

Map it out: A visual and physical participatory method for data collection



The Improve Group



- Evaluation, research, strategic planning, and capacity-building
- Data-driven to answer questions that will help leaders make decisions they can be confident in
- Coaching for programs to do internal evaluation and research
- Local (Minnesota), National, and International clients
- Blog and other resources at www.theimprovegroup.com (Facebook and Twitter)

Purpose of community mapping

- To show depth, connectedness, and gaps in resources
- Helps stakeholders visualize
 - concentration or absence of resources
 - proximity of resources to particular locations and populations
- Results in two rich data sources
 - the map itself
 - facilitated discussion

Background

- How we used community mapping in Faribault, Martin, and Watonwan Counties
 - Inventory
 - Needs assessment
 - Choose interventions
- Statewide Health Improvement Program (SHIP)



Strengths of the process



- Engages all stakeholders in creating visual map and through facilitated discussion
- Shared understanding among stakeholders through collaborative process
- Accommodates multiple learning styles – visual, auditory, and kinesthetic
- Accommodates different communication styles and levels of comfort
- Promotes community involvement, ownership and empowerment

Preparation: *What do you want to know?*

There are many ways to define what you want to know. Consider these questions as you develop the mapping activity for data collection:

Do you want to...

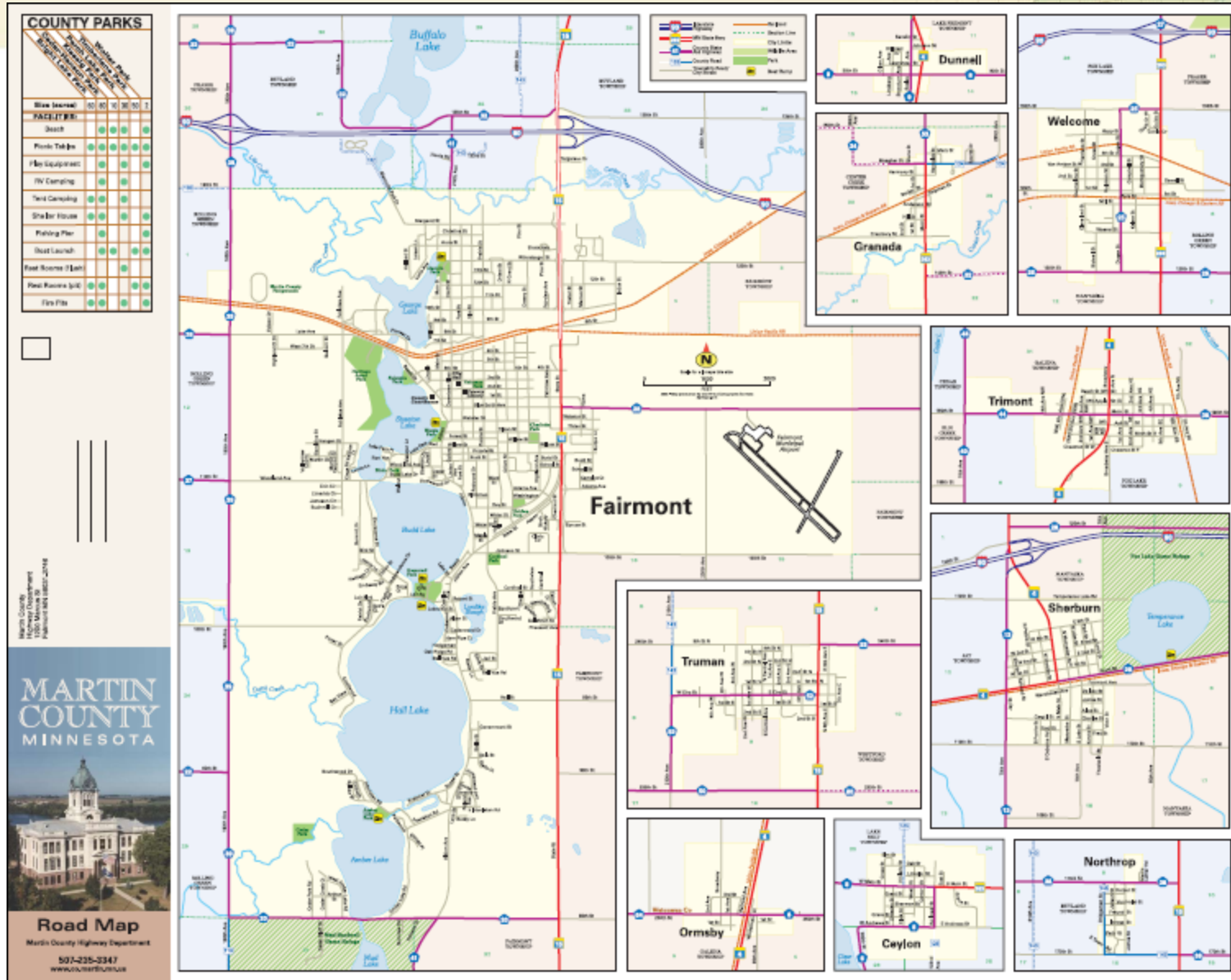
- know what a population knows or doesn't know about a topic or resource?
- identify the concentration, gaps, and relationships among assets and deficits?

Preparation: *Define the area of inquiry*

Identify the area (community) where you want to map out assets and deficits

- Geographical region (city, neighborhood), building, campus
 - Example from The Improve Group's project with SHIP

Preparation: *Define the area of inquiry*



Preparation: *Define the area of inquiry*

Identify the area (community) where you want to map out assets and deficits

- Geographical region (city, neighborhood), building, campus
 - Example from The Improve Group's project with SHIP
- Specific groups (population-based)
 - Example from The Improve Group's project with another project

Preparation: *Define the area of inquiry*

Indicators relevant to the Arts in Health Network as whole	Indicators relevant to a specific “un/under-reached population”
	Population #1: _____ (i.e. Spanish-speaking newcomers)
	Population #2: _____ (i.e. Deaf/Hard of Hearing community)
	Population #3: _____ (i.e. Pediatric nurses or art therapists)

LEGEND

strong asset
somewhat of an asset
somewhat of a challenge
significant challenge

----- = informal relationships

———— = formal relationship

>>>>>>>>>> = direction of asset or deficit origination (e.g. from one indicator to another)

Preparation: *Create a map*

Find a map depicting this area

- Google maps, Yahoo maps, Department of Transportation websites, DNR websites, tourism or chamber of commerce
- Challenges:
 - Printing at a print shop (publically owned material)
 - Cost
 - Size
 - Level of appropriate detail

Do you need street names? County boundaries? Trails?

Preparation: *Create icons*

- Create a list of potential assets and deficits/detractors
 - If the list is long, you can collapse into larger categories to make the activity more manageable
- Find images to represent the identified assets and deficits
 - Google images, clip art, blank icons

Preparation: *Create icons*



Preparation: *Create icons*



**Evidence,
Data, and
Knowledge**



Leadership & Partnership



Financial



Local, State, & Federal Government



Volunteers

Preparation: *Identify mapping participants*

Per map, include 4 – 10 people who:

- share an interest in the issue being explored
- hold a stake in the issue
- have different viewpoints or knowledge about the issue and area being examined
- are from a wide variety of groups or organizations

Actually doing it



- Break into groups
- Tape asset and detractor icons to map
 - Write notes to explain, if needed
- Facilitator assisted each group with the mapping process
- Small groups present maps to larger group
- Discussion about common assets and detractors

The case of Faribault, Martin, and Watonwan Counties

- What we learned
- How it informed the broader needs assessment

Community mapping exercise examples



COUNTY PARKS

Size (acres)	60	50	40	30	20	10
SACILITIES:						
Beach						
Picnic Tables						
Play Equipment						
RV Camping						
Tent Camping						
Shelter House						
Fishing Pier						
Boat Launch						
Rest Rooms (flush)						
Rest Rooms (port)						
Fire Pits						

○ = coming 2010

— Trail

Schools:
hospital's

Park/Rec
fields

Where is
east chain?
School
-church
-lake
-park



KIESTER
FARIBAUT COUNTY
POP. 542

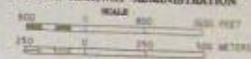


Iowa

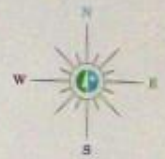
BLUE EARTH
FARIBAUT COUNTY
POP. 542



MUNICIPALITIES OF
FARIBAUT CO.
PREPARED BY THE
MINNESOTA DEPARTMENT OF TRANSPORTATION
OFFICE OF TRANSPORTATION DATA & ANALYSIS
IN COOPERATION WITH
U.S. DEPARTMENT OF TRANSPORTATION
FEDERAL HIGHWAY ADMINISTRATION



2008
BUILT DATA - 1:1



LEGEND

- INTERSTATE TRUNK HIGHWAY.....①
- U.S. TRUNK HIGHWAY.....②
- STATE TRUNK HIGHWAY.....③
- COUNTY STATE AID HIGHWAY.....④
- COUNTY ROAD.....⑤
- PUBLIC ROAD.....⑥
- PRIVATE ROAD.....⑦
- CORPORATE LIMITS.....⑧

ELMORE
FARIBAUT COUNTY
POP. 70



MINNESOTA
IOWA



Interactive Exercise

Anaheim Chamber of Commerce

- What visitors like and don't like to do during their stay

Map: The area around this hotel and conference

What to identify on the map: Things that are fun to do and things that are not fun to do in the area

- Tape icons to map
- Circle in green if they are fun
- Circle in red if they are not fun
- Write an explanation beside the icon, if needed
- Create your own icons for assets or detractors that are not available

Findings Discussion



- What were some similarities and differences among group members about what they considered fun (or not fun)?
- Where were icons concentrated? Were they located in certain areas or spread out?
- Are there assets missing from the map that you wish were there? (Things you like to do, but are not available.)

Activity Discussion



- How did the exercise go?
 - Successes, what went well, or advantages to using this data collection method
 - Challenges, weaknesses, or limitations
- What other contexts would this be useful in? How could you adapt or apply this process in other contexts?

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