to be surprised’
Butterflies

Bumblebees
Our question for the Open Space:

“How can we organise a network to build capacity for, and support people to use, asset approaches in improving health and challenging health inequalities in the West Midlands?”
Summing-up and way forward