

Community Asset Mapping Worksheet

Who Are the People in Your Neighborhood?

Looking Beyond the Schoolhouse

The strength of a community-centered project comes from having a diverse, knowledgeable group of committed professionals working together. But how do you know who those people are and where to find them?

You work with them every day!

Asset mapping takes stock of the unique skill sets of the members of your community and helps you add their perspectives to your group.

Why is this important?

These are the professionals you can connect with to help spread the word of your CHIPRA project activities. They can be better informed sources of referrals. They can help advertise your services to their populations, while providing helpful feedback and suggestions based on their experience and perspective.

Let's Get Started!

Answer some of these questions as a group.

What health care providers or clinics are in your county/region?

What public health departments or human service departments are there?

Who helps administer your local WIC (Women, Infant & Children) Program?

Is there a Regional Center for Children and Youth with Special Health Care Needs in your region or Social Service Programs for Children?

Are there Disability Programs—like Independent Living Centers, ADRC, or Disability-Specific Agencies?



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Are there faith communities in your area that have services or programs for families, children, or individuals who are homeless?

Are there civic organizations (Lions Club, Knights of Columbus, Catholic Charities)?

Are there public spaces you can advertise? Bus stops, laundromat or grocery store bulletin boards, libraries?

Who represents basic assistance programs (Food pantries, prescription assistance, energy assistance) or other county programs?

What kinds of formalized coalitions already exist in your area? HealthWatch Coalitions, School Nurse Associations or Project Advisory Boards?

What kinds of informal alliances exist? Parent support groups or assistance and advocacy organizations?

Next Steps For Your Staff, After Asset Mapping

Which agencies or organizations are you going to reach out to? And who at your office will make the first contact?

Do you have a project description ready to share - reason for calling, and services you can offer through this CHIPRA project? Can you describe what experience your organization brings to this effort?

What tangible services will you offer?

- Setting up an initial meeting to introduce yourself and the CHIPRA project?
- Being a speaker at one of their upcoming staff meetings?
- Sharing materials? *Brochures, posters, 3 Steps Kits? Fact sheets, videos, social media posts, referral forms?*
- Scheduling “office hours” or appointments at their location?

