



People Power!: A Strengths Based Approach to Pandemic Response & Recovery

Jason Rosenfeld, DrPH

Implementing Director of Health Confianza

Assistant Professor of Medicine

University of Texas Health Science Center at San Antonio

Joe R. & Teresa Lozano Long School of Medicine

Center for Medical Humanities & Ethics

Learning Objectives

By the end of this session, participants will be able to:

- Describe Asset Based Community Development (ABCD) and Community Based Participatory Research (CBPR)
- Explain the value of strengths-based approaches
- Use two participatory methods to identify community assets and needs
- Discuss how ABCD & CBPR methods can facilitate pandemic response and recovery activities

What is Asset Based Community Development (ABCD)?

- A strategy for sustainable community-driven development
- Focuses on using local assets to address larger social/structural issues
- Believes communities can lead their own development process by:
 - Building upon existing strengths and assets
 - Matching strengths with community identified needs

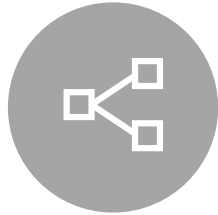
<https://resources.depaul.edu/abcd-institute/Pages/default.aspx>

<https://resources.depaul.edu/abcd-institute/resources/Pages/tool-kit.aspx>

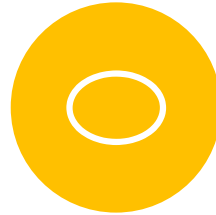
ABCD Guiding Principles



EVERYONE HAS
GIFTS



RELATIONSHIPS
BUILD COMMUNITY



PEOPLE ARE AT THE
CENTER



BROAD COMMUNITY
INVOLVEMENT



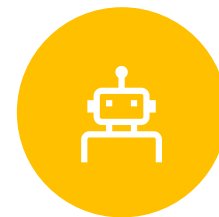
PEOPLE CARE ABOUT
SOMETHING



MOTIVATE PEOPLE
TO ACT ON ISSUES
THEY CARE ABOUT



ACTIVE LISTENING &
ASKING QUESTIONS



INSTITUTIONS AS
SERVANTS

Six Key Assets



Individuals



Associations



Institutions



Physical Assets



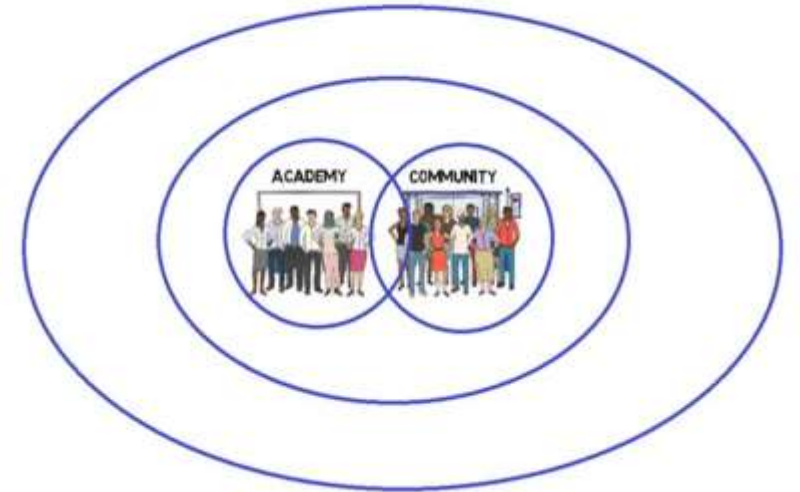
Connections



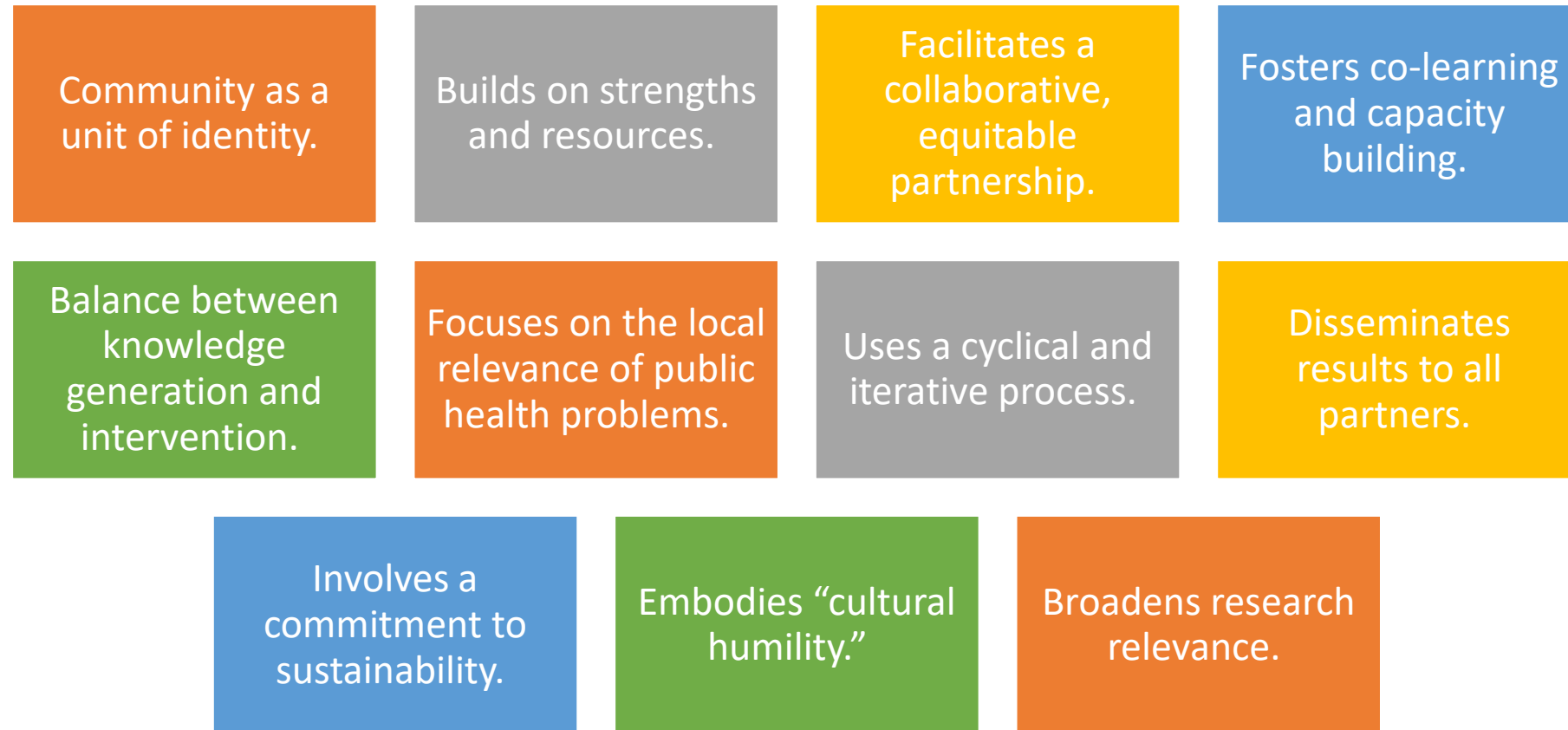
Culture &
History

What is Community-Based Participatory Research (CBPR)?

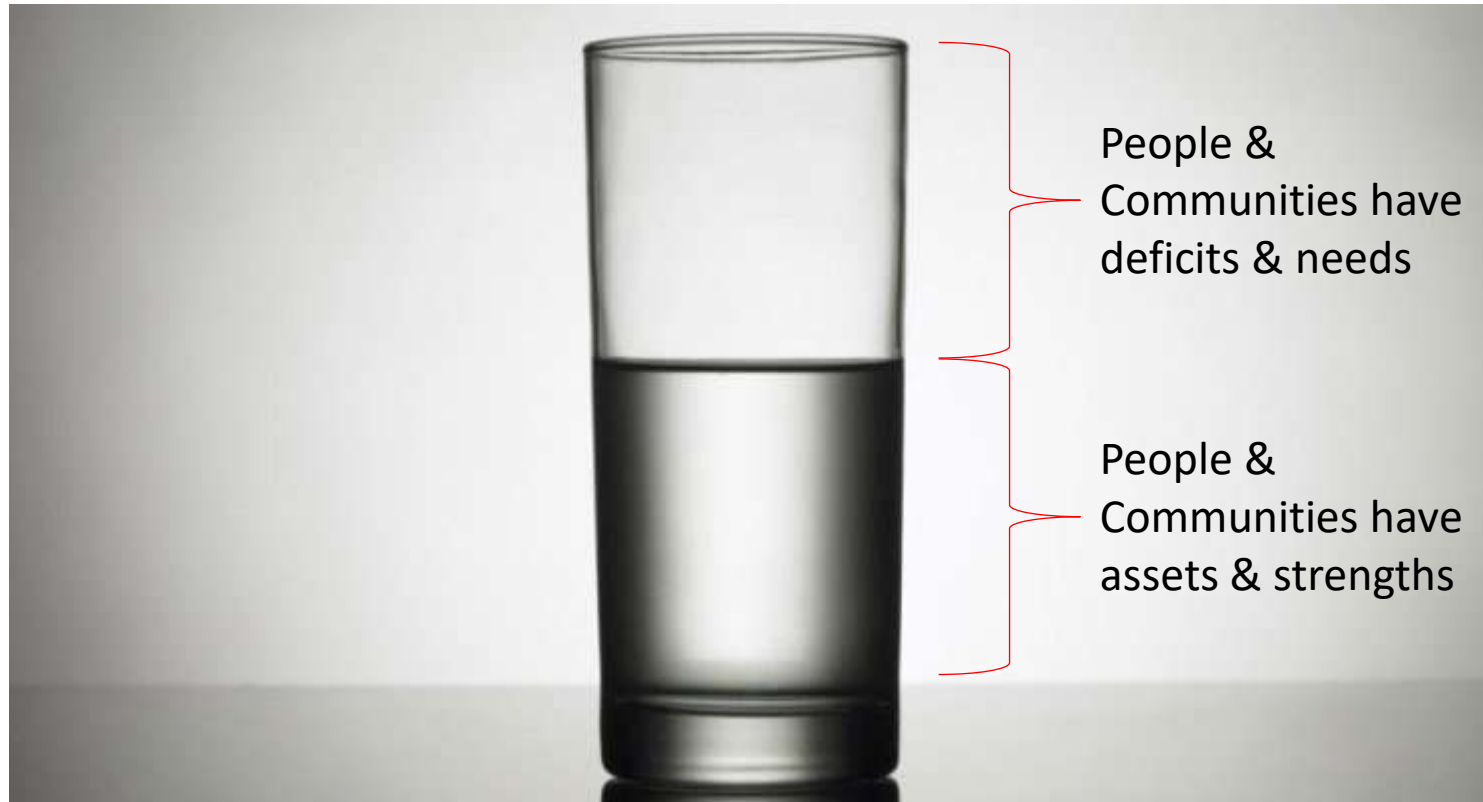
- An orientation to research/data collection
 - Changes the role of researcher and researched
- Not a specific method or set of methods
 - Qualitative and Quantitative
 - Epidemiology AND Intervention Research
- Has applied goals of Action
 - Change in Systems, Programs, Policies, Health Equity
 - Knowledge Democracy



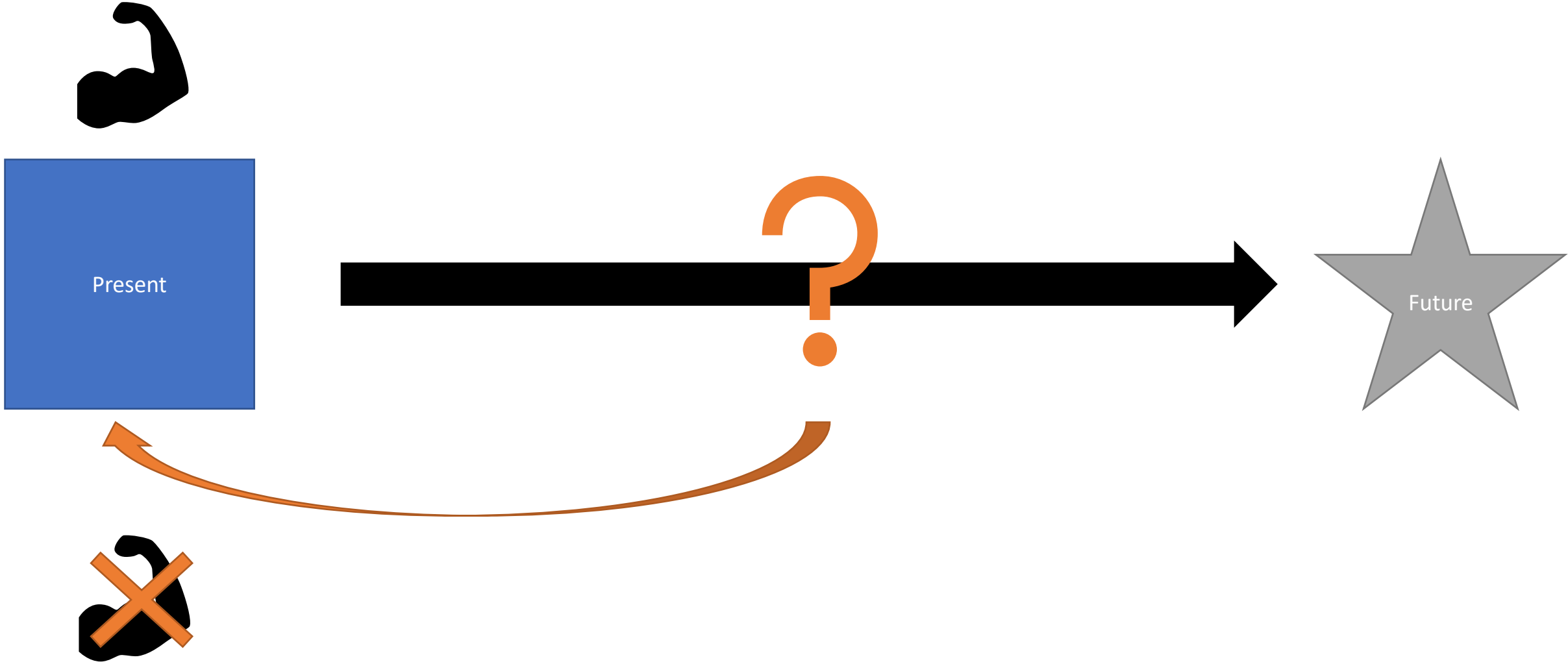
CBPR Guiding Principles



Why use ABCD and CBPR approaches?



- Focusing on needs can lead to:
 - Dependence on others
 - Reinforcing negative stereotypes & beliefs
 - A sense of hopelessness
- Focusing on strengths can lead to:
 - Empowerment
 - A sense of ownership



How to identify strengths/assets?

- Need a strong Connector – like a CHW or *promotore!*
- Use participatory assessment/data collection methods
 - Participation and ownership in the data collection process is essential
- Use key communication skills when leading assessments
 - Active Listening
 - Acknowledging Perspectives





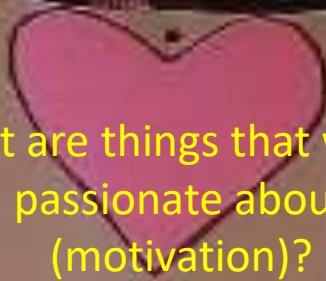
CBPR Strength & Asset Methods

What are things we can do with our hands (skills)?



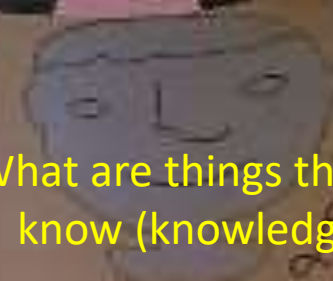
-Travay: love, respect, manage
networking, work
gangster, koutis,
Allahab, akri, kanda
Poliari, budri, man
mabauk, kundu

What are things that we are passionate about (motivation)?



Ramun, rayi, jalmal, panti,
lagu, kribes, roman franyo
salamun

What are things that we know (knowledge)?



Pura, refleksi, nilai

Head, Heart & Hands



Asset Mapping

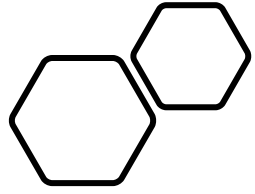
A Strengths-Based Approach to the Pandemic

Challenges

- Information overload
- Targeted mis/disinformation campaigns
- Access to preventive & curative services
- Financial insecurity

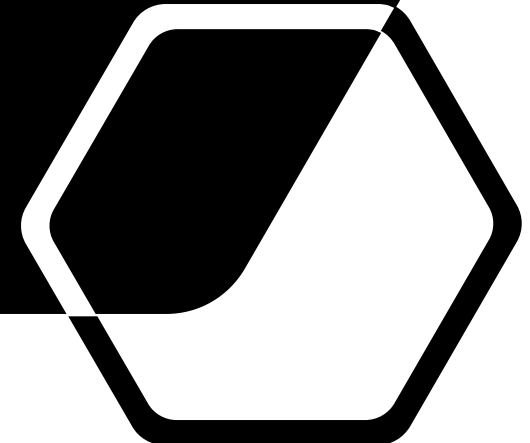
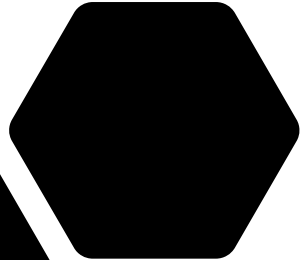
Potential Solutions

- Develop trusted sources list & share with community
- Help people navigate online & social media resources
- Design ride-share program
- Identify community employers



People Power

“Go to the people. Live with them. Learn from them. Love them. Start with what they know. Build with what they have. Fail to honor people, they fail to honor you. But with a good leader, when their work is done, their aim fulfilled, the people will say, we have done this ourselves.”



Resources

- DePaul University Asset-Based Community Development Institute
 - <https://resources.depaul.edu/abcd-institute/resources/Pages/tool-kit.aspx>
- Rural Health Information Hub
 - <https://www.ruralhealthinfo.org/toolkits/sdoh/2/social-and-community-context/asset-based>
- University of New Mexico Center for Participatory Research
 - <https://cpr.unm.edu/>
- Engage for Equity
 - <https://engageforequity.org/>