Brainstorm:
Community Assets

Work with your planning group to create a list of potential assets in your community. It’s important to take stock of the strengths of your community, not just its needs. Community assets are important in three ways:

- As inputs and context for your public health intervention
- As factors related to successful implementation of your intervention
- As potential outputs, signaling the impact of your intervention

Use the list below to help guide your brainstorm of community strengths.

**Individuals**
- Skills, talents, and experience of community members
- Individual businesses
- Home-based enterprises
- Donations/financial sponsors

**Organizations**
- Associations of businesses
- Citizens’ associations
- Cultural organizations
- Communications organizations
- Faith-based organizations

**Private and Nonprofit Organizations**
- Institutions of higher education
- Hospitals
- Social services agencies

**Public Institutions and Services**
- Public schools
- Police and fire departments
- Libraries
- Parks and recreation

**Physical Resources**
- Vacant land
- Commercial and industrial structures
- Housing
- Energy and waste resources
- Billboards and community bulletin boards
- Community meeting spaces

**Informal Organizations and “Intangibles”**
- Neighborhood associations and other social groups
- Community reputation
- Community pride
- Sense of history

www.healthypeople.gov
Sources

McKnight, J. L., Kretzmann, J. P. Mapping Community Capacity. The Asset-Based Community Development Institute, Institute for Policy Research, Northwestern University, 1996.