



Brainstorm:

Community Assets



Healthy People
2020

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

Sources

Adapted from *Healthy People 2010 Toolkit: A Field Guide to Health Planning*. Developed by the Public Health Foundation, under contract with the Office of Disease Prevention and Health Promotion, Office of Public Health and Science, U.S. Department of Health and Human Services (p. 71).

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