

Identifying Community Assets That Can Help Implement a Community-change Strategy

- Who has a connection with the population of concern? *(friends, family, neighbors, organizations that serve the population, ...)*
- Who has a stake in the population's success? *(parents, schools, employers, service providers, elected officials, ...)*
- What are trusted sources of information or leadership for members of the population? *(peers, media, clergy, community leaders, ...)*
- What assets do members of the population itself have to offer?
- What neighborhood settings do population members go to or know? *(churches, schools, fire houses, grocery stores, laundromats, restaurants, ...)*
- What organizations have a relationship with the issue because of the work they do? Because of their location?
- Who has relevant resources – time, knowledge, equipment, technology, etc.?
- Who do partners in this initiative have a connection with?