



**Asset-based and community centred  
approaches to improving health and  
wellbeing**

Tuesday 14<sup>th</sup> March 2017  
Alnwick

# Workshop Reports



**Asset Based  
Consulting**

# Workshop outlines

## **Appreciative Inquiry** – facilitator Trevor Hopkins

Appreciative Inquiry (AI) is a process for valuing and drawing out the strengths and successes of a group, a community or an organisation. These are used to develop a realistic and realisable dream for the future and a commitment to take sustainable action. AI creates a positive mind-set by talking about success rather than being defined by past failures. The inquiry starts with appreciating the best of what is, thinking about what might be and should be, and ends with a shared commitment to a dream and how to achieve it.

This workshop will introduce and take participants through the five-stage Appreciative Inquiry process: Define, Discover, Dream, Design and Deliver.

## **Community Asset Mapping** – facilitator Jayne Hopkins

Participants will learn how to make a map or inventory of the resources, skills and talents of individuals, associations and organisations in a community.

Creating this map is more than just gathering data and information. It is a development and empowerment tool. The process of discovering the hidden and potential assets in a community creates new relationships and new possibilities.

Ideally, asset mapping starts with activists, community workers and volunteers mapping assets of individuals, associations and of the community. Through this process the community discovers the resources, activities and interests they already have. They learn more about what other members of their community want to do and change. They find out how to form new and expanding connections to enable them to bring about that change in more inclusive and democratic ways.

### **Appreciative interviewing (Discover)**

- Can you tell a story of a time when you made a positive change to improve your own health or 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 positive outcomes.  
What would these stories be?



At the beginning of the workshops all the participants looked at Appreciative Conversations/ Interviews as a way of working with individuals, groups and organisations to start to discover their strengths and assets.

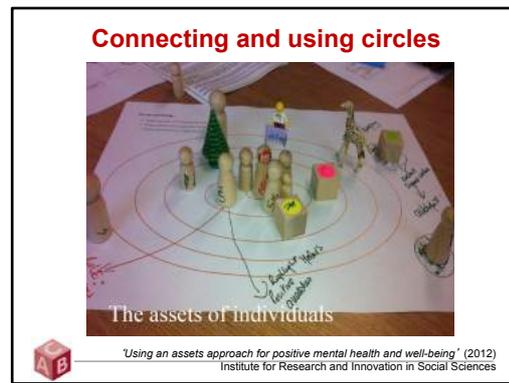
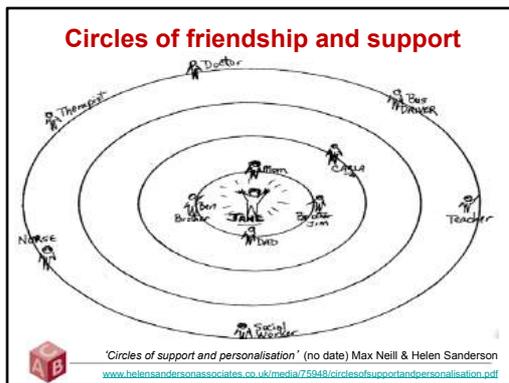
# Asset Mapping

Can be done with:

- Individuals – circles of friends/support
- Communities – Community asset mapping
- Organisations – using Appreciative Inquiry

It's about forming new and expanding connections to bring about change

## Individual asset mapping using circles of friendship and support



## Community Asset Mapping (Based on Asset Based Community Development)

**Community asset mapping**

The actual and potential assets of:

- Individuals
- Associations
- Organisations

'Building Communities from the Inside Out' (1993)  
John P. Kretzman & John L. McKnight

**Creating a community asset map**

The actual and potential assets of:

- Individuals – head, hands and heart
- Associations
- Organisations



**Asset mapping exercise – community assets**

	Heart	Hands	Head
Individuals	What do I care about/ what motivates me to act?	What practical skills do I have/ what can I do?	What knowledge/ expertise do I have. What do I know about?
Organisations	What does my and other organisations care about?	What can/do my and other organisations do?	What specific knowledge do my and other organisations have?
Associations	What do local groups care about/what motivates them?	What do local groups do already and what could they do?	What specific knowledge/ expertise do local groups have?

## **Individuals**

I care about making a difference to the lives of others  
Breadth of knowledge about my services, lots of contacts county-wide  
Make contacts, promote, circulate information  
Making sure people can access the info they need  
My passion is to promote quality of life  
Developing individuals – building confidence, making appositive change, breaking boundaries & moulds, encourage others/share experience  
Women’s rights – lobbying around, work, health, diversity, life balance  
Reducing health inequalities within Northumberland  
Supporting communities to realise assets within community  
Provide information in an appropriate format to inform communities  
Developing volunteers and individuals  
Networking + Sign posting, passing on knowledge + training  
Enabling older people to have a meaningful life  
Everyday community members, learning disabilities, elderly, disabilities, single parents  
Sign posting, advice, support, information, organise and facilitate  
Experience of organising set up of groups  
I care about the quality of care that older people receive  
I care about people in our communities that are affected by addiction problems  
Supporting people with learning disabilities to access leisure activities on a monthly basis  
I have local knowledge  
I have the knowledge to support carer to access help and support  
Volunteering opportunities for people  
Family members can support/encourage their loved ones to access treatment and support and be a positive influence in the service user treatment journey  
I know how to empower service users and carers to progress in their recovery journey and improve their own health + wellbeing.  
Also to give back and support others in their community.  
I care about the issues facing unpaid family carers in the community  
Peer support within charity service area.

## **Associations**

Local camera group care that older people are supported to take part in creative activities and to learn about digital technology  
Often ran by people who really care about their local community  
Associations which are connected, informal fundraisers small groups who run monthly in pubs, restaurants  
Sensory allotment group set up for vision impaired + hearing impaired individuals  
preventing social isolation  
Social support networks, friendship, practical gardening skills  
Getting people with similar interests together in the community  
Keeping older people active  
Knowledge of how to set up + continue running gardening group  
Can mend and maintain bike  
Heart of Hirst  
Know what local people need – keep it small +less formal  
Bike groups that get/keep people cycling  
Talking to, collecting data around views, needs, wants  
Mutual Aid – Peer support for people affected by addictions. Service users and families/carers  
Wealth of knowledge about communities and ability to work with departments to ensure services can be delivered in an effective way that are appropriate for communities and to support communities to help themselves  
Reducing health inequalities  
Care about men who want to live safe lives

## **Organisations**

Hirst Welfare  
NCVA  
Bernicia Homes  
Hirst Park  
Action for children provides services that can offer support to families and children  
Action for children works to improve the lives of vulnerable children + families  
CVS/Assembly can provide information & best practice examples  
BRIC, British Red Cross, NDAS  
Address food poverty  
Make organisations effective and focused in their mission  
Action for children - Knowledge, policy + research that supports families

Northumberland Domestic Abuse Service – cares about men + boys who experience violence + trauma, provides individual and group support, research and social change Health & wellness

Work with local organisations has shown reductions in inequalities, reducing social isolation, providing local services & groups appropriate to community needs

NCVA and assembly has knowledge of how to help groups be effective

N'thland CVA, Blyth CVA

My organisation can support carers to access benefits

Address social isolation

Housing providers, voluntary organisations & CAB

Peer led groups – supported

Northumberland recovery partnerships – BAIT, Changing Lives

I can help carers get together and get a break from their caring role

Escape Family Support – a community led response to addiction within Northumberland – supporting service users and families/carers

Bridge partnership

Full Circle food project

My organisation can help people access grants to take a break

ESCAPE cares about those affected by addiction, getting appropriate support needed

to aid their recovery and enable them to achieve their full potential

Northumberland Blind Association cares about the wellbeing of people living in Northumberland

I have a real passion for helping people Organisations involved, recognised funders – bus company, themes for events, museums, sports centres

Academy – Josephine Butler Campus

BAIT art project

Mutual Aid – SMART – wellbeing

Lobbying, governance, knowledge, NGOs, CSW, CEDAW, Research

Conquer Stroke – helps to stop social exclusion

Conquer Stroke make it fun

My organisation cares about ensuring older people are supported to live independently in rural Northumberland

Northumberland County Blind Association provides support groups/social clubs, which provide stimulation+ friendships

NCBA knows how to set up workshops, deliver partnership work to promote low vision aids + sight loss support to clients

I have formed groups and managed organisations, know about Governance, fundraising and organisational management

### Further research/analysis on community assets

**Adding more depth**

As well as individuals, associations and organisations, in a community this can also include:

- The physical assets 
- The economic assets 
- The cultural assets 



**Analysing assets**



**Potential Assets**

**Secondary Assets**

**Primary Assets**



# Appreciative Inquiry

## 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

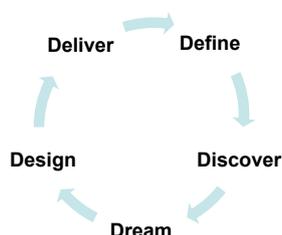
**Reflection** – remembering times when our culture, values and identity made us proud.

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

**Action** – practical planning towards the future



## The appreciative cycle



To start an Appreciative Inquiry we require a 'Definition'. Usually this is developed with the individuals, groups, organisations or communities that will be involved with the process.

For the event a 'Definition' was supplied to allow participants to get involved in the rest of the process quickly.

### Definition

*How can we ensure that voluntary and community sector services continue to make an important contribution to the health and well-being of all our communities in Northumberland?*

### Discover

Various individual and group development approaches can be used to discover times when our culture, values and identity made us proud; to describe the best in people or the world around us; find our past strengths, successes and the potential for the future.

### Dream

Participants were asked to dream about "What would things be like in an ideal future? One in which voluntary and community sector services are making an important contribution to the health and well-being of all our communities in Northumberland?"

Following thoughts and discussions participants wrote down their dreams onto 'post-it' notes – one idea on each note.

People were asked to stick their post-its onto the area provided, look at all the other post-it notes and gather the notes that are similar into themed groups.

Five clear themes emerged from this process. They are detailed below along with the 'post-it notes that were related to these themes.

## **1. Aspirations + Engagement**

- People + communities being supported to take forward issues they are passionate about
- Communities + individuals know when + how to get help and are able to access help
- Continuum of health from cradle to grave (with dignity)
- Memorandum of understanding between ALL partners
- Outcomes and their valuations in English
- Greater awareness of what can help

## **2. Communities engaged in process**

- We truly empower communities
- Communities having real voice
- Everyone has the opportunity to make a difference to their community + wider society
- People have the opportunity to achieve their goals + ambitions
- Listening to + supporting into action
- People are 'listened' to by the council and statutory organisations
- For Public Sector to recognise + work collectively with VCS in delivering services with communities
- Strong positive networks

## **3. Inclusion + Equalities**

- There are social activities available to all
- There is lots of choice + diversity about what good health is + how to achieve it
- Everyone looks out for each other
- Everyone is included – all means all
- Inequalities are reduced (and eradicated)
- It includes EVERYONE – especially people who struggle to be included
- I want everyone to feel important, valued and appreciated
- People are equal and treated fairly
- No-one feels lonely + isolated
- No-one should feel excluded
- Barriers are recognised and removed
- The power is shared and everyone's expertise is recognised
- Easy access to support for everyone
- Everyone able to do what they want to keep healthy

## **4. Children + Families**

- Children engaged in process/community
- I want children to have good speech and language
- I want my children to be part of a resilient society where people support + help each other
- Children grow up with a natural inclination to maintain own health + wellbeing
- Happy, healthy children
- Children grow up happy, healthy, confident and loved
- I want parents to stay together
- I want parents to know what makes a good parent

## **5. Happiness**

- People speak to each other and are friendly
- People feel well
- People understand what factors make them feel healthy + well – and consciously do this
- Everyone happy and healthy
- People reach their potential
- Sense of belonging and celebration of difference – feeling loved – feeling safe

- Everyone has access to support networks
- People have opportunities to be creative
- People feel good about themselves
- People feel loved
- Everyone has a friend

**Other comments – not themes or chosen for group discussions**

- I want men to understand the effect of DV/A and stop
- Ensure the sector blossoms – all shapes, sizes and situations
- Range of options
- People have a reason to get out of bed in the morning – a purpose in life
- Getting an understanding of what is cooperation to government and small groups to make an impact together
- People have a high level of coherence
- We can take risks and be creative
- Employment to increase
- All environments are beautiful to live in
- So healthy + well that there's no need for acute services
- I want children to be secure in their life

The final two stages of Appreciative Inquiry are Design and Deliver.

**Design**

Often done with a smaller 'action' group this focuses on **what** this ideal future might look like. A framing question might be: *In themed groups suggest and discuss practical ways of achieving the ideal world and positive outcomes described in 'The Dreams'.*

**Deliver**

The final stage is the more detailed planning of **how** the ideal future can be achieved. Again this task might be done by a smaller 'action' themed group. Their task is: *to design a poster/document/business plan illustrating and describing how voluntary and community sector services are making an important contribution to the health and well-being of all our communities in Northumberland.*

Report written by Jayne and Trevor Hopkins  
22 March 2017

