

# Asset Maps

Obj. 7.11: Create a map to determine the accessibility of products and services that enhance health.



## What's This?



Source: Aaron Ray via Flickr (<http://www.flickr.com/photos/aaronray/3435406085/>)

Examine the image above. What do you think this map might be showing? Who might have created it? What is its purpose?

## DISCUSS

### Your Neighborhood

1. Think about your neighborhood. List all of the things you can think of that help to promote healthy lives. Consider mental health, social health, and physical health.

2. Partner up and share your lists. Were there any similarities? Major differences?



## What is Asset Mapping?

There are a variety of approaches to asset mapping, but ultimately asset mapping is about finding the strengths in a community. One definition of asset mapping is *a process of inventorying the resources or assets of individuals or organizations available to a specified neighborhood or community*. Asset maps can include the skills of community members, interests of the community as a whole or interests of sub-groups within the community, experiences the community have learned from, relationships, public capital, cultural resources, and more. Asset maps may be created in relation to a specific geographic area, but they also may be created as a visual that demonstrates relationships between individuals, organizations, agencies, and other entities. Some steps for creating an asset map are listed below:

**Step 1:** Determine your purpose.

**Step 2:** Based on the purpose, determine what type of map to create. Geographical or conceptual?

**Step 3:** Survey, gather data, observe, or interview people to determine the assets.

**Step 4:** Create a visual tool to map the assets or show their relationship.



## Create an Asset Map

Work as a team to create an asset map for your school regarding fire safety. There is no universal or single way that your asset map must look, so get creative and think about a way to best organize and present the assets you come up with. You can focus on a variety of assets or a single type of asset. Consider things like: posted evacuation plans, fire alarms, sprinkler, fire extinguishers, proximity of fire department to school, response time of fire department, number/quality of drills, staff and students experience/training in fire emergency protocol, etc.

Brainstorm and plan in the box below, then use a separate sheet of paper or poster to create the asset map.

**Summarize:**

1. What is an asset map (in your own words)?
  
2. How would you go about creating an asset map of your neighborhood if you wanted to focus on access to health care?

**Asset Mapping YOUR Neighborhood**

Create a simple asset map of your neighborhood. Choose a theme or focus area to keep it this assignment manageable (i.e., social health, health education & literacy, youth/teen health, exercise and healthy eating).