

# Exploring the complexity of asset-based approaches as a key strategy to mobilise communities

Dr. Viola Cassetti

Global Community Health Annual Workshop – 7<sup>th</sup> July 2021

[viola.cassetti@gmail.com](mailto:viola.cassetti@gmail.com)

@ViolaCassetti

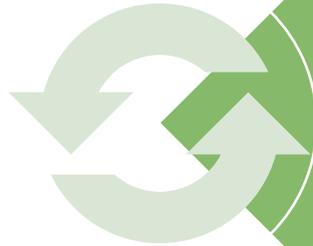


Created by Deemak Daksina  
from Noun Project

# Contents



Theories in Asset-based approaches



Mobilising assets



Promoting community health

1. What can a health asset be for you?

2. What can a health outcome be in community settings?



**WEB**

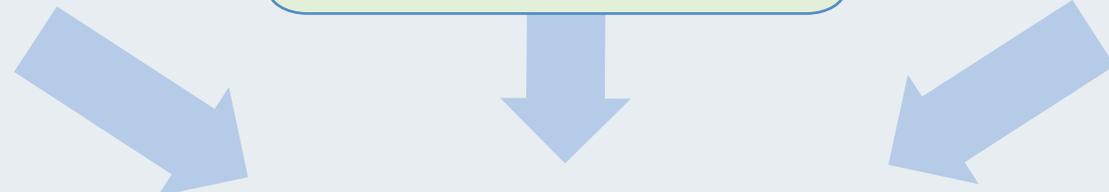
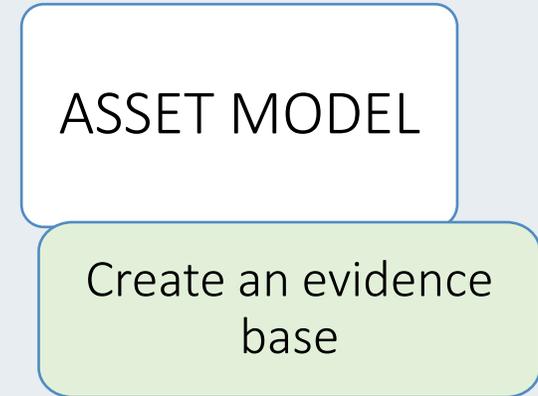
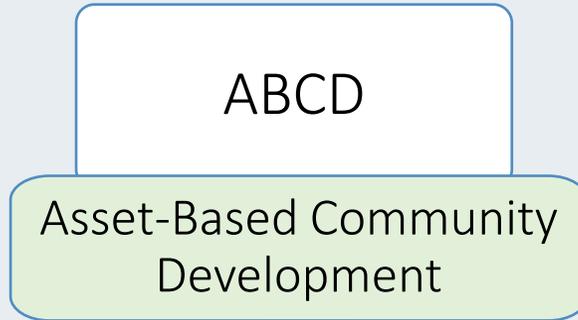
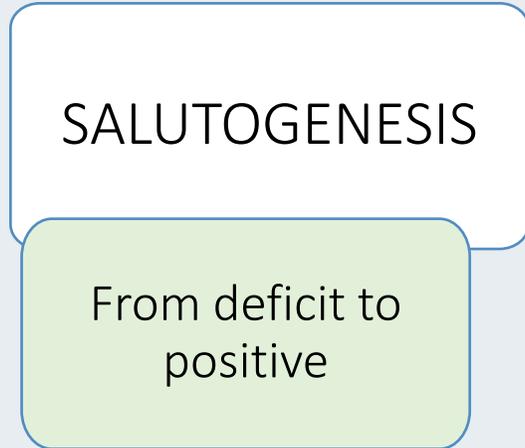
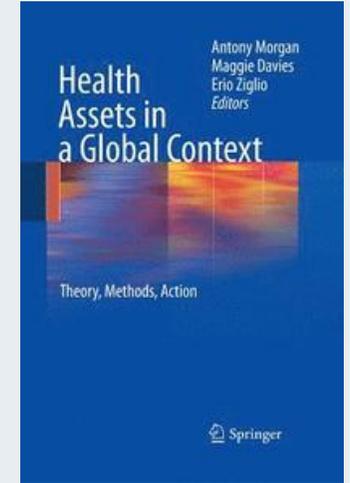
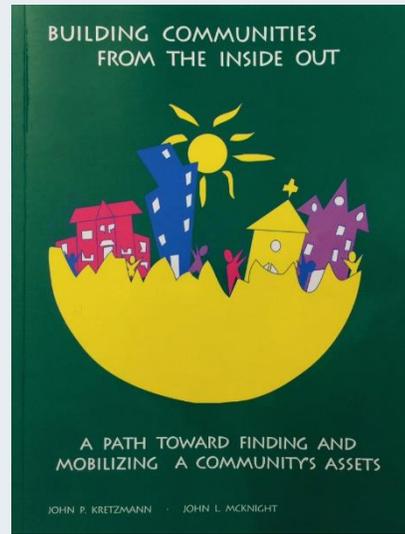
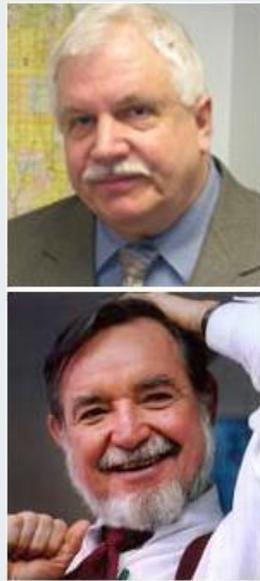
- 1 Connect to [www.wooclap.com/CASSETTI](http://www.wooclap.com/CASSETTI)
- 2 You can participate



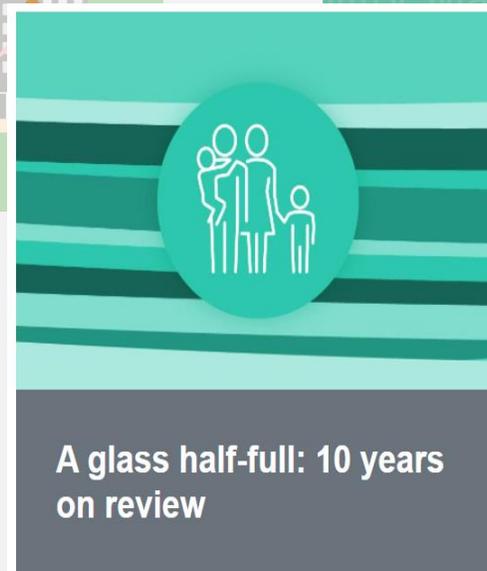
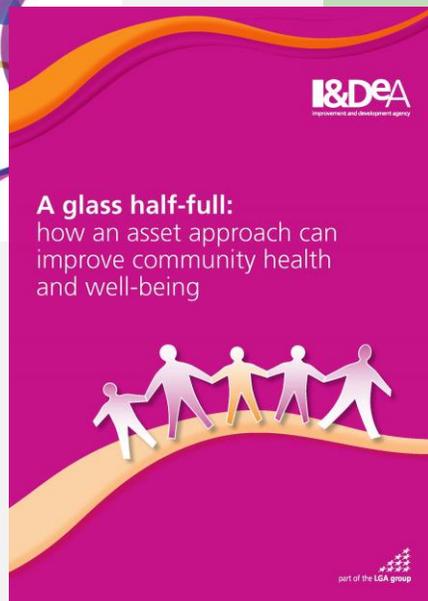
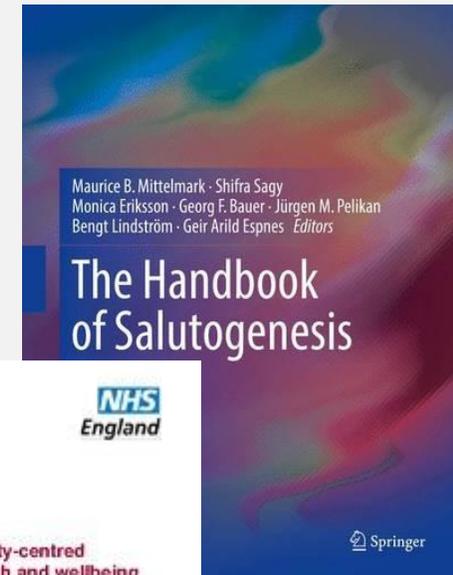
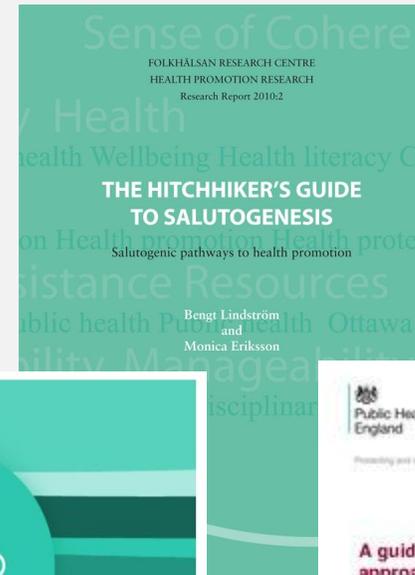
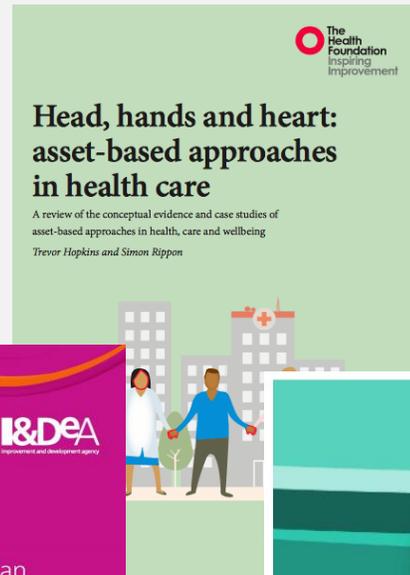
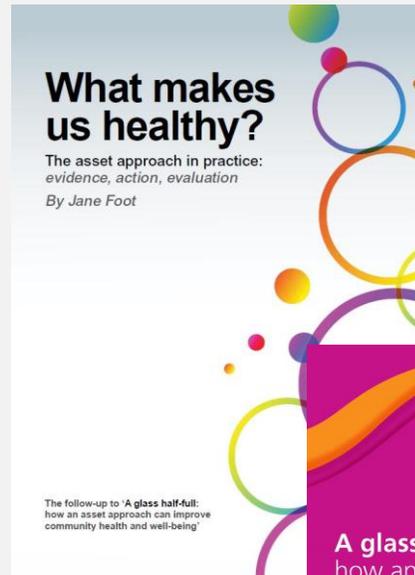
**SMS**

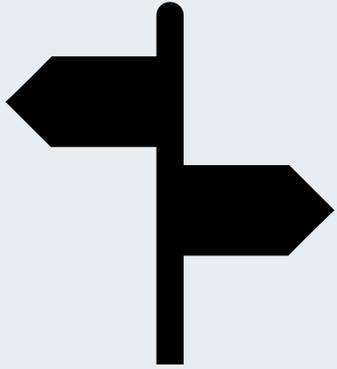
- 1 Not yet connected? Send **@CASSETTI** to **06 44 60 96 62**
- 2 You can participate

Please give up to three examples (use only one word for each example)



# Whose theories for ABAs in health promotion?





Other approaches?

# RECAP... defining ABAs



“Interventions that focus on **identifying** and **mobilising** community **assets** to support health and wellbeing, and on strengthening people’s capacity to make the best use of these resources with an aim to increase control over their health and that of their community”

(Cassetti et al, 2020, p. 15)



1. Identifying

2. Mobilising

3. Assets

Let's start with assets....



What is a health asset?





## Health Assets

“

Any factor (or resource), which enhances the ability of individuals, groups, communities, populations, social systems and/or institutions to maintain and sustain health and well-being.

”

Antony Morgan y Erio Ziglio 2007



Health  
Assets



What can a health asset be for you?

A health asset  
can be....



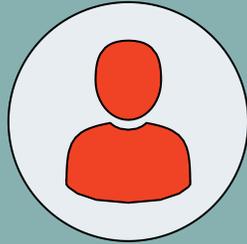
Results from WOOCLAP?



Groups/ associations



Individuals



Culture



A health asset  
can be....

Institutions



Built  
environment



Let's talk about identifying  
and mobilising assets...





To identify...assets map

But why mapping assets?

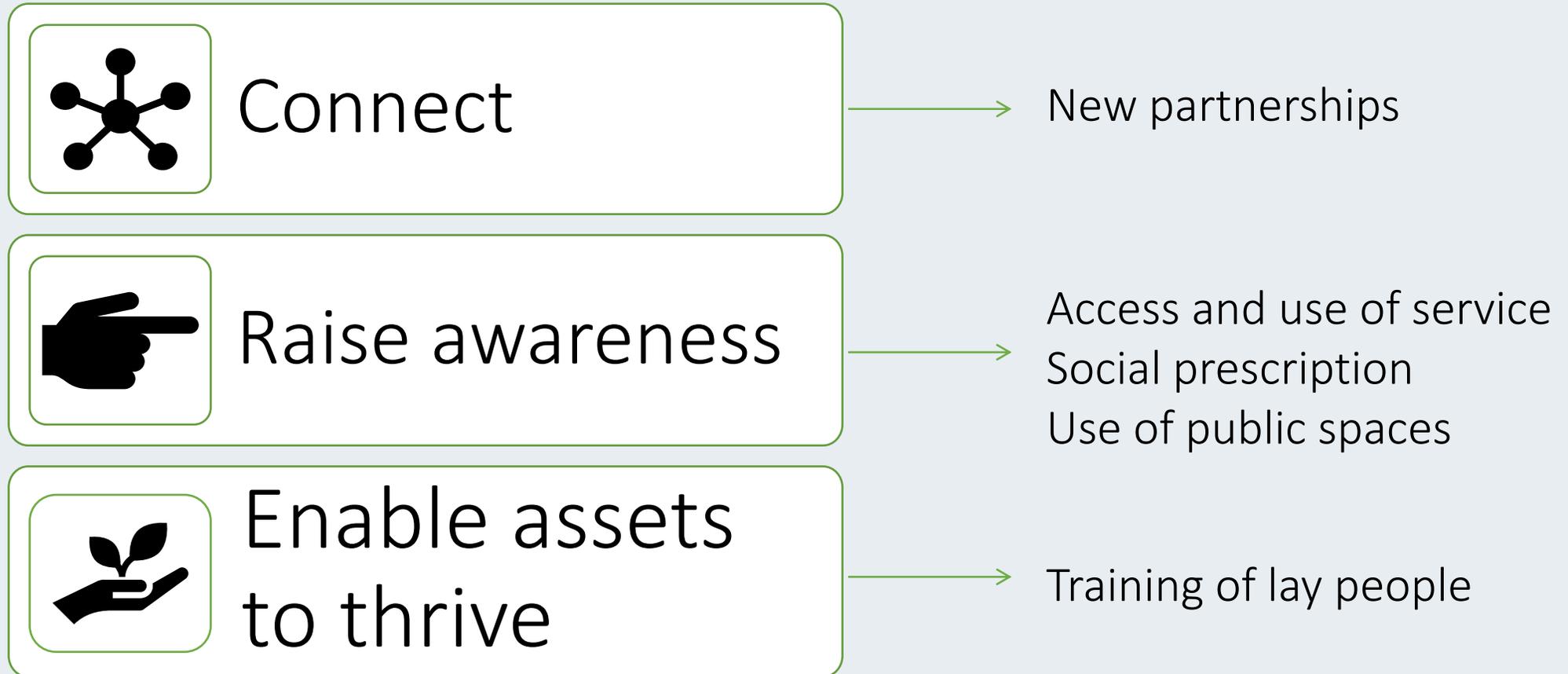
To respond to identified local needs

How?

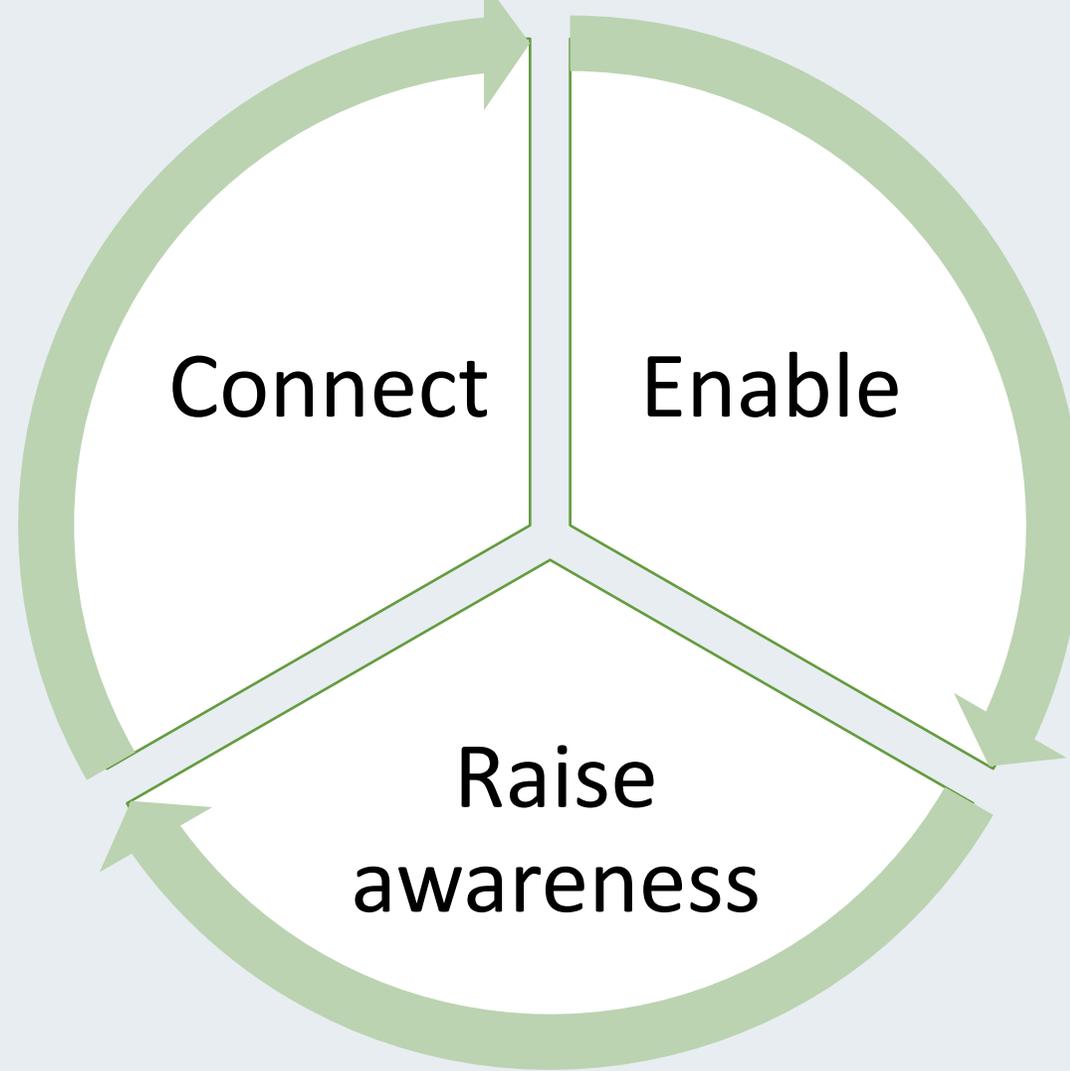
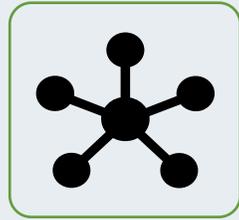
By mobilising assets



# MOBILISING ASSETS.... HOW?



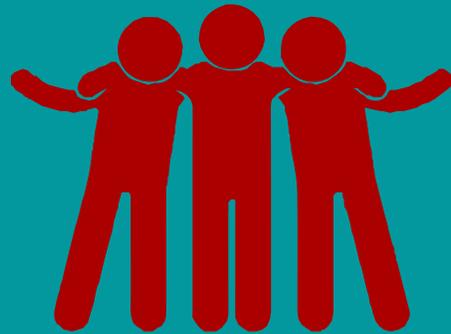
But it's not so simple....

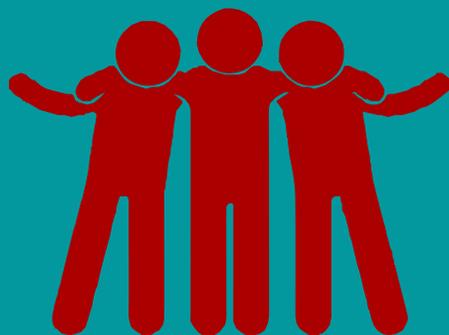


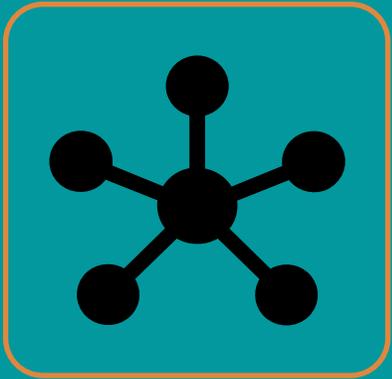
1. Combined
2. Ongoing
3. Start at different stages



For example...







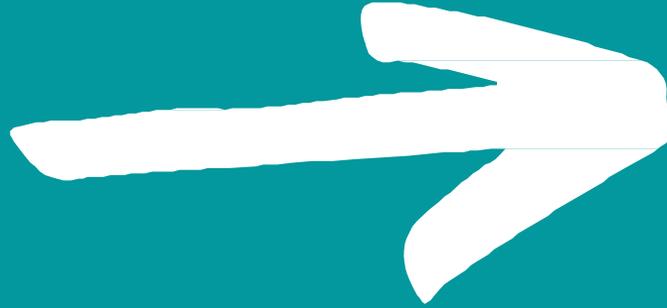


**OPEN**

**LIBRARY**

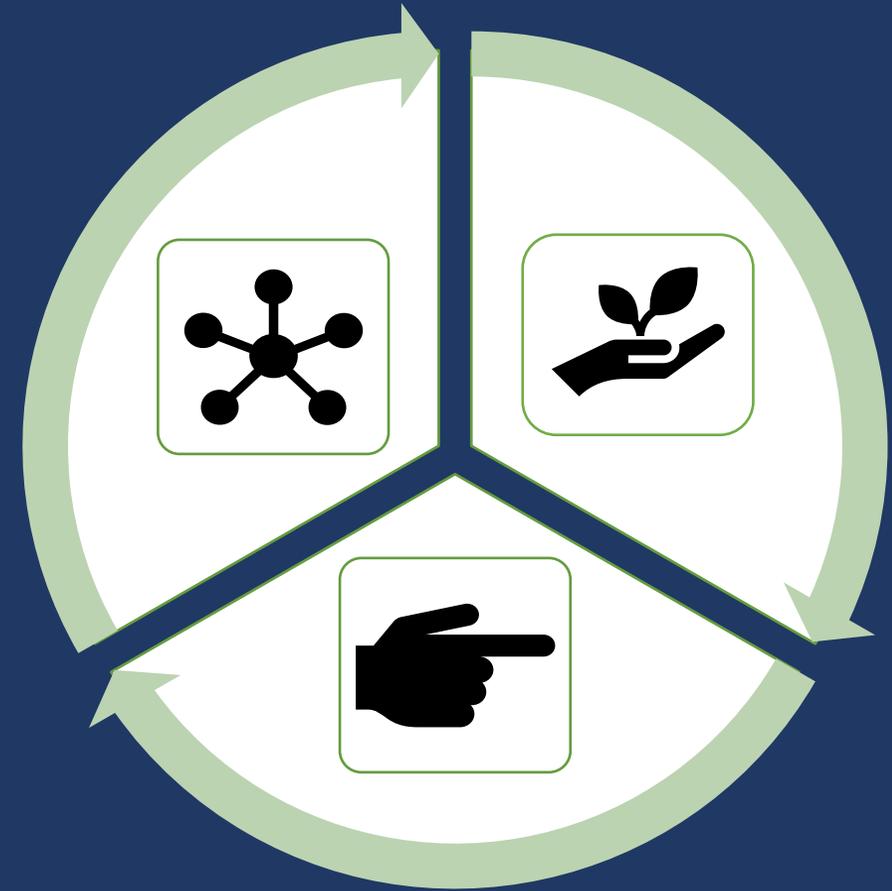






Mobilising assets can promote health too

1. Collaborative work leads to new relations and increases trust
2. Creating a sports club supports better health behaviour but also skills development



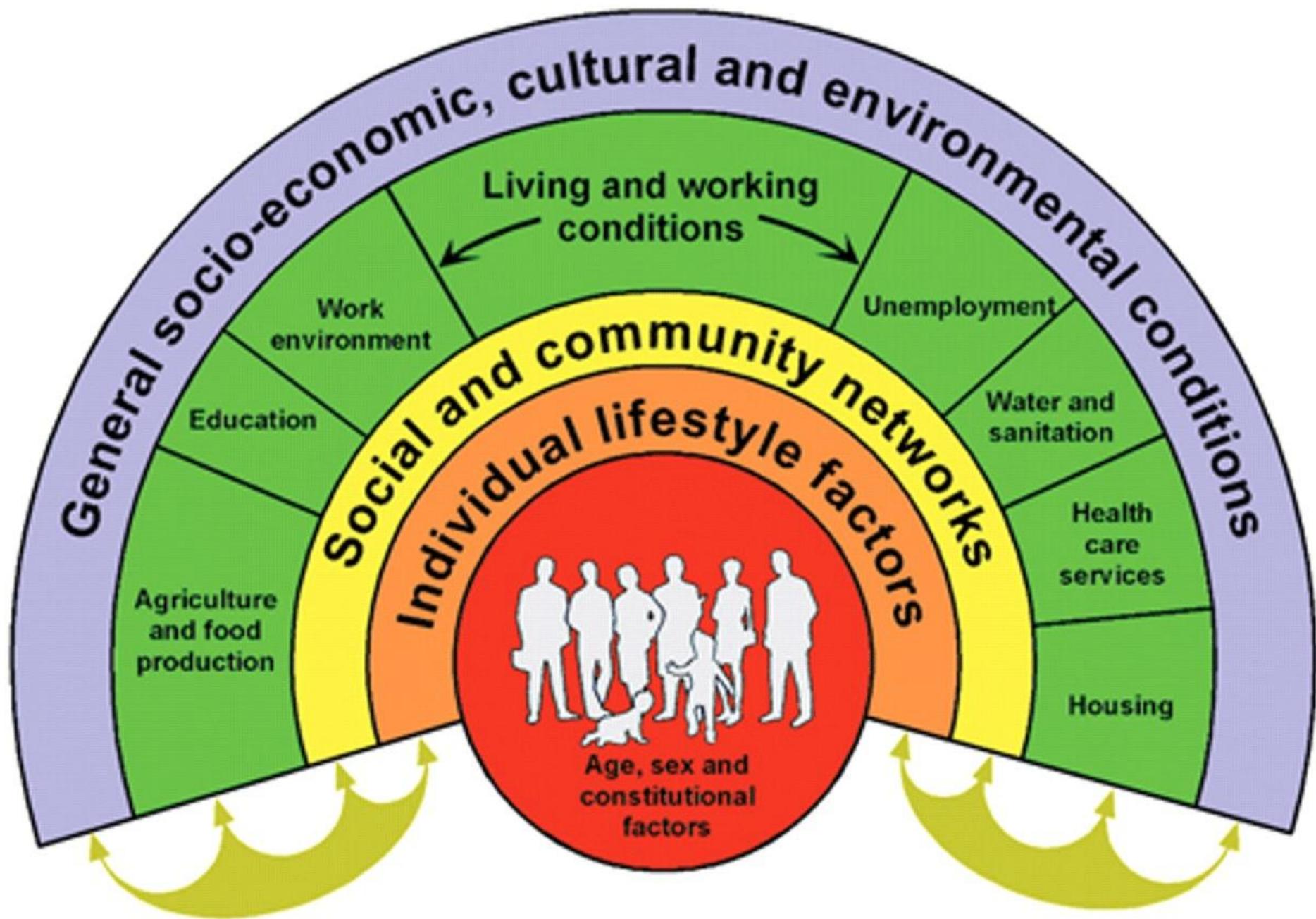
Let's have a look at your ideas  
as to....

2. What can a health outcome be in community settings?

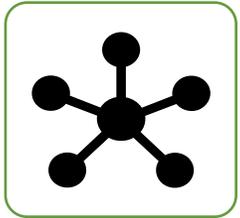
Results from WOCLAP?

OUTCOMES		
<i>Individual level</i>	<i>Community level</i>	<i>Organisational level</i>
Increase healthy eating (5) Increase physical activity (8) Reduce obesity (2) reproductive and sexual health (1) self-confidence (2) reduced stress (1) mental health (3) new skills/capacity building (7) reduced social isolation (2) reduce alcohol & drug abuse (1) reduce teen pregnancy (1) increase resilience (1) increase peer support (1)	Participation/engagement (4) empowerment (3) sense of belonging/community (1)  New jobs/internships/ new volunteer roles (3) New activities proposed (3)  New partnerships (4) Social networks (2) Social cohesion (1) Trust (1) Social capital (2)  Changes in the built environment (safe road to school, green areas, cleaner streets, reformed buildings, etc) (5)  better social environment (1) more equal social relations (1)	re-designed or develop intervention (2)  Raised awareness on a service (3)

Parts of Table 3, suppl. Material  
 in: Cassetti et al. (2020) A  
 systematic scoping review of  
 asset-based approaches to  
 promote health in communities:  
 development of a framework.  
 Global Health Promotion 27(3):  
 15–23.

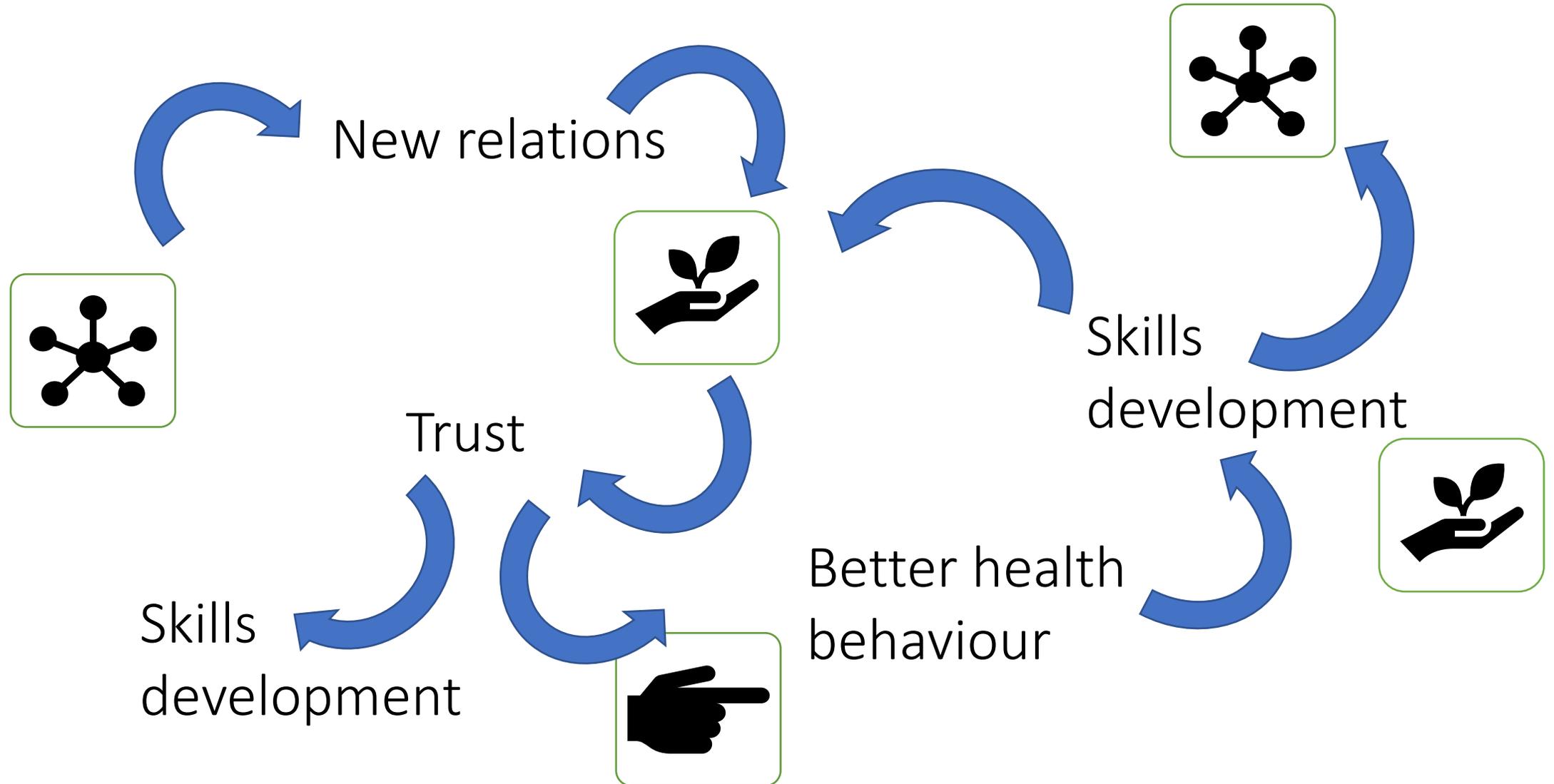


# Community health promotion is complex...



1. New relations
2. Trust
3. Better health behaviour
4. Skills development

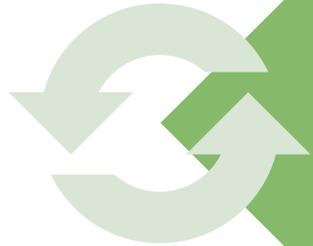
# Community health promotion is complex...



# Recap...



Theories underpinning  
ABAs



Mobilising assets can  
promote health



Community health is  
complex

# References

- Cassetti V, Powell K, Barnes A, et al. (2020) A systematic scoping review of asset-based approaches to promote health in communities: development of a framework. *Global Health Promotion* 27(3): 15–23.  
DOI: <https://doi.org/10.1177/1757975919848925>.
- Foot, J. (2012) What makes us healthy? The asset approach in practice: evidence, action, evaluation. Available from: <<http://www.nwph.net/phnw/writedir/b86632> - What makes us healthy.pdf>.
- Foot, J. & Hopkins, T. (2010) A glass half-full: how an asset approach can improve community health and well-being. IDeA - Improvement and Development Agency, p.32.
- Foot, Hopkins et al. (2020): A glass half full: 10 years review: <https://www.local.gov.uk/publications/glass-half-full-10-years-review>
- Kretzmann, J.P. & McKnight, J.L. (1993) Building communities from the inside out. Skokie, IL, ACTA Publications.
- Hopkins, T. & Rippon, S. (2015) *Head, hands and heart: asset-based approaches in health care*. The Health Foundation. Available from: <<http://www.health.org.uk/publication/head-hands-and-heart-asset-based-approaches-health-care>>
- Morgan, A. & Ziglio, E. (2007) Revitalising the evidence base for public health: an assets model. A. Morgan ed. *Promotion & education*, Suppl 2, pp.17–22
- South, J. (2015). *A guide to community-centred approaches for health and wellbeing*. Public Health England.

Presentation prepared with PPT and Canva

Questions?

Thank you for your attention

Dr. Viola Cassetti

[viola.cassetti@gmail.com](mailto:viola.cassetti@gmail.com)

*Acknowledgments*

Dr. Katie Powell

Dr. Amy Barnes

Dr. Tom Sanders

The University of Sheffield

Valencia MIHsalud team

Sheffield CD&H team

Projecte Alifara

PACAP