

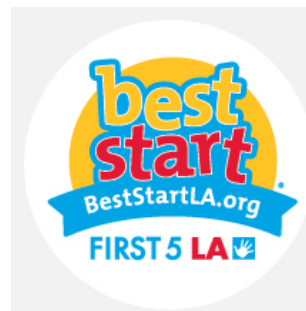


Using Visual Data to Engage Stakeholders in a Community Assessment of a Place-based Initiative

November 3, 2011



harder+company
community research



What is Best Start?

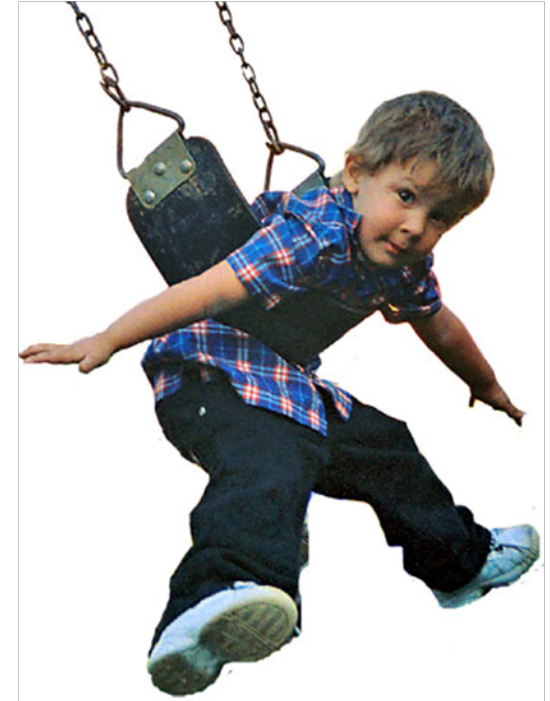
About Best Start

- + Place-based approach; targeted neighborhoods**
- + Community-focused effort**
- + Collaborative; inclusive**
- + 4 over-arching goals**



Place-Based Approach

- + Provides opportunity to concentrate funding for greater impact.**
- + Builds off of previous approaches to funding and allows for integration of current investments.**
- + Funding directed to specific communities in order to achieve the desired impact on children and families.**
- + Funding will include direct services and community capacity building activities.**



Setting the Table: Communities & Stakeholders



BEST START COMMUNITIES

- Central Long Beach
- Compton, East Compton
- East LA (City Terrace, Commerce, parts of Monterey Park)
- Lancaster
- Metro LA
- Pacoima
- Palmdale
- Panorama City
- South El Monte, El Monte
- South LA (Broadway-Manchester)
- South LA (West Athens)
- Southeast LA County Cities (Bell, Bell Gardens, Cudahy, Maywood)
- Watts, Willowbrook

Best Start Community Assessment



- + Identify specific **community assets and resources**, as well as **needs and challenges** in each of the 14 communities
 - Building upon First 5 LA Community Selection process
 - Related to the four capacity areas
 - Indicators being developed for four capacity areas
- + **Co-designed** by the Community Assessment Contractors and First 5 LA Team

Overview of the Community Assessment

What's the purpose?

For planning & assessing progress over time w/ focus on:

- + What needs to change in the community to improve outcomes for **children 0-5** and their families (4 goals)
- + Community **assets, strengths, social supports, and resources**
- + **Qualities and conditions in community** that influence ability to make change happen
- + Things that First 5 LA can affect or change (**intentionality**)



Purpose of Community Assessment

What do we want to learn, capture, and assess over time?

Planning (Baseline “snap shot”)	<ul style="list-style-type: none">▪ What community assets exist and how can we build on them?▪ What’s needed to help strengthen families & communities?▪ What are the current conditions and influences (internal & external) that impact change in the community?
Assessing Progress	<ul style="list-style-type: none">▪ How do we know we are making progress towards our goals?▪ How can we learn about what’s working and what to improve?▪ What community indicators can we assess over time?
Assessing Impact	<ul style="list-style-type: none">▪ How has the Best Start strategy affected each community and the lives of young children and their families?▪ How do we know we’ve been successful?

Where are we assessing?

Questions focus on three aspects of community:

Social Environment



Does the community have access to services and programs for children 0-5 and their families?

Where do people go to for support and advice?

Who are leaders in our community?

Service Environment



Economic & Built Environment

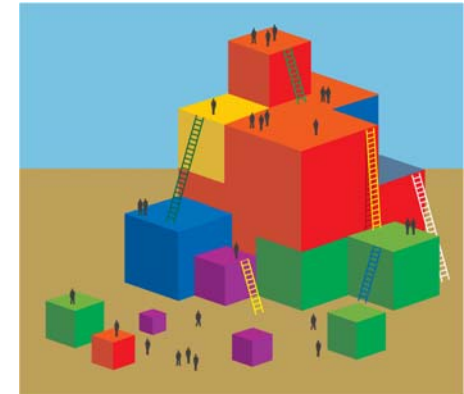


Do we have access to parks, jobs, banks and fresh produce?

What are the main methods & activities?

Using common questions & standardized approach:

Methods	Who Participated
Focus Groups	Parents, residents and service providers (at least 3 per community)
Asset Mapping	Parents, residents and service providers
Interviews	Community leaders (10-12 per community)
Participatory Photography	Parents and community residents (3-5 parents as researchers)
Survey	Organizations
Other Sources	Census, LAC DPH, CDE, etc.



From Assessment to Community Plan

What did we hope to learn and how does it help us develop a plan?



Proposed Dissemination Strategies

Products & Deliverables	Dissemination Strategies
Key Findings Summary	<ul style="list-style-type: none"> - Present first to F5LA team for feedback and input - Inform format and components of community plan - Selected highlights presented at community meetings
Full Assessment Reports	<ul style="list-style-type: none"> - Detailed narratives in community-friendly format, including graphic illustration of data - To be used to demonstrate evidence of community needs and proposed strategies in community plans
Technical Assistance on Data Use	<ul style="list-style-type: none"> - Until community leaders become more familiar with the assessment data, Assessment Team will be the “human search engine” for their respective community to promote the use of data in developing a community plan
Poster	<ul style="list-style-type: none"> - Document, celebrate, and publicize data collected by community members engaged in the Participatory Photography method
Final Report	<ul style="list-style-type: none"> - Aggregate assessment reports from all communities - Include lessons learned and suggestions for using and building on assessment data over time

Asset Mapping

What is asset mapping?

Purpose of Asset Mapping

- + Engage parents & residents in conversations about the resources, social supports & strengths in their community

Approach

- + Build on conversations & previous assessments
- + Tailor approach to each community: history, culture, language, spirit, progress, sophistication, readiness
- + Engage participants in interactive exercises and relate these to the visioning and boundaries discussions
- + Create a clear picture of community capacity that can be tapped during planning & implementation phases



Geographic & Social Asset Mapping

Methodology

- + Designed two interactive exercises to identify:
 - 1) the place-based, geographically mappable assets and resources that strengthen the community.
 - 2) the social networks and relationships that build community capacity and local resilience.



Geographic Asset Mapping







Methodology

- + Created large scale geographic maps of the 14 Best Start communities
- + Developed 9 questions regarding the location of place-based assets (supermarkets, hospitals, parks, libraries, etc.)
- + The final 3 questions focused on:
 - What places are you most proud of?
 - Where do you feel unsafe?
 - What resources do you wish you had in your community?



Mapa de Recursos Comunitarios Community Mapping

- You will get stickers to identify certain types of places on the community map.
- Please discuss why you are placing stickers in certain locations and share your thoughts and comments with the group.
- If you use services outside of the map area, place stickers on the borders of the map and write the place name on the sticker.
- If you are a service provider, please answer the questions from the perspective of the clients you serve.

Lugares en su comunidad Places in your Community	Etiqueta Sticker
1. ¿Dónde vive? Where do you live?	
2. ¿Dónde trabaja? Where do you work?	
3. ¿Dónde compra sus frutas y verduras? Where do you get your fresh fruits and vegetables?	
4. ¿A dónde va para los servicios médicos? Where do you access health care?	
5. ¿Dónde hace ejercicio? Where do you exercise?	
6. ¿Dónde juegan sus niños? Where do your children play?	
7. ¿En dónde se reúne (por ejemplo, parques, áreas recreativas, etc.)? Where do you gather or hang out (for example, parks, recreation areas, etc.)?	

Geographic Asset Mapping

Methodology

- + Divided the participants into small groups
- + Each group included a facilitator to guide the discussion and a note taker to record key comments and observations
- + Participants placed stickers on the map to identify various assets
- + Participants were encouraged to write directly on the maps to further specify locations and feelings about particular places



Geographic Asset Mapping



- The workshops were representative of the ethnic and linguistic diversity of each community.

- The number of participants in each workshop ranged from 15 to 90, including a mix of parents, residents and service providers.



Geographic Asset Mapping

The hands-on, interactive activity led to lively discussions and new understandings about the resources in each community.



Broadway-Manchester



Palmdale

Geographic Asset Mapping



Compton/ East Compton

Geographic Asset Mapping



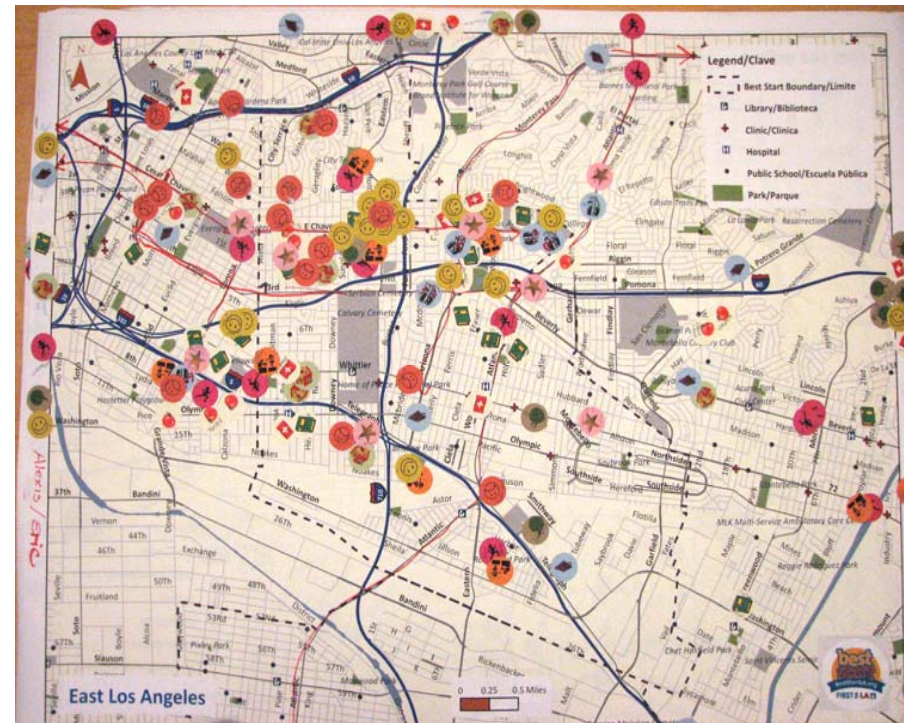
El Monte/ South El Monte

Participant Comments

- + “I didn’t know that St. Luke’s has free ESL classes.”
- + “That clinic has long lines, but it’s free and we don’t have insurance.”
- + “My kids like Wilson Park in the summer because of the swimming pool.”
- + “I wish we had more supermarkets on the east side near my house.”

Geographic Asset Mapping

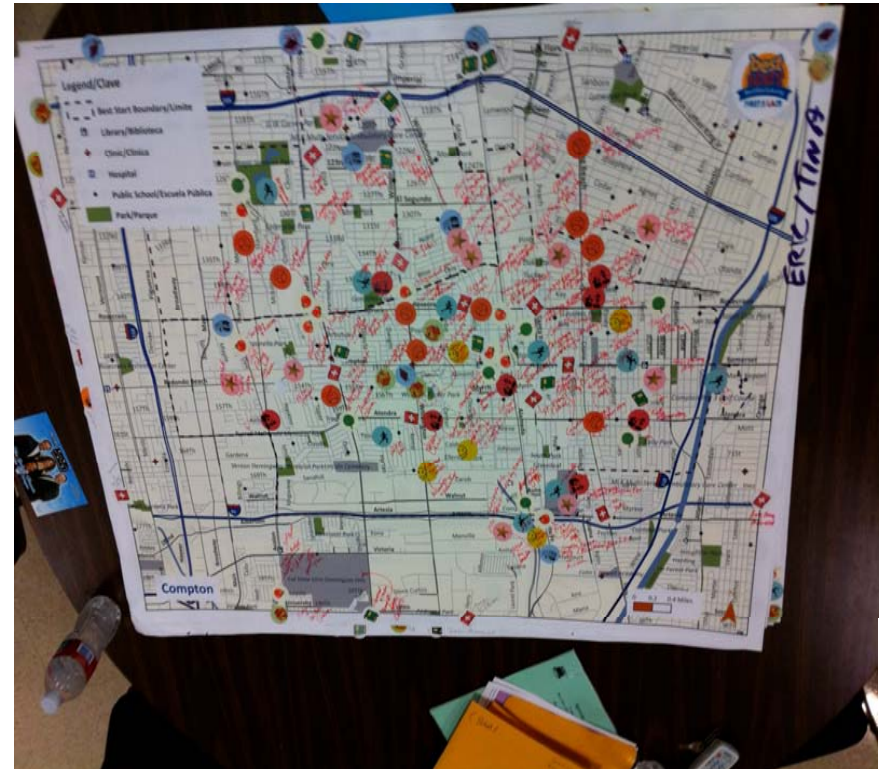
After the exercise...



Geographic Asset Mapping

Summary Map Protocol

- + Count the frequency with which the assets appeared
- + Refer to the note taker's notes
- + Select the assets that were cross-listed across asset categories



Geographic Asset Mapping

Key Findings across Best Start Communities

- + Clusters of assets were revealed
- + Inadequate access to services and absence of community-identified assets in many neighborhoods
- + Scarce health care resources in many Best Start communities



Geographic Asset Mapping

Conclusions

- + Asset mapping values stakeholders as the experts of their communities.
- + Helps community members articulate the existing strengths and resources that matter most to them.
- + The community-generated products are powerful visual tools.



Organizational Survey and Social Network Analysis

What is the social network analysis?

- + SNA is the mapping and measuring of relationships and flows between people, groups, organizations, etc.
- + What does the organizational survey and SNA address.
 - What are the **characteristics of organizations** that serve families with children 0 – 5 in the Best Start communities?
 - What is the **nature of the relationship** between these organizations?
- + The survey contained two parts:
 - Organizational survey – Completed by senior staff
 - Network survey – Completed by multiple staff members at each site

How did social network analysis address the community assessment framework?

Sample questions that SNA addresses:

What are the primary types of services these organizations provide?

What is the structure of the governance body (i.e., board)?

What is your current level of interaction with other organizations in the community (scale from no interaction to collaboration)?

Social Environment



Service Environment



Economic & Built Environment

How was data collected?

- + Multiple sources were used to identify possible respondents.
 - Community meeting attendance lists
 - First 5 LA staff
 - Prior community and needs assessments
- + Data were collected through a web-based survey
 - 359 survey invitations sent
 - 180 respondents
- + Data analysis is currently underway.

How will results be used?

- + Possible uses of the organizational survey and SNA
 - Identify key organizations in the communities
 - Identify assets and needs within the communities
 - If data is collected again, can assess change over time



Participatory Photography



What is participatory photography?



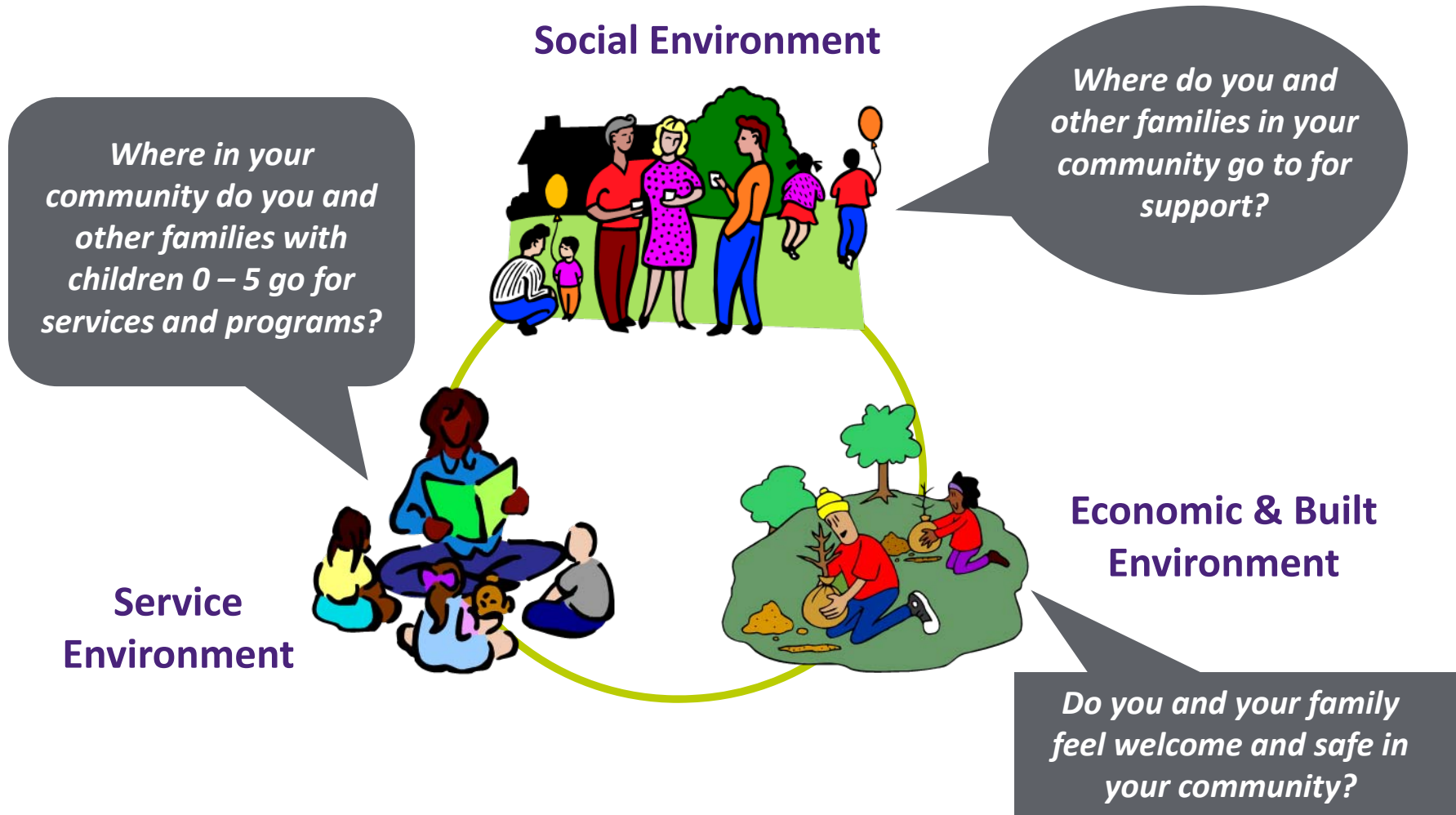
- + A method that enables participants to **tell their stories** through **images** they capture.
 - **Promotes dialogue** about personal & community issues through discussion of their photographs.
- + For this project—Participants asked to reflect upon and record community assets and concerns.

Why did we select this approach?

- Engage participants in **non-traditional methods**.
- Increase **leadership capacity** of community residents.

How did participatory photography address the community assessment framework?

Sample questions that participants addressed:



Approach to Participatory Photography

- + 3 – 4 group meetings with participants
- + 3 – 5 participants selected from each community
- + Strengths of the approach:
 - Developed relationships and trust
 - Practiced group decision making
 - Increased ability to critically think about their environment
 - Increased self confidence and self advocacy
- + Primary challenge of the approach - coordination



Structure of Participatory Photography



+ Goals of the 1st meeting:

- Best Start LA Overview
- Purpose of participatory photography
- Set ground rules
- Distribute cameras and forms
- Discussion questions and themes

Structure of Participatory Photography

- + **Goals of 2nd meeting:**
 - Select pictures
 - Discuss meaningfulness of each image

- + **Goals of 3rd meeting:**
 - Select pictures and stories for poster



Planned Dissemination

+ Planned Dissemination:

- Participants share pictures, stories, and process at community meetings
- Posters documenting and celebrating the project (in progress)



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