

...

Community Building at the Intersection of Culture & Community

An Asset-Based Community
Development Approach to
Health & Wellness

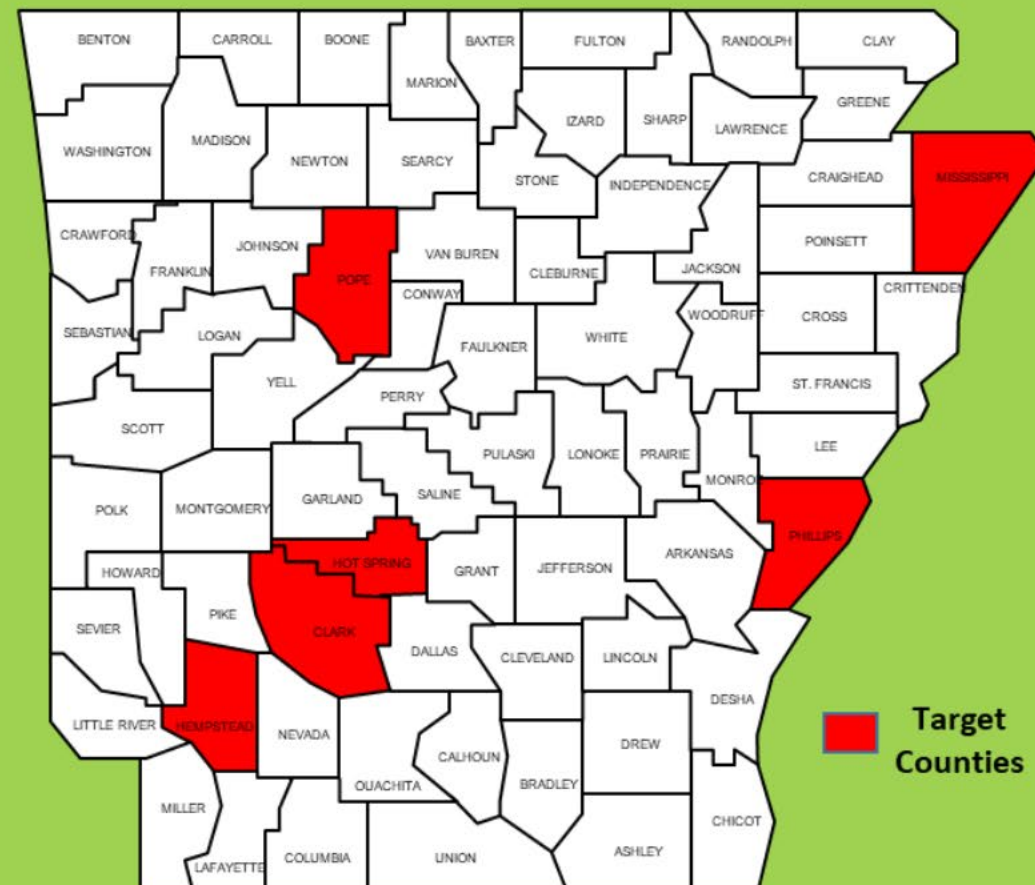
UofA **DIVISION OF AGRICULTURE**
RESEARCH & EXTENSION
University of Arkansas System





ARKANSAS, USA





Meet the Team



Bryan Mader
PI



Hunter Goodman
Co-PI



Jessica Vincent,
Evaluator



Heather Wingo
Co-I



Tabatha Duvall
Co-I



Vivian Okanume
Co-I



Pamela Luker
CEA-Pope Co



Terrie James
CEA-Hempstead
Co



Pam Pruett
CEA-Mississippi
Co



**Jessica
Rodriguez**
CEA-Hot Spring
Co



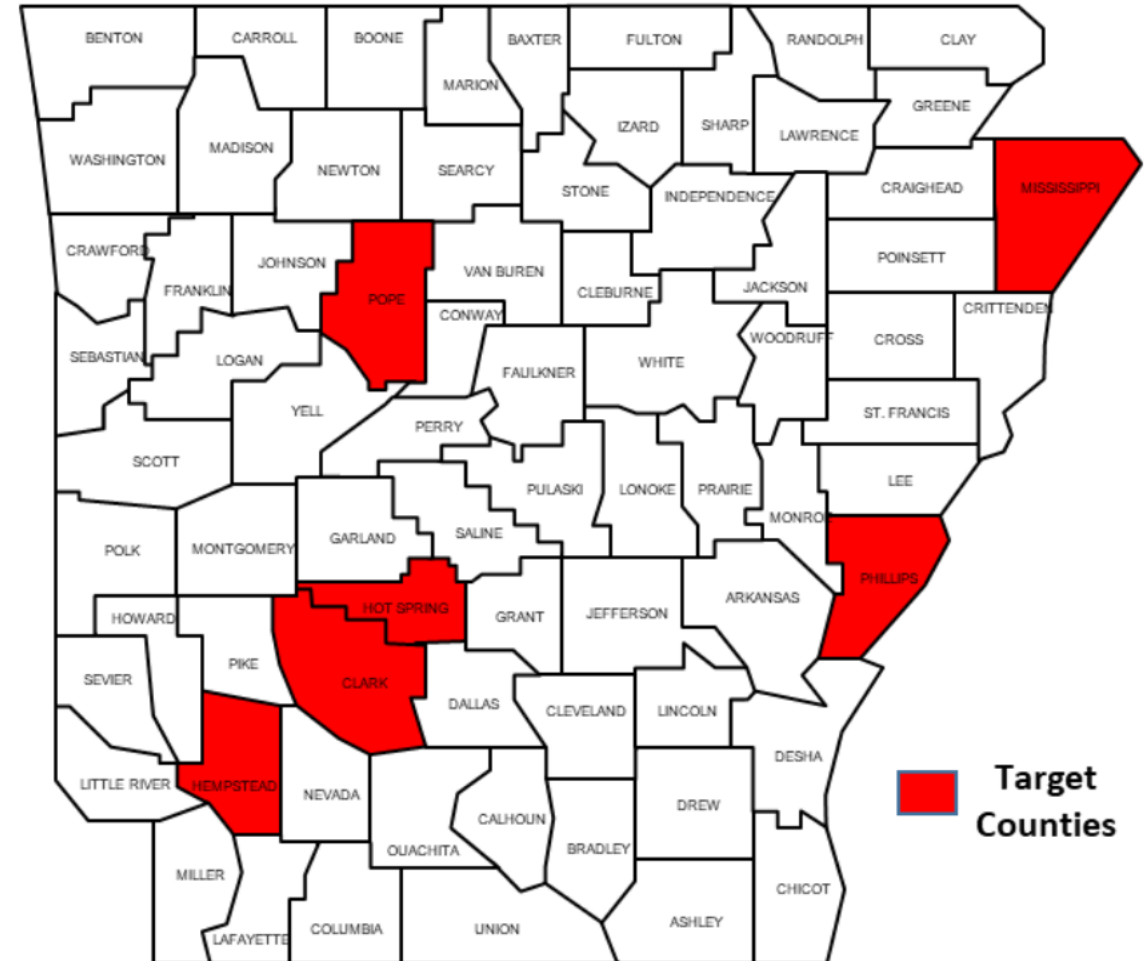
Julie Goings
CEA-Phillips Co



JoAnn Vann
CEA-Clark Co

Target Audience Challenges

- 55 of 75 Arkansas Counties are rural
- Rural populations face disproportionate health challenges
- Traditional health promotion and disease prevention measures have reduced impact in rural vs. urban settings
- Approximately 13% of Arkansans are without health insurance
- Rural Arkansas counties have an average of only 5 healthcare providers; five counties have zero.



Program Approach & Strategies

- Asset-based community development model for recruitment of community volunteers
- Train community members in fundamentals of public health promotion and education
- Amplify and broaden reach of County Extension Agents in targeted, rural counties



Implementation & Activities

Objective 1

Employ ABCD community engagement model to recruit Extension Health Ambassadors from target communities

Objective 2

Develop health education training materials to equip County Extension Agents and community volunteers to deliver community-based, public health Extension programs

Objective 3

Increase access to and availability of Extension public health programs delivered by Extension Health Ambassadors in target counties

Timeline

- Identification of five ambassadors in each county
- Training of volunteer ambassadors begins

**Spring &
Summer '23**

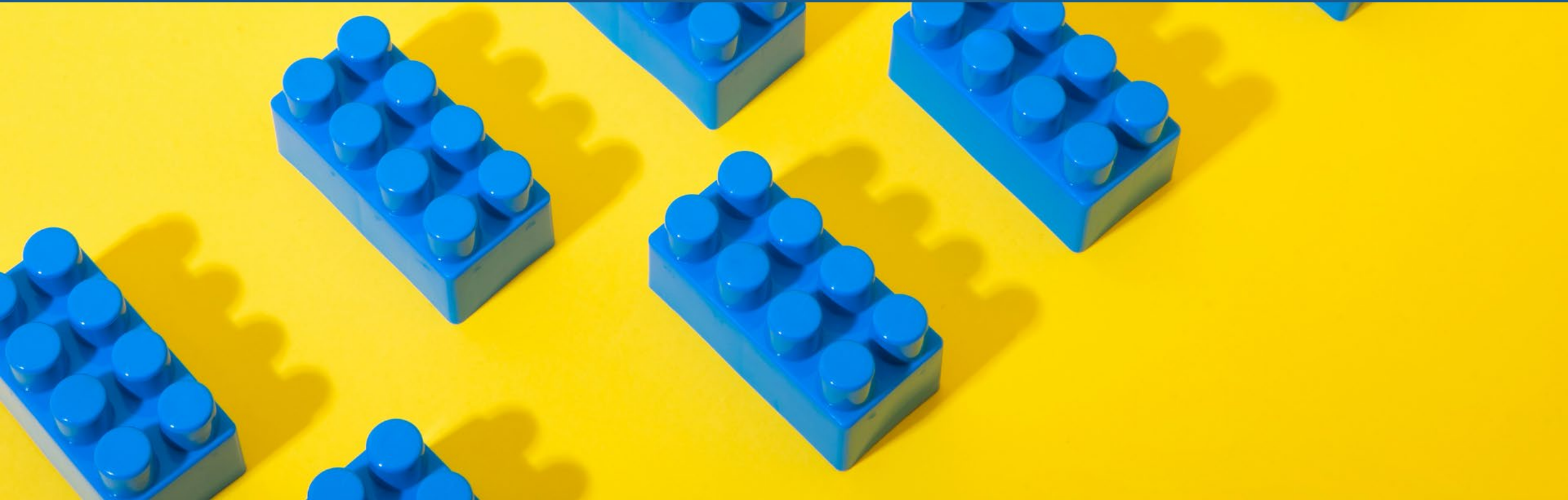
**Fall '23 &
Winter '24**

- Ongoing program training for ambassadors
- Begin delivery of community health programs

- Continued delivery of community health programs
- Evaluation and Follow Up

**Spring &
Summer '24**

Asset Based Community Development






Asset Based Community Development

Emerged from a growing critique of 'needs-based' or problem solving approach

Individuals and Communities have *assets and capacities*

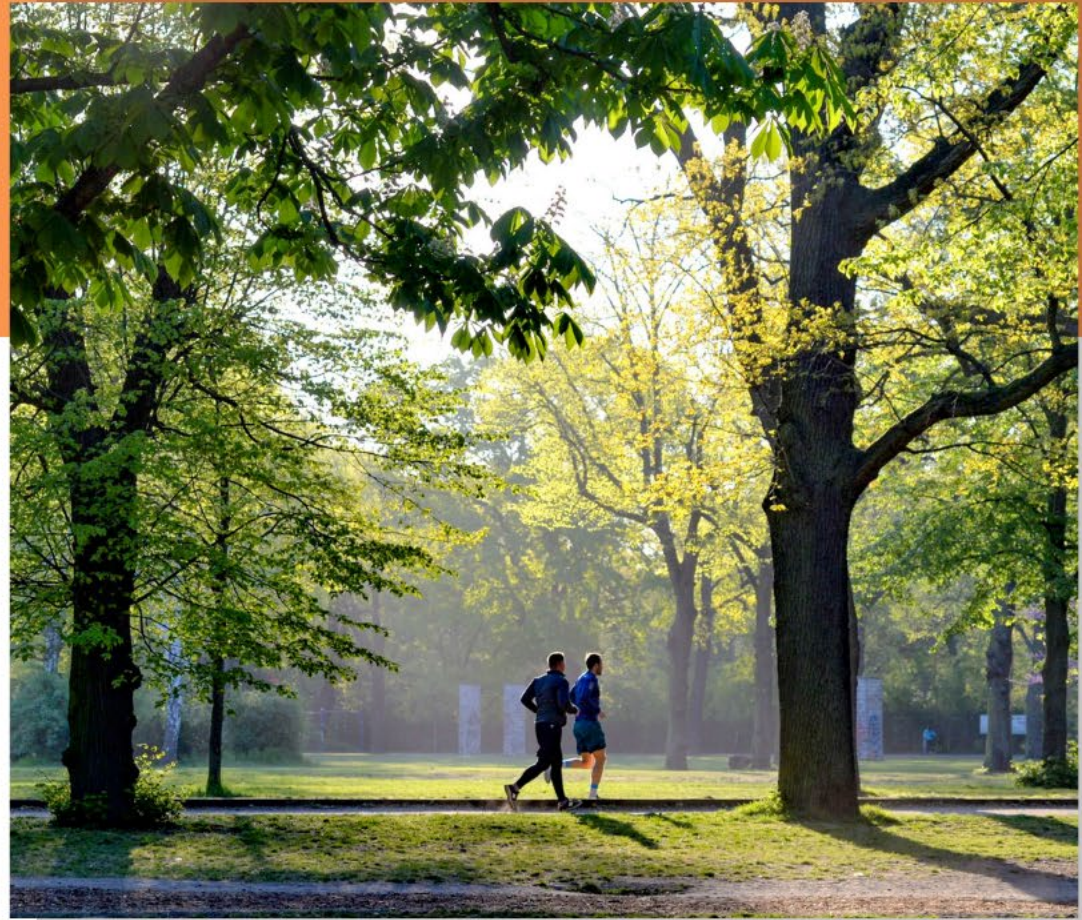


Where we draw ABCD resources for the concepts here

- John McKnight and Jody Kretzman, Asset-based Community Development--started in 1988
- Asset-based Community Development Institute, DePaul University, USA
- Jeder Institute, Australia
- Tamarack Institute, Canada
- Colleagues and Friends in ABCDI and Leadership

Primary Purpose

- Reveal and uncover a community's strengths (active and latent), especially its residents and their associational life.
- Develop a sense of empowerment and community pride among participants
- Provide real data for imagining action the community has the power to take
- Guide future relationship building that can further discover and connect assets, creating even more community power.



6 Assets to Connect

**Individual
Skills, Talents,
and Gifts**

Associations

Institutions

Physical Assets

**Economic
Assets**

**Events &
Traditions**

- **Gifts of the**

- Head
- Heart
- Hands

**Remember it's not a
gift if you're not
willing to share.**

Individual Gifts



Associations



Associations are:

- Group of two or more citizens joined together around a common activity, often sharing a common passion, care, and interest.
- Individuals engaged by choice.

Associations can be formal or informal.

Institutions include:

- Schools
- Libraries
- Parks
- Law Enforcement
- Colleges, Universities, Trade Schools
- Health and Human Services Agencies
- Nonprofits
- Private Business

**Institutions are where
we go to work or
school each day.**

Institutions



Physical



Spaces and places
in the community.

**Your natural and
built
environment.**

Drivers of your local economy including:

- Businesses
- Financial Institutions
- Business Associations

Economy



Events & Traditions



Stories, traditions, and practices that bring people together.

Your community's culture. What is important to them?

Get in Touch with Us!



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION

University of Arkansas System

**Community, Professional
& Economic Development**
Strengthening Arkansas Communities

Terrie James

- Staff Chair—CES/FCS
- tjames@uada.edu

Hunter P. Goodman, Ph.D.

- Assistant Professor, Community, Workforce, and Economic Development
- hgoodman@uada.edu

Jessica Vincent, Ph.D.

- Assistant Professor, Health
- jvincent@uada.edu