

## Mapping Your Coalition's Assets – A New Tool

by Sue Haun

Every coalition has its own unique set of assets – both tangible and intangible – to call upon. These resources provide the foundation for actions that a Local Lead Agency can take to mobilize communities to support and adopt tobacco control policies, and change social norms.

To help you identify the assets within your coalition, the Tobacco Control Evaluation Center has created a new tool, the **Coalition Asset Mapping Tool**. It was field-tested by Imperial County with their coalition partners. The final version of the instrument will be available on the TCEC website very soon. This tool can be used as is or customized and scaled to fit your needs.

We'll be describing the tool and how it works in our upcoming webinar on November 12<sup>th</sup> from 10-11 a.m. Check our website or watch for PARTNERS announcements for more details.



### Assessing Needs and Assets

The Coalition Asset Mapping Tool is designed to identify assets as well as needs, and to develop an action plan for addressing the top 3-5 needs within the coalition.



There are **four types of assets** included in the tool:

- 1) **Individual Skills & Talents**
- 2) **Relationships/Networks**
- 3) **Organizational/Programmatic**
- 4) **Cultural Competency**

The tool includes detailed instructions for who to involve in asset mapping, tips for getting ready and how to get organized, as well as conducting the asset mapping session. The document includes a sample session agenda, descriptions of the four types of assets, and a mapping matrix to make preparation for and conducting the asset-mapping process as easy as possible.

With this new tool, asset mapping can be undertaken for each objective in the scope of work plan, limited to one objective (e.g., a retail environment campaign), or focused on one activity (e.g., a recruitment plan to broaden the coalition membership). The nature of the asset mapping depends on the availability of time and resources, and on the needs of the coalition.

Asset mapping is a collaborative exercise that helps you create a “map” of the resources available within your coalition. At its most basic level, the asset mapping process will provide you and your coalition with an inventory of key resources that can be utilized in program campaigns. Assets that are identified can be used to strengthen your coalition, and leveraged to support your tobacco control program initiatives.

If you have any questions related to the tool, feel free to give us a call. We hope you’ll join us during the upcoming webinar to learn more about the Coalition Asset Mapping Tool.



Photos by: Dave Harte via Creative Commons, Shutterstock and Microsoft