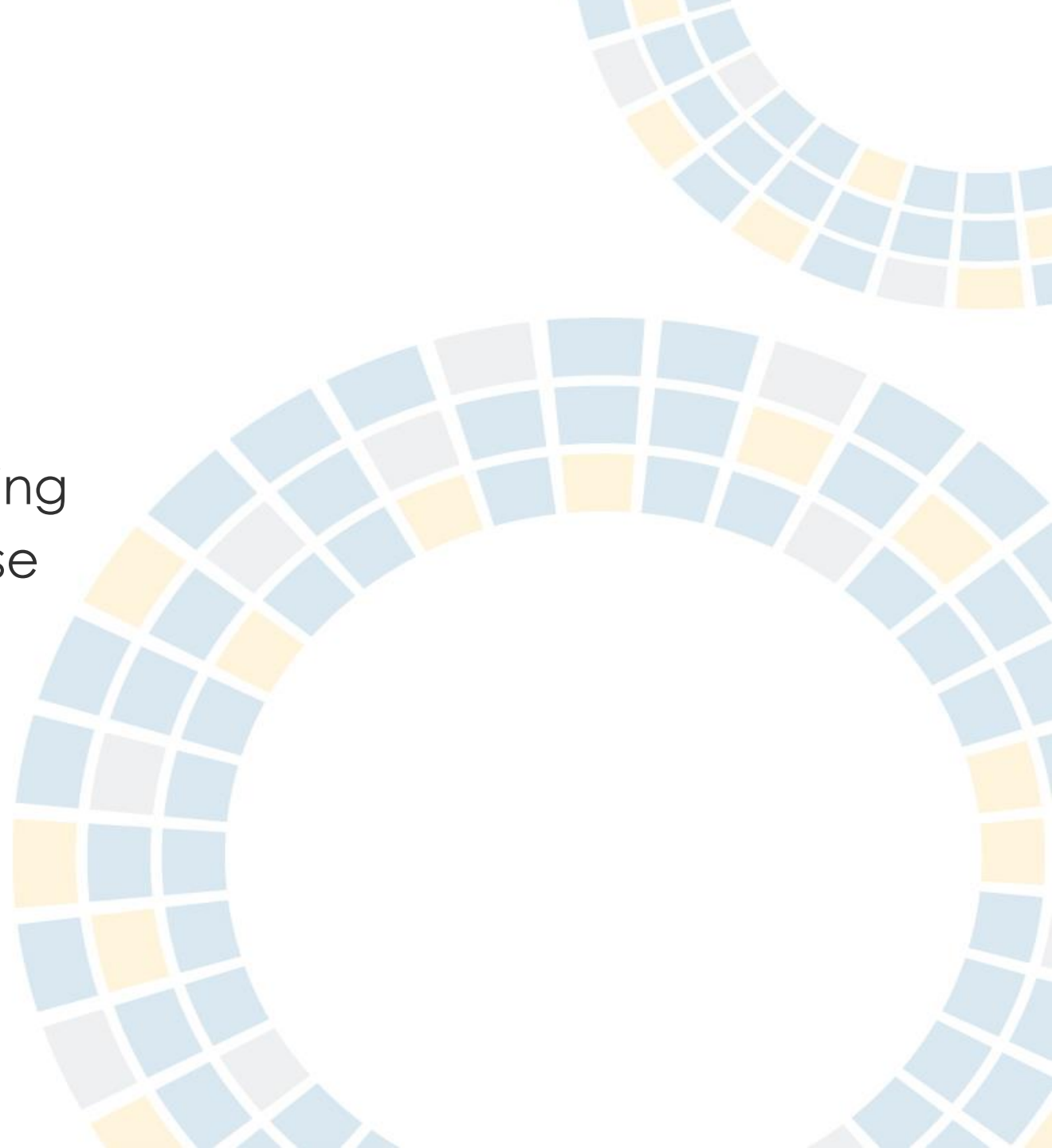# LUNCHEON TALK: MAPPING OUR ASSETS
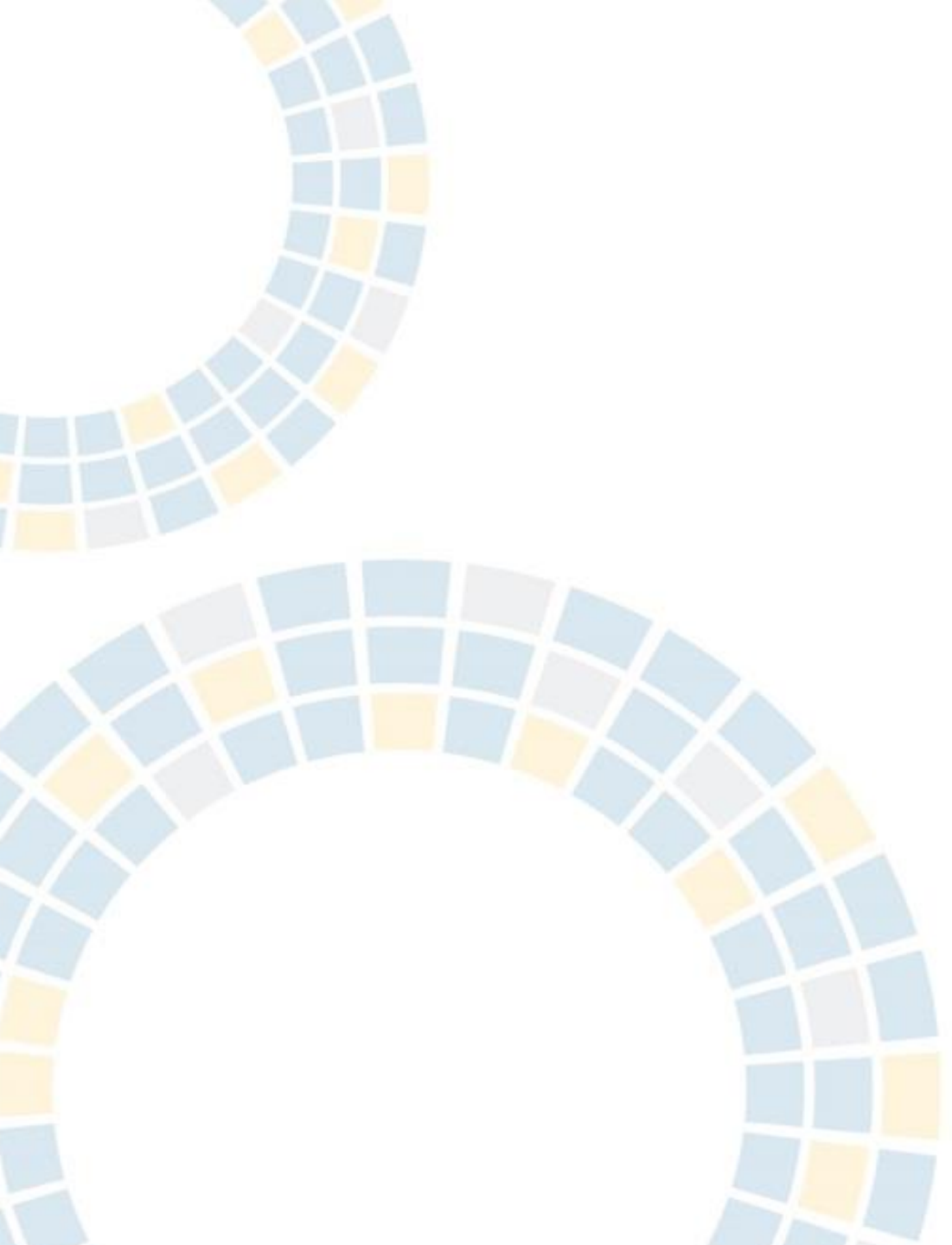## HILARY HAGAR
FEBRUARY 18, 2020
THUNDER BAY

Agenda

- Introduction
- Project purpose
- Defining Asset Mapping
- Examples and Exercise

Introduction

What is Northern Policy Institute?

Northern Policy Institute is a **think tank** that conducts **independent** policy work, to provide **evidence-based solutions** to sustain and grow Northern Ontario.

- Independent – authors are free from interference from everyone, including us

- Non-partisan – we do not take "sides"

- Evidence based – we collect, measure and interpret data

- IN the North – we deal with local, regional, provincial, national and international issues from a northern perspective

Project Purpose

Project Purpose

Raise your hand if…

1. You know most or all people in this room and what organization they represent

2. You are confident you know every service/resource available to people looking for help connecting to your community

3. You are confident that people (new arrivals and current residents alike) know how to effectively access and locate those services

Project Purpose

Raise your hand if…

1. You know organizations similar to yours *in your community*

2. You know organizations similar to yours *outside your community* across Northern Ontario

3. You know what gaps exist for people looking for help in your community

Guidance and advice is a necessity…

"Non-refugee respondents indicated they need more info on employment-related information, information in daily life in Canada, and information about regional and local specificities" (IRCC 2018, 33).

"50 percent of respondents were unable to find a place of their own and remained in temporary accommodation during the duration of the study"

(Distasio, Sylvestre, and Wall-Wieler 2013, 50)

"Community belonging and the idea of inclusion and exclusion are closely linked to youth outmigration. Research has also shown that youth must feel accepted by their community in order for them to live in it. A youth that feels like a local has a higher probability of continuing to reside in his community in comparison to one that feels excluded."

(Robichaud 2013, 77)

Defining Asset Mapping

Focuses on community capacity…

The process "concentrates first of all upon the *agenda building* and *problem-solving capacities* of local residents, local associations and local institutions…"
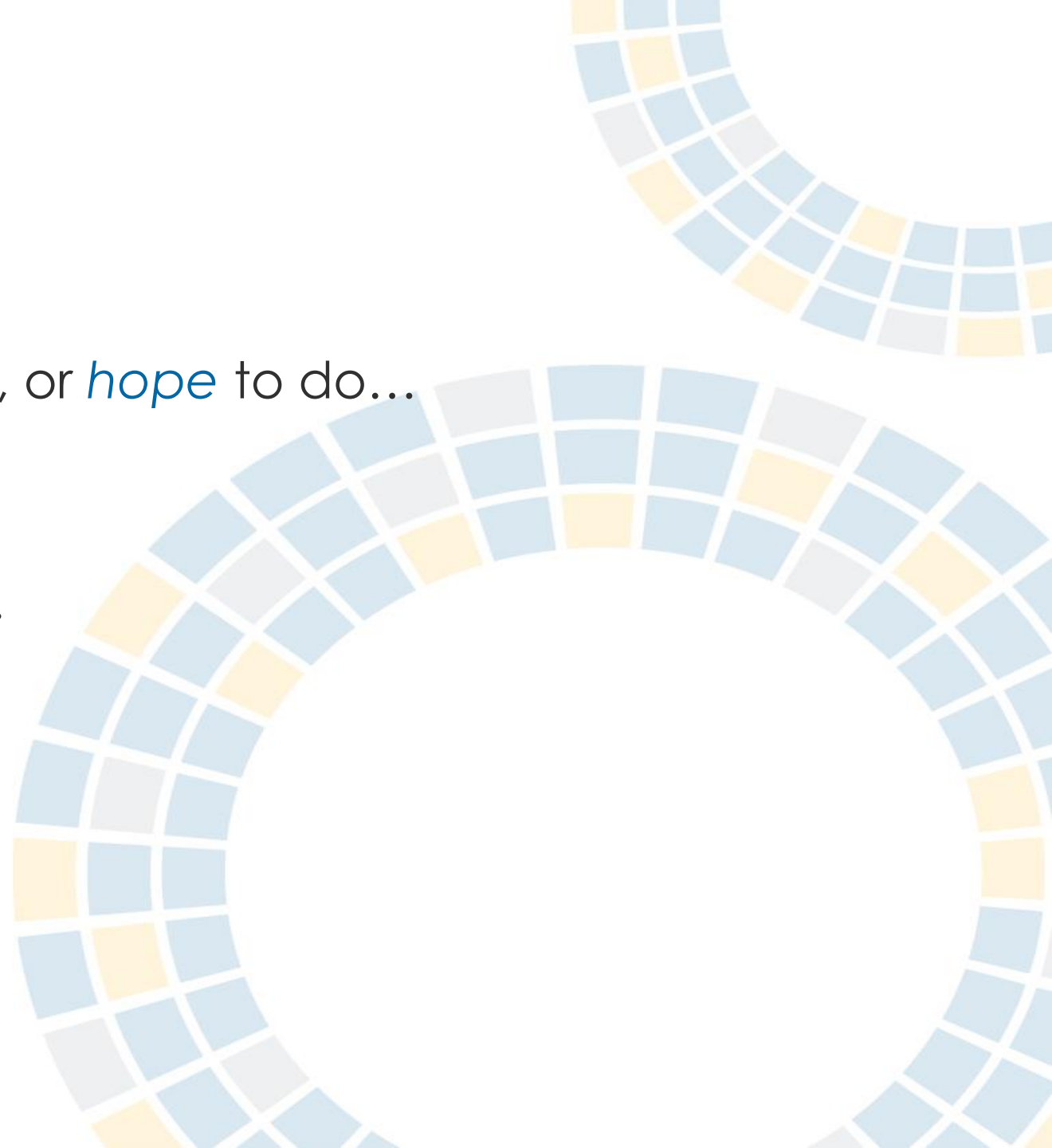
"…**not** with what is absent, or with what is problematic, or with what the community needs.."

(McKnight and Kretzmann 1993, 8)

Current Assets

Not what you *could* do, *should* do, or *hope* to do…

But what you **ARE** doing…

A whole assets approach…

Our aim is to take into account "all the aspects that are part of people's view of their immediate community as well as the _surrounding rural world_…"

"Because communities are _not islands unto themselves_, it means going outside the community to see _what is important about the surrounding and interconnected areas_."

(Fuller et al. 2002, 9)

A living process…

Once preliminary assets are identified, the result is a "living document of the community" that describes the "breadth and diversity" of communities
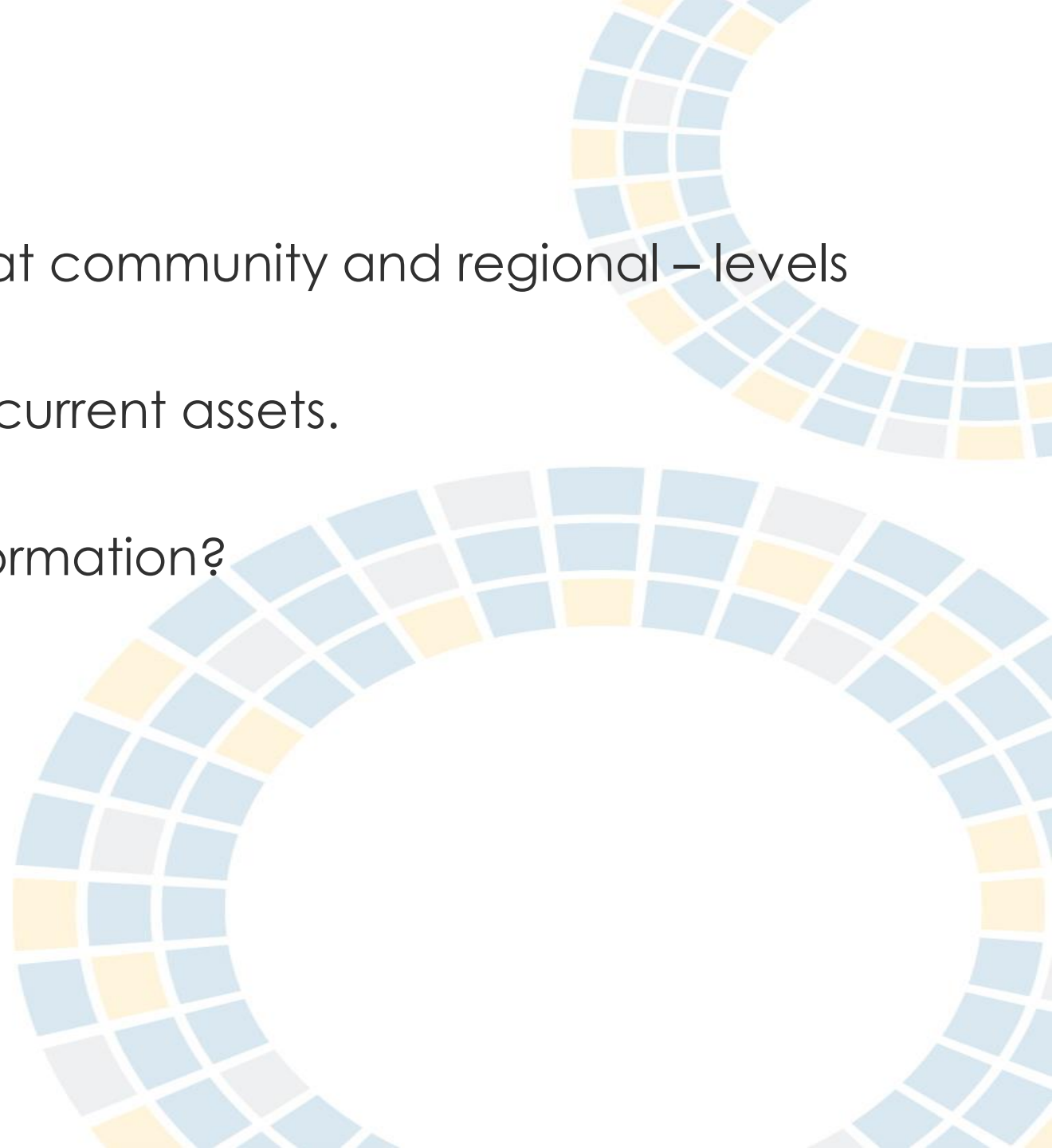
(McKnight and Kretzmann 1993, 10).

Objectives

1. Analysis of strengths and gaps at community and regional – levels

2. Work with partners to promote current assets.

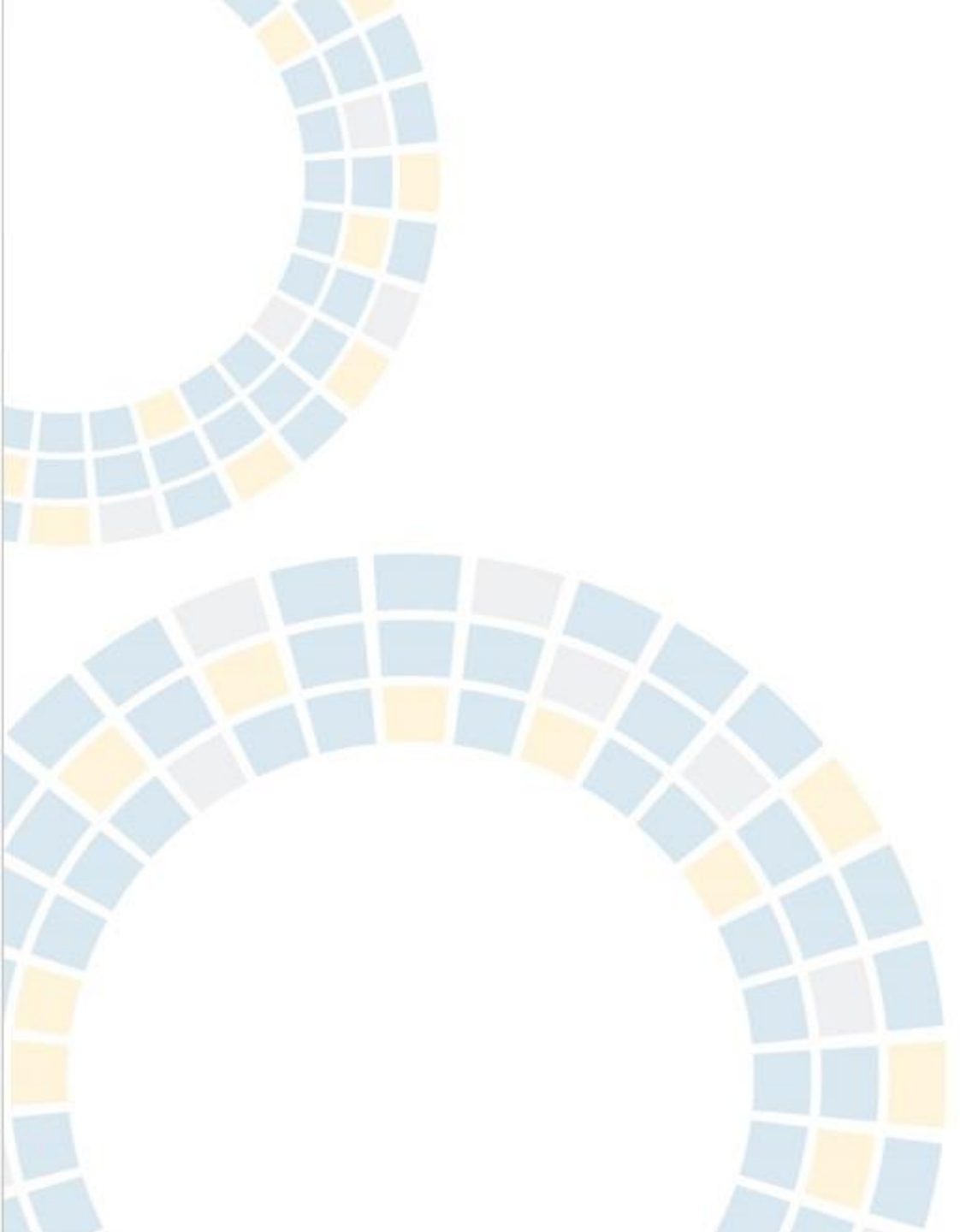Who might use the asset map information?
- Current residents
- New arrivals
- Service Providers
- Funders

Where will asset information be made public?

- We have approached:
  - www.211Ontario.ca
  - www.neoimmigration.ca
  - www.movetonwontario.ca

- Also will be available on:
  - www.comenorth.ca
  - www.northernpolicy.ca

- Calendar dates will be added to, and updated on:
  - www.northernpolicy.ca/calendar
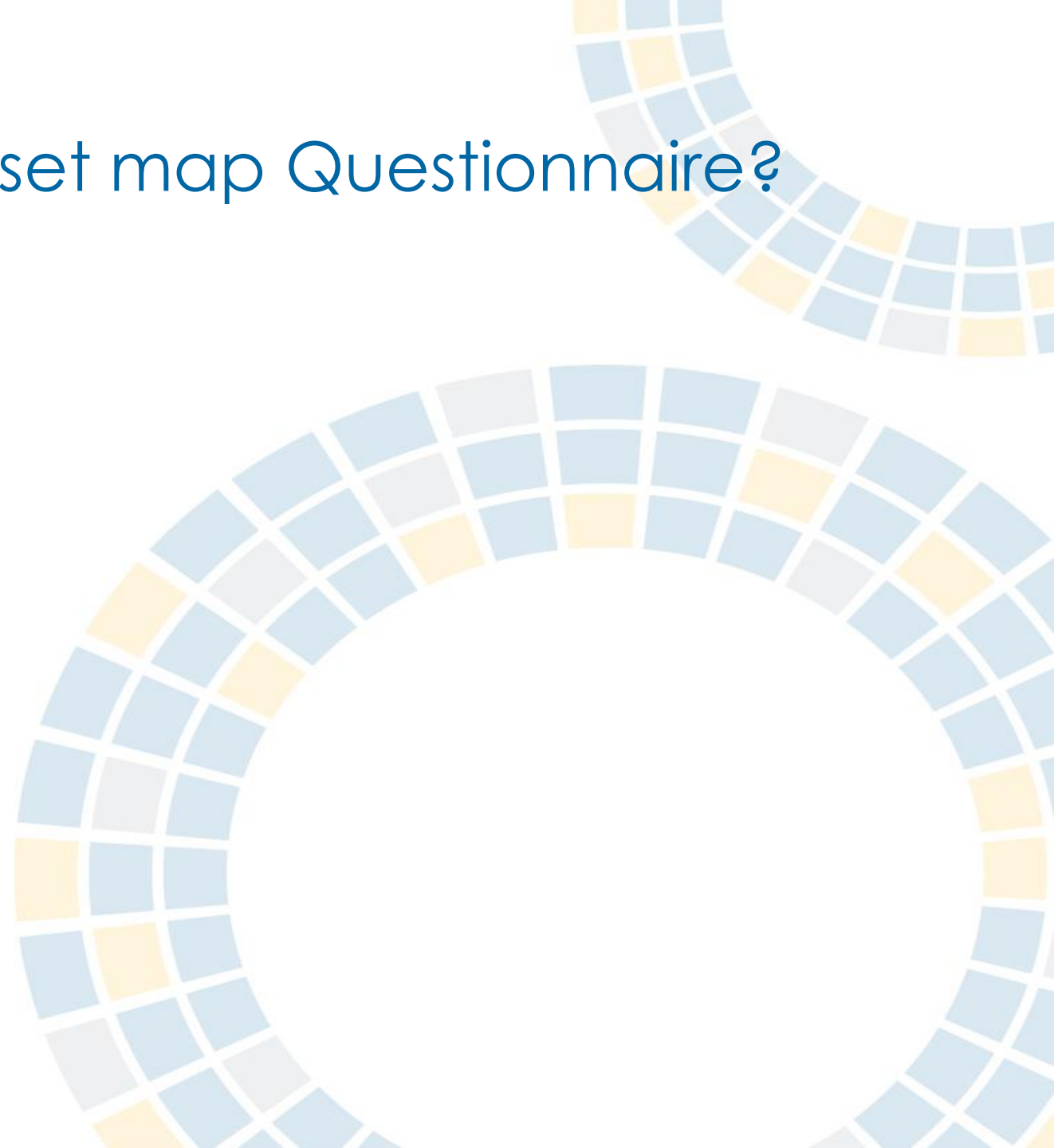
move to
NWOntario.ca

Examples and Exercise

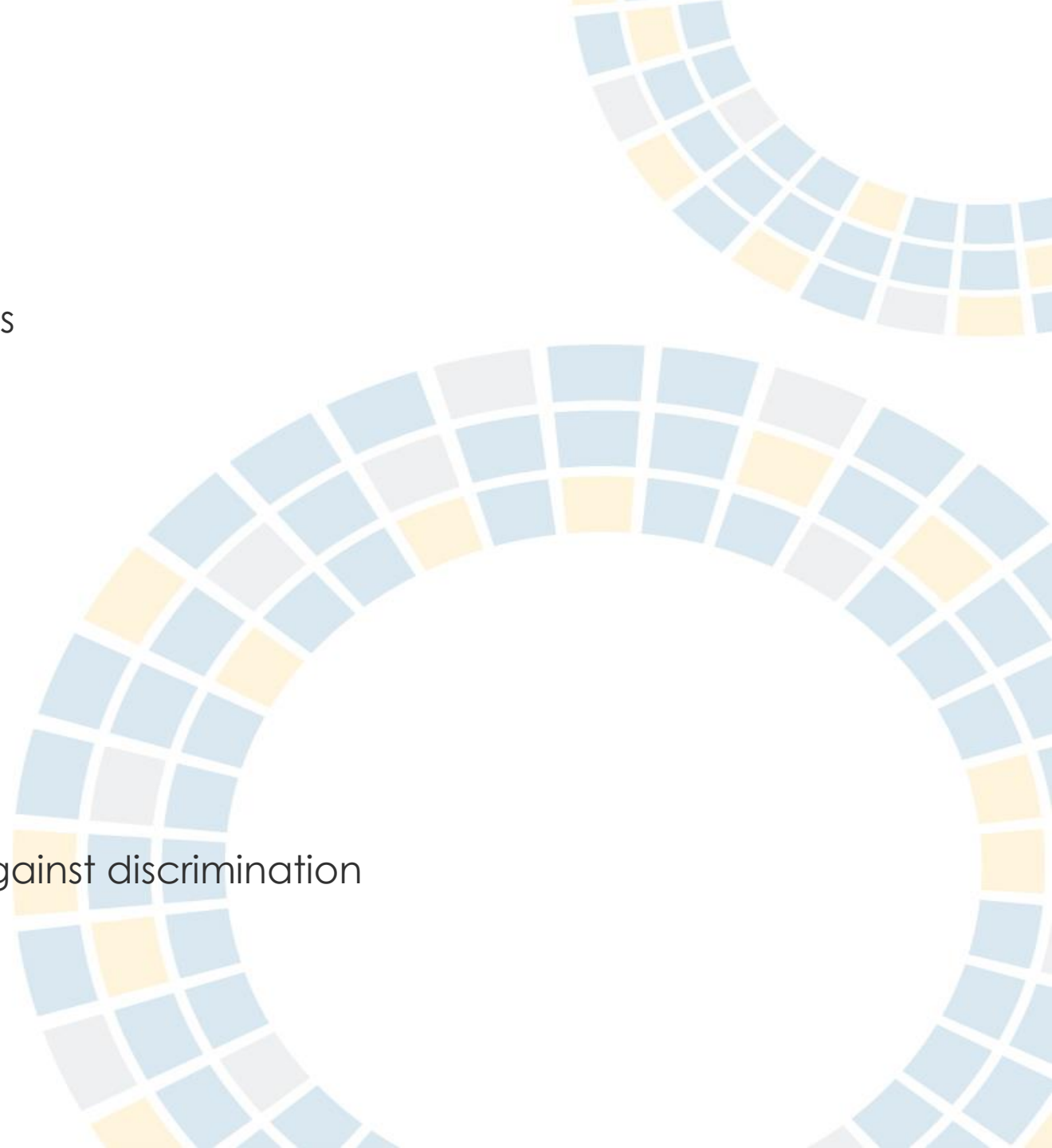# Who should complete an Asset map Questionnaire?

Everyone:

- Thunder Bay Indian Friendship Centre
- Nokiiwin Tribal Council
- Centre de Francophone
- Lakehead University
- YES Employment
- Thunder Bay Chamber of Commerce
- Thunder Bay Ventures
- Port Arthur Rotary Club
- Fort William Curling Club
- 55 Plus Centre
- Thunder Bay Public Library

Asset Categories

- Marketing and attraction
- Language training and translation services
- Job matching
- Community orientation
- Education and training
- Housing
- Legal services
- Healthcare
- Entrepreneurial and Financial services
- Community connections
- Childcare and family services
- Cultural awareness training and action against discrimination
- Data collection and analysis
- Online resources
- Other

Asset Map Exercise

Throughout the conference, please complete the following exercise

1. Find the sticky notes in front of the asset categories that correspond to your provincial district:

   Orange & Yellow = Thunder Bay

   Blue = Rainy River

   Purple = Kenora

   Green = Other (please specify)

2. The boards around the room are for each category of service. Write down services in your community that fall into each category. Please keep in mind the criteria discussed earlier.

3. Complete Northern Policy Institute's Asset Mapping Survey. Check your email for an invitation to complete the survey!

Calendar Exercise

Throughout the conference, please complete the following exercise

1. Find the sticky notes in front of the calendars that correspond to your provincial district:

    Orange & Yellow = Thunder Bay
    Blue = Rainy River
    Purple= Kenora
    Green = Other (please specify)

2. The 6 calendars around the room correspond to the upcoming months from March 2020- August 2020. Write down any events, campaigns, happenings, etc. you have planned for the next 6 months. Place sticky notes in the corresponding month and day.

3. Stay tuned for more information on how to access these welcoming community calendars online.

assetmap@northernpolicy.ca

Thank you. Marsee. ᕿᓇᓐᑯᒥᑎᑐ
Merci. Miigwech.

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