

Coalition Asset Mapping Part 1 (Activity 3-E-6)

Overview and Methods

Between May and July 2020, the San Francisco Community Health Center (SFCHC) invited members of the PAT (Proudly Against Tobacco) Coalition to participate in the Coalition's first online asset mapping activity (activity 3-E-6). The purpose of the activity was to identify coalition strengths that could support the tobacco control work of the Coalition. The activity also aimed to understand which types of projects PAT Coalition members were most excited to contribute to, based on their unique interests, skillsets, and networks.

Following the May 21, 2020 PAT Coalition meeting, all Coalition members were asked to complete a 16-question online survey (Appendix A) on the SurveyMonkey platform. The survey was adapted from the Tobacco Control Evaluation Center (TCEC) in-person asset mapping activity (Templates A and B) to accommodate the shelter-in-place ordinance related to the Covid-19 pandemic. Survey questions asked about Coalition members' experience with (1) materials development, (2) community organizing, and (3) policy work and campaign development. For each of the categories, respondents were asked about their (a) individual skills and talents, (b) relationships and networks, (c) organizational and programmatic resources, and (d) cultural competency. All questions were open-ended to allow respondents to elaborate on their skills and interests.

Key findings from the survey were compiled by the project evaluator and shared with SFCHC staff. These findings and themes are summarized below for the 14 members who completed the asset mapping activity.

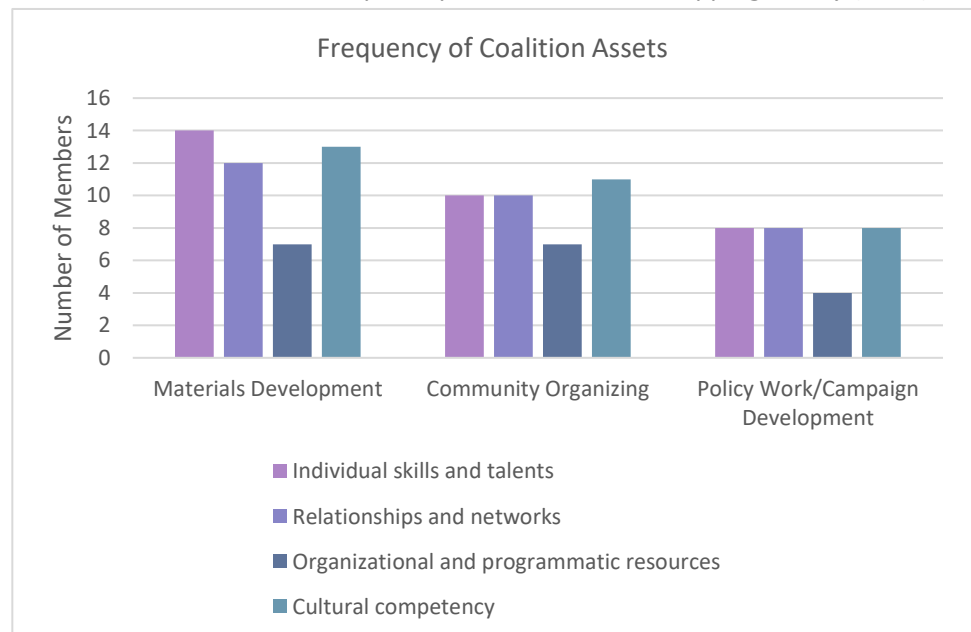
Results

Frequency of Assets

Coalition members reported a number of assets on the survey (see Figure 1). The most common area of assets related to materials development, in which all 14 respondents reported individual skills and talents, 12 reported relationships and networks, 7 reported organizational and programmatic resources, and 13 reported cultural competency. The next most common area of assets related to community

organizing, in which 10 respondents reported individual skills and talents, 10 reported relationships and networks, 7 reported organizational and programmatic resources, and 11 reported cultural competency. Many members also reported assets in policy work and campaign development, with 8 respondents reporting individual skills and talents, 8 reporting relationships and networks, 4 reporting organizational and programmatic resources, and 8 reporting cultural competency.

Figure 1. Frequency of Coalition assets by category, as self-reported by PAT Coalition members who participated in the asset mapping survey (n=14).



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Examples of Assets Described

Table 1 below summarizes examples of assets described in each category. Cultural competency skills are combined due to high overlap across categories.

	Individual skills and talents	Relationships and networks	Organizational/programmatic	Cultural competency
Materials Development	<ul style="list-style-type: none"> Graphic design Proofreading Educational materials development Writing/communication skills Academic research/teaching Background in psychology, public health, tobacco, LGBTQ+ studies 	<ul style="list-style-type: none"> Educator networks Access to Asian American and Pacific Islander groups (in-person and online) Graphic designers Academic researchers Tobacco treatment centers People in tobacco control Access to LGBTQ+ communities (in-person and online) 	<ul style="list-style-type: none"> Staff who can provide guidance Meeting space Possibly funding via grant partnerships with academics Relationships with state-funded centers for tobacco control work Software/programs (e.g. Canva) 	<ul style="list-style-type: none"> Lived experience with a race/ethnicity, culture, or being LGBTQ+ Background/ training in cultural humility Experience working cross-culturally Experience living in a country outside of the U.S. Bi-lingual (Spanish, Mandarin, Tagalog) Youth (high school student) Active listening skills Experience working with low socioeconomic status groups
Community Organizing	<ul style="list-style-type: none"> Graphic design Experience providing cessation services in LGBTQ+ community Experience developing coalitions Organizing in Bay Area tobacco control, sex education, homelessness Logistical skills/organization Outreach experience Social media savviness 	<ul style="list-style-type: none"> Researchers in tobacco retail policy LGBTQ+ center connections Folks involved in trans/LGBTQ+/Asian and Pacific Islander activism Medical professionals Housing groups Academic alumni networks People involved in public safety organizing in Bay Area 	<ul style="list-style-type: none"> Monetary donations Using staff to make new connections with networks Meeting space Paid to do community organizing and resource creation 	
Policy Work/ Campaign Development	<ul style="list-style-type: none"> Experience with Bay Area tobacco control campaigns Policy writing experience Participating in public comment Comprehension of the legislative process and how to read legislation on tobacco control and sex education 	<ul style="list-style-type: none"> On executive committee of a coalition of ethnic and LGBTQ+ priority populations in California Co-workers have relationships with local policymakers Academic institution tobacco resources Researchers in tobacco retail policy Access to state-funded centers for tobacco control work 	<ul style="list-style-type: none"> Staff expertise on policy work in Asian and Pacific Islander Communities Relationships with state-funded centers for tobacco control work 	

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Key Areas of Interest

When asked about the types of projects they were most excited to participate in, based on their unique assets and interests, Coalition members offered a number of responses, summarized into main themes below:

- **Materials development (n=10).** Members expressed interest in designing, developing, reviewing, and editing educational materials related to Coalition efforts. Some elaborated on specific areas of development they would be interested in, such as making memes, working on recruitment-specific materials for the PAT Coalition, and working on cross-cultural content.
- **Network building (n=5).** Three members noted interest in supporting PAT Coalition recruitment efforts. One member expressed interest in building alliance between the PAT Coalition and LGBTQ+ advocacy and service organizations. Another member expressed helping with the Coalition's work in San Jose based on their connections to community members in that jurisdiction.
- **Writing (n=1).** One member expressed enthusiasm for writing grants and letters of support.

Reflections and Next Steps

In the first asset mapping session, SFCHC learned that Coalition members possess a wide range of skills, relationships, organizational resources, and cultural competencies as they relate to materials development, community organizing, and policy work. Materials development was the most commonly cited asset area and was also the area in which Coalition members seemed most excited to contribute.

Due to the online nature of this asset mapping activity, we did not include all pieces of the TCEC Asset Mapping session (such as Template C). A future step that would more fully inform this iteration of PAT Coalition Asset Mapping would be to design an activity based on Template C that considers what the Coalition needs (in the context of its assets) with respect to specific initiatives. For example, we might learn from such an exercise that we have plenty of members interested in developing materials for our flavors campaign (Objective 2), but that we need more members helping with the actual policy work.

Importantly, we learned from the asset mapping activity that an online format for asset mapping was not very engaging and had low participation; numerous reminders were needed to get sufficient input from Coalition members. While the context of the Covid-19 pandemic is evolving, and it is not clear when it will be safe to resume in-person Coalition meetings, it is recommended that future asset mapping sessions are conducted in-person, if possible. This will allow the Coalition to see its collective assets more clearly, will build relationships between Coalition members with shared or complementary interests, and will offer greater potential to identify new and innovative opportunities for collaboration.

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[Appendix A: Coalition Asset Mapping Survey \(on SurveyMonkey platform\)](#)

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Tobacco Coalition Asset Mapping

This survey will help us understand the unique assets that you bring to our Coalition!

The survey uses the asset categories discussed at our first coalition meeting.

This page focuses on assets related to development of tobacco-related educational materials.

1. What is your e-mail address?

2. What **individual skills and talents*** do you have related to the development of educational materials?

** Time, interest / passion, skills, talents, experience, knowledge, personal financial resources, influence*

3. What **relationships/networks*** do you have related to the development of educational materials?

**Formal and informal relationships, networks, communication channels, and personal connections;
connections with racial/ethnic groups and priority populations*

4. What **organizational/programmatic assets*** do you have related to the development of educational materials?

**Staff, space, facilities, materials, equipment, programs, services, culturally competent practices, financial resources*

5. What **cultural competencies*** do you have related to the development of educational materials?

**Diversity, bi-lingual or multi-lingual language skills, knowledge of other cultures, skills / capacity to function effectively with other cultures (e.g., respectful and responsive)*

Tobacco Coalition Asset Mapping

This page focuses on assets related to community organizing.

6. What **individual skills and talents*** do you have related to community organizing?

** Time, interest / passion, skills, talents, experience, knowledge, personal financial resources, influence*

7. What **relationships/networks*** do you have related to community organizing?

**Formal and informal relationships, networks, communication channels, and personal connections; connections with racial/ethnic groups and priority populations*

8. What **organizational/programmatic assets*** do you have related to community organizing?

**Staff, space, facilities, materials, equipment, programs, services, culturally competent practices, financial resources*

9. What **cultural competencies*** do you have related to community organizing?

**Diversity, bi-lingual or multi-lingual language skills, knowledge of other cultures, skills / capacity to function effectively with other cultures (e.g., respectful and responsive)*



Tobacco Coalition Asset Mapping

This page focuses on assets related to Policy Work/Campaign Development.

10. What **individual skills and talents*** do you have related to policy work/campaign development?

** Time, interest / passion, skills, talents, experience, knowledge, personal financial resources, influence*

11. What **relationships/networks*** do you have related to policy work/campaign development?

**Formal and informal relationships, networks, communication channels, and personal connections; connections with racial/ethnic groups and priority populations*

12. What **organizational/programmatic assets*** do you have related to policy work/campaign development?

**Staff, space, facilities, materials, equipment, programs, services, culturally competent practices, financial resources*

13. What **cultural competencies*** do you have related to policy work/campaign development?

**Diversity, bi-lingual or multi-lingual language skills, knowledge of other cultures, skills / capacity to function effectively with other cultures (e.g., respectful and responsive)*

Tobacco Coalition Asset Mapping

14. Based off your interests and skillset, which types of projects (e.g. recruitment, development of materials, etc.) are you most excited to work on? Please list any ideas.

15. What connections do you have to groups where we could possibly recruit new members for the PAT Coalition?

16. Would you like to share anything else about yourself that may be helpful in understanding our Coalition's collective assets?