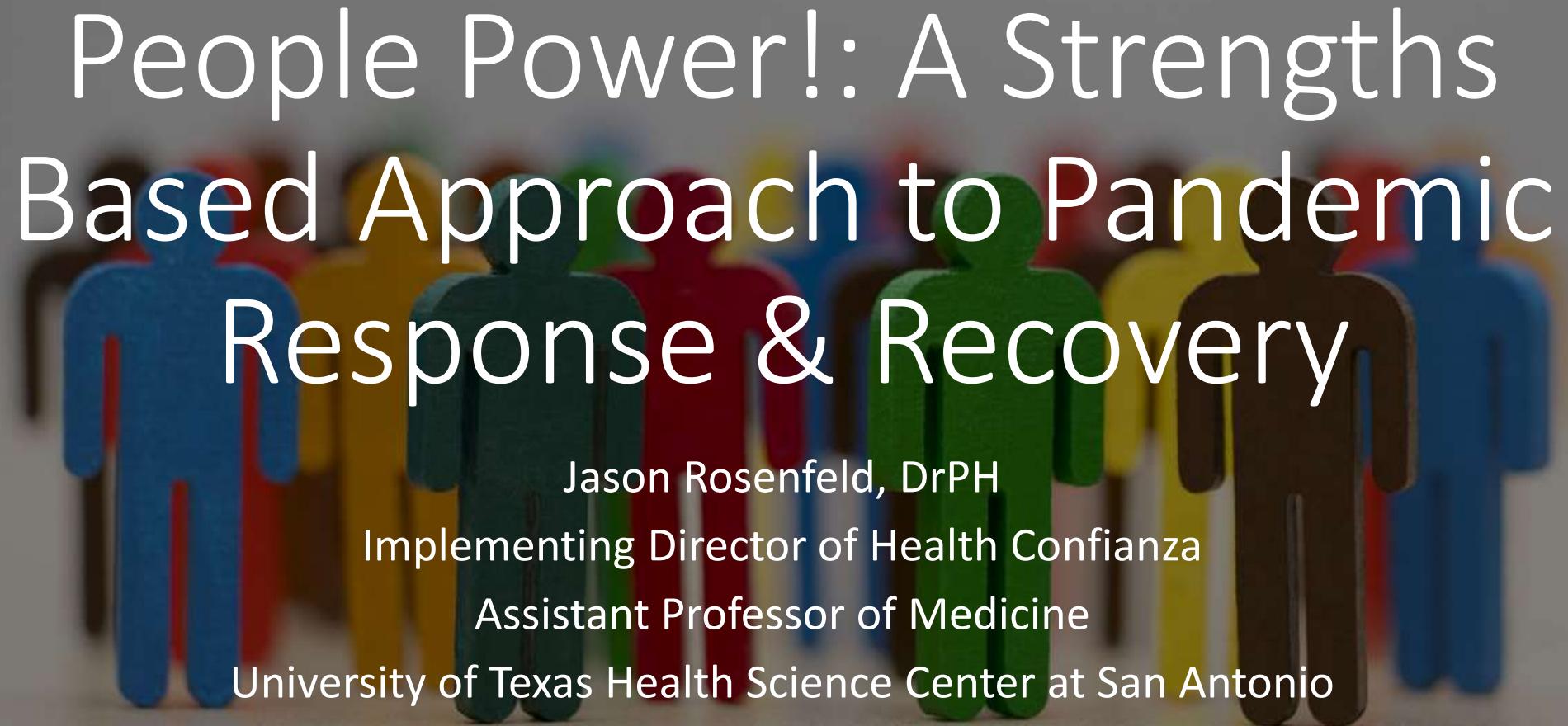


# People Power!: A Strengths Based Approach to Pandemic Response & Recovery



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# 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

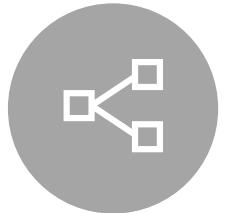
<https://resources.depaul.edu/abcd-institute/Pages/default.aspx>

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

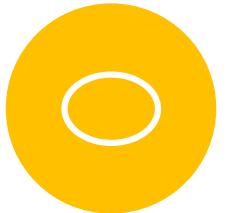
# ABCD Guiding Principles



EVERYONE HAS  
GIFTS



RELATIONSHIPS  
BUILD COMMUNITY



PEOPLE ARE AT THE  
CENTER



BROAD COMMUNITY  
INVOLVEMENT



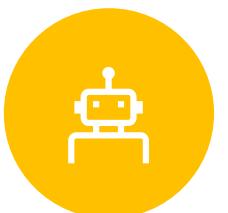
PEOPLE CARE ABOUT  
SOMETHING



MOTIVATE PEOPLE  
TO ACT ON ISSUES  
THEY CARE ABOUT



ACTIVE LISTENING &  
ASKING QUESTIONS



INSTITUTIONS AS  
SERVANTS

# Six Key Assets



Individuals



Associations



Institutions



Physical Assets



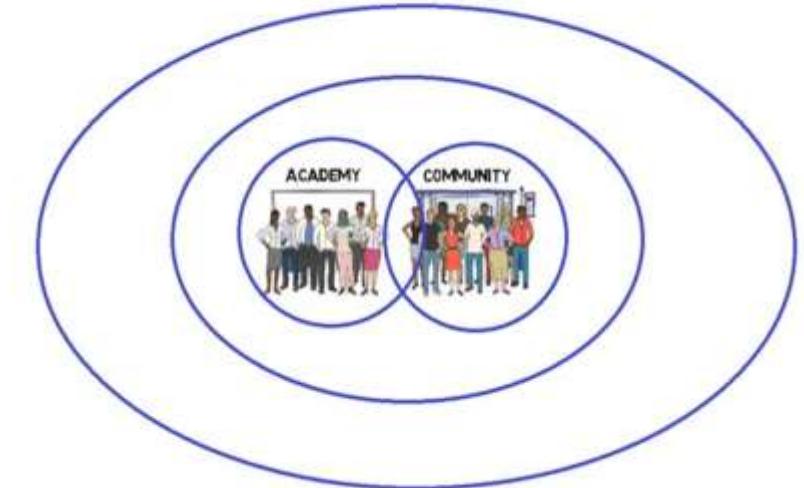
Connections



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

Community as a unit of identity.

Builds on strengths and resources.

Facilitates a collaborative, equitable partnership.

Fosters co-learning and capacity building.

Balance between knowledge generation and intervention.

Focuses on the local relevance of public health problems.

Uses a cyclical and iterative process.

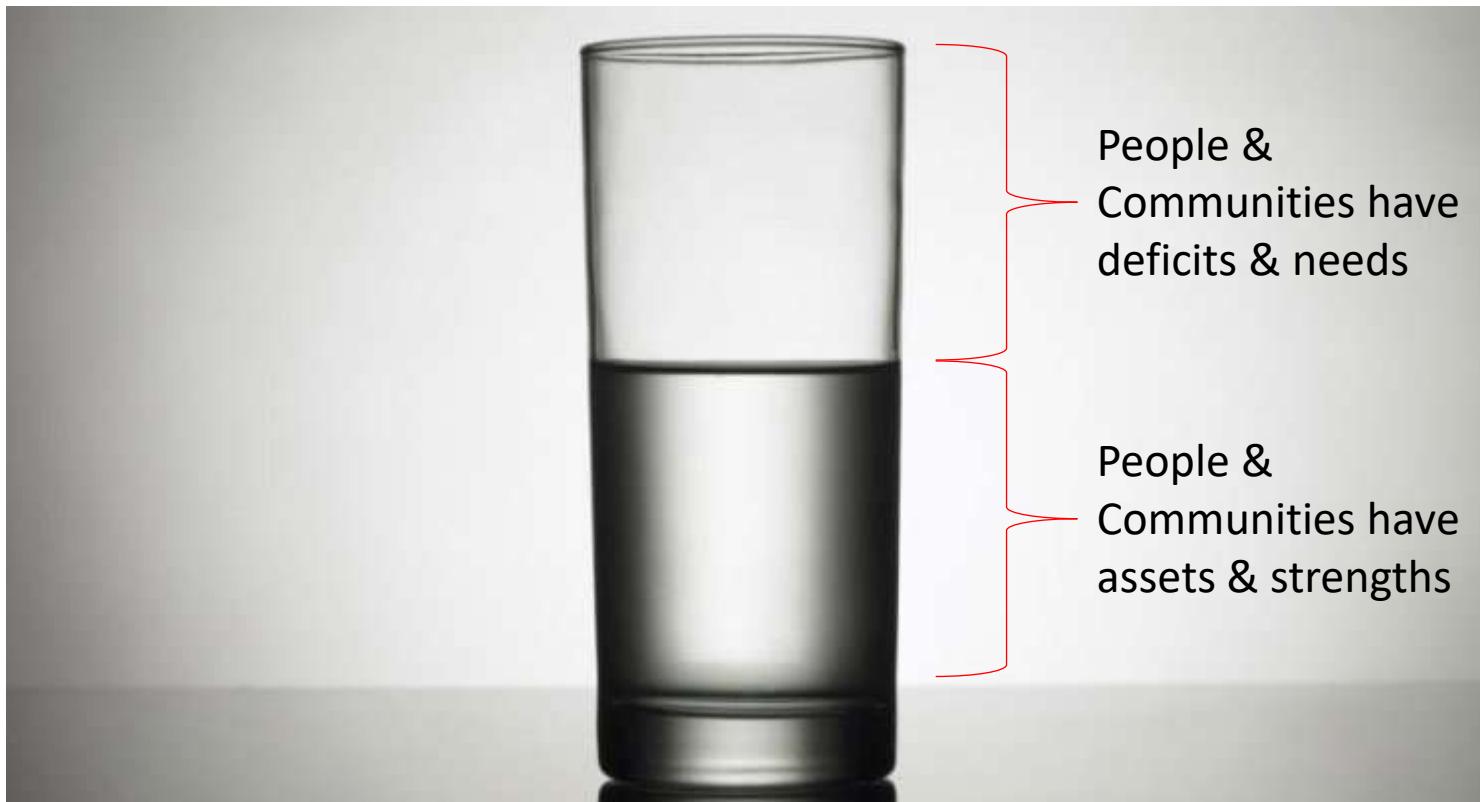
Disseminates results to all partners.

Involves a commitment to sustainability.

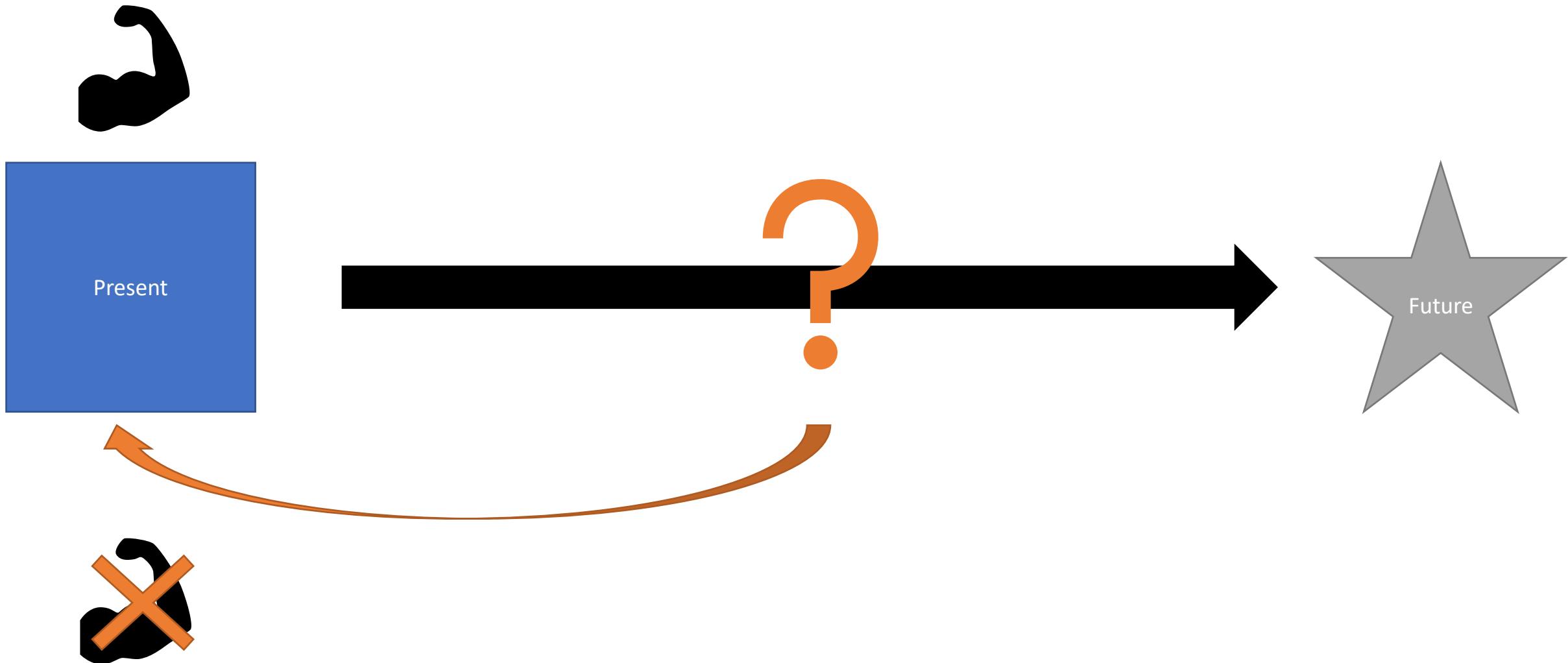
Embodies “cultural humility.”

Broadens research relevance.

# 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



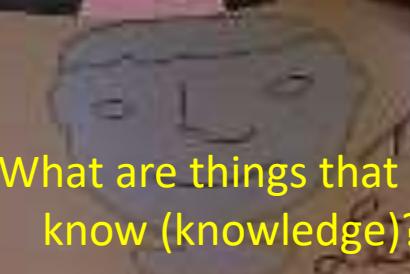
What are things we can do with our hands (skills)?

-Truly: Love, music, music  
narrative, when  
singing, writing,  
dancing, when  
singing, writing  
mathematics, reading  
mathematics, reading



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

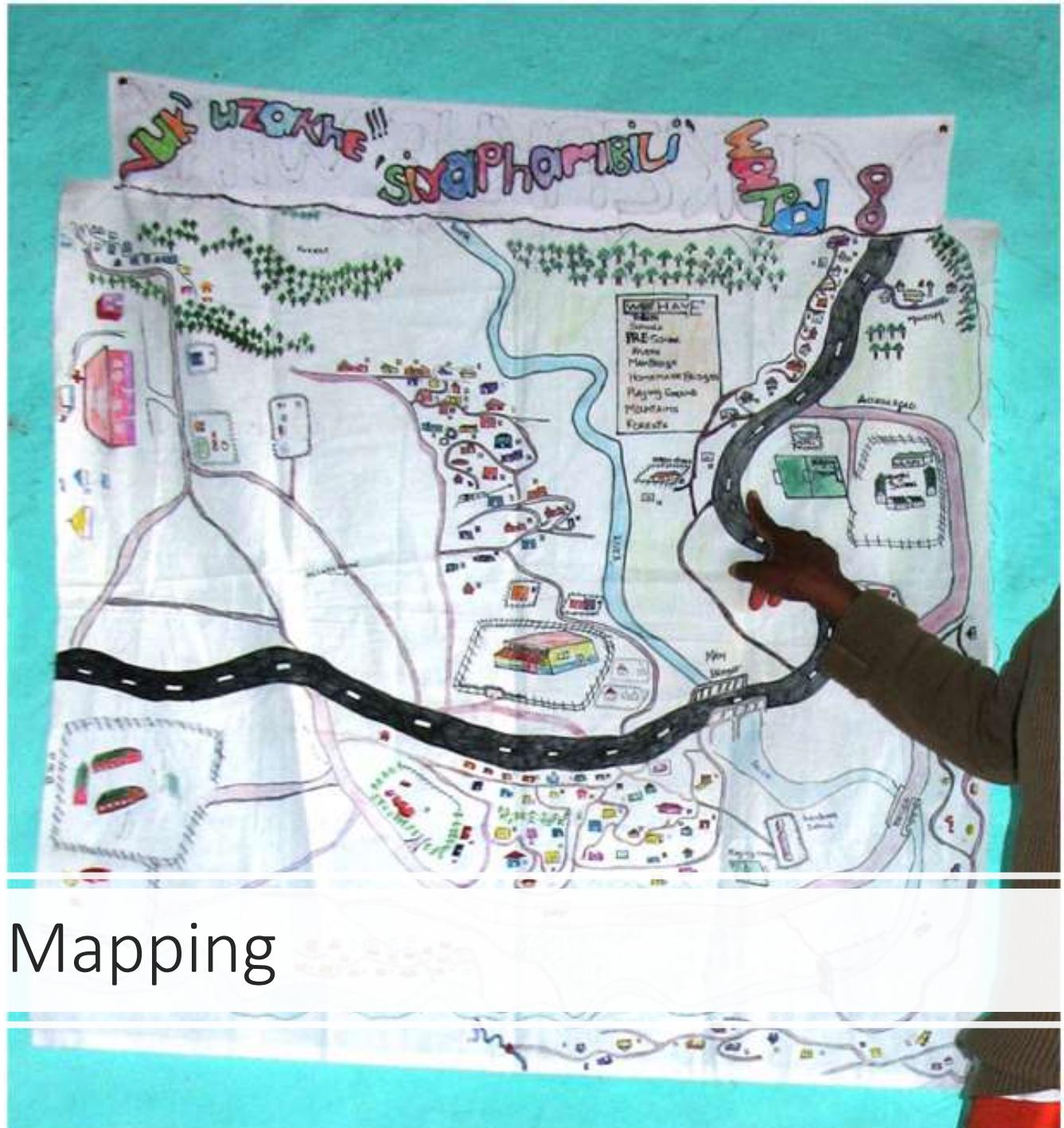
Reading, singing, dancing, reading,  
writing, listening, reading  
mathematics



What are things that we know (knowledge)?

Reading, writing, reading  
mathematics, reading

# Head, Heart & Hands



# Asset Mapping

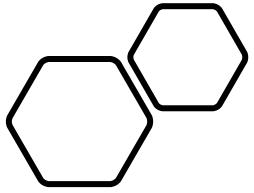
# A Strengths-Based Approach to the Pandemic

## 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/>