**Cultivating the Power & Possibility
of Citizen Leadership:
ABCD
Asset-Based Community Development**

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Who's in the Room?

What questions am I bringing?

Tamarack's Lessons

- Plan for 3-5 year campaigns

- Different phases require different leadership

- Learning and reflection needs to be built into every phase

- Watch out for traps

- Renewal is critical

**A Deficit Lens
Focuses On…**

**An Asset Lens
Focuses On…**

What we need

What we already have

"Like all magnificent concepts ABCD ignites the imagination. It's impossible to look at the world in the same way once you see it through the lens of ABCD."

- Al Etmanski

Asset-Based Community Development
7 FOUNDATIONAL PRINCIPLES

1. **Everyone has Gifts**: each person in a community has something to contribute

2. **Relationships Build a Community**: people must be connected in order for sustainable community development to take place

3. **Citizens at the Centre**: citizens should be viewed as actors—not recipients—in development

4. **Leaders Involve Others**: community development is strongest when it involves a broad base of community action

5. **People Care**: challenge notions of "apathy" by listening to people's interests

6. **Listen**: decisions should come from conversations where people are heard

7. **Ask**: asking for ideas is more sustainable than giving solutions
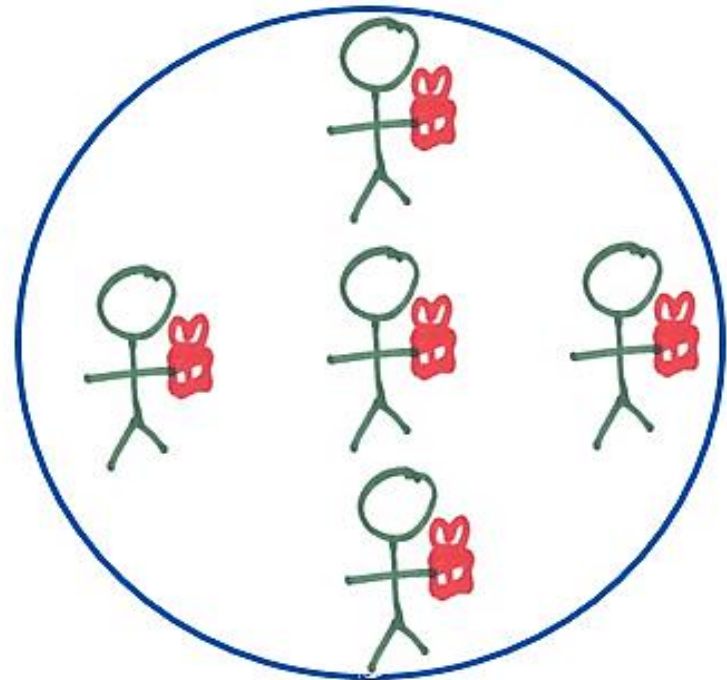
RESIDENTS & THEIR GIFTS

head hand heart

Source: ABCDInstitute.org

"Neighbours are powerful producers of the common good. Citizenship is the foundation of a strong community.."

- John McKnight

Source: ABCDInstitute.org

TYPICAL NEIGHBORHOOD ASSOCIATIONS

| Addiction Prevention & Recovery Groups	Education Groups	Recreation Groups
Advisory Community Support Groups	Elderly Groups	Religious Groups
Animal Care Groups	Environmental Groups	Service Clubs
Anti-Crime Groups	Family Support Groups	Social Groups
Block Clubs	Heritage Groups	Social Cause/Advocacy Groups
Business Organizations	Hobby and Collectors Groups	Unions
Charitable Groups & Drives	Men's Groups	Veteran's Groups
Health Advocacy & Fitness Groups	Mentoring Groups	Women's Groups
Civic Events Groups	Mutual Support Groups	Youth Groups
Cultural Groups	Neighbourhood Improvement Groups	
Disability/Special Needs Groups	Political Organizations	

Source: ABCDInstitute.org

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RESIDENTS ENGAGED IN ASSOCIATIONS
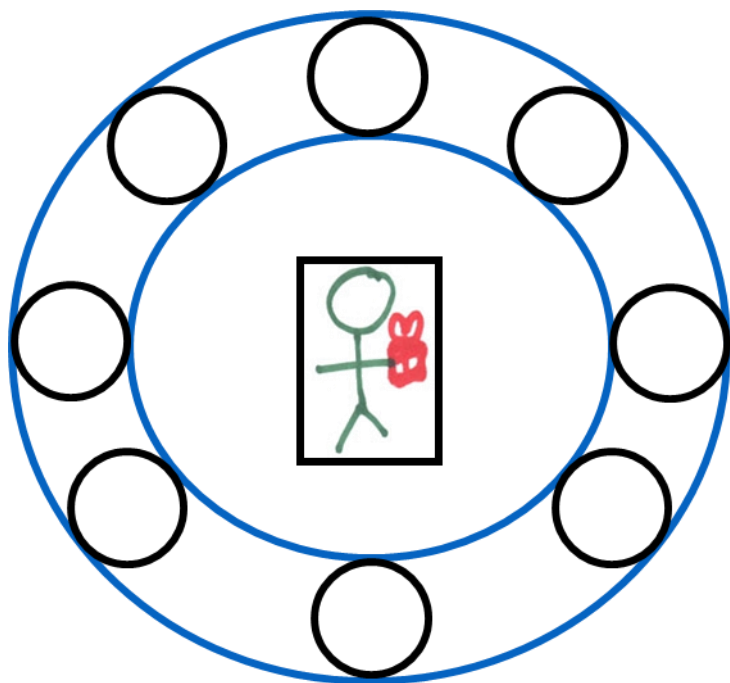
"Every story of community is focused on connecting the assets of residents that were previously disconnected."

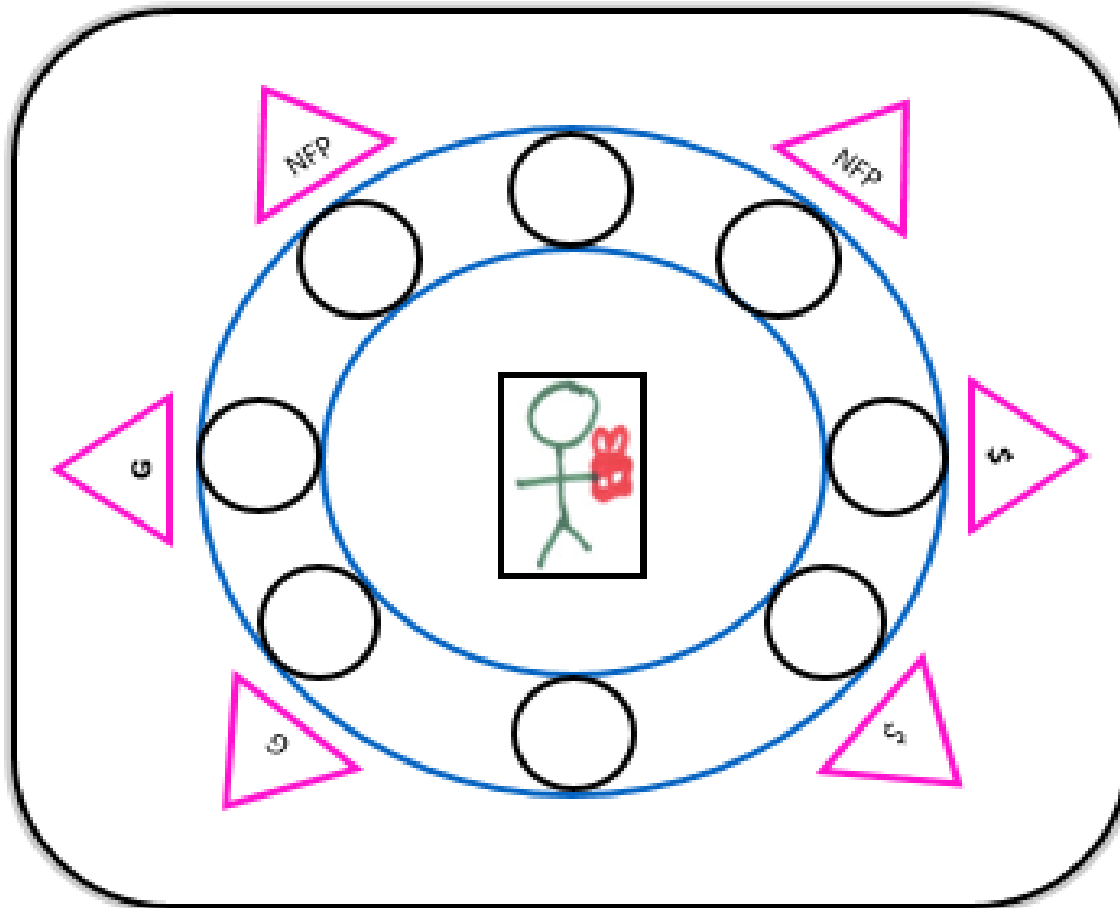*- John McKnight*

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INSTITUTIONS

Source: ABCDInstitute.org

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www.tamarackcommunity.ca
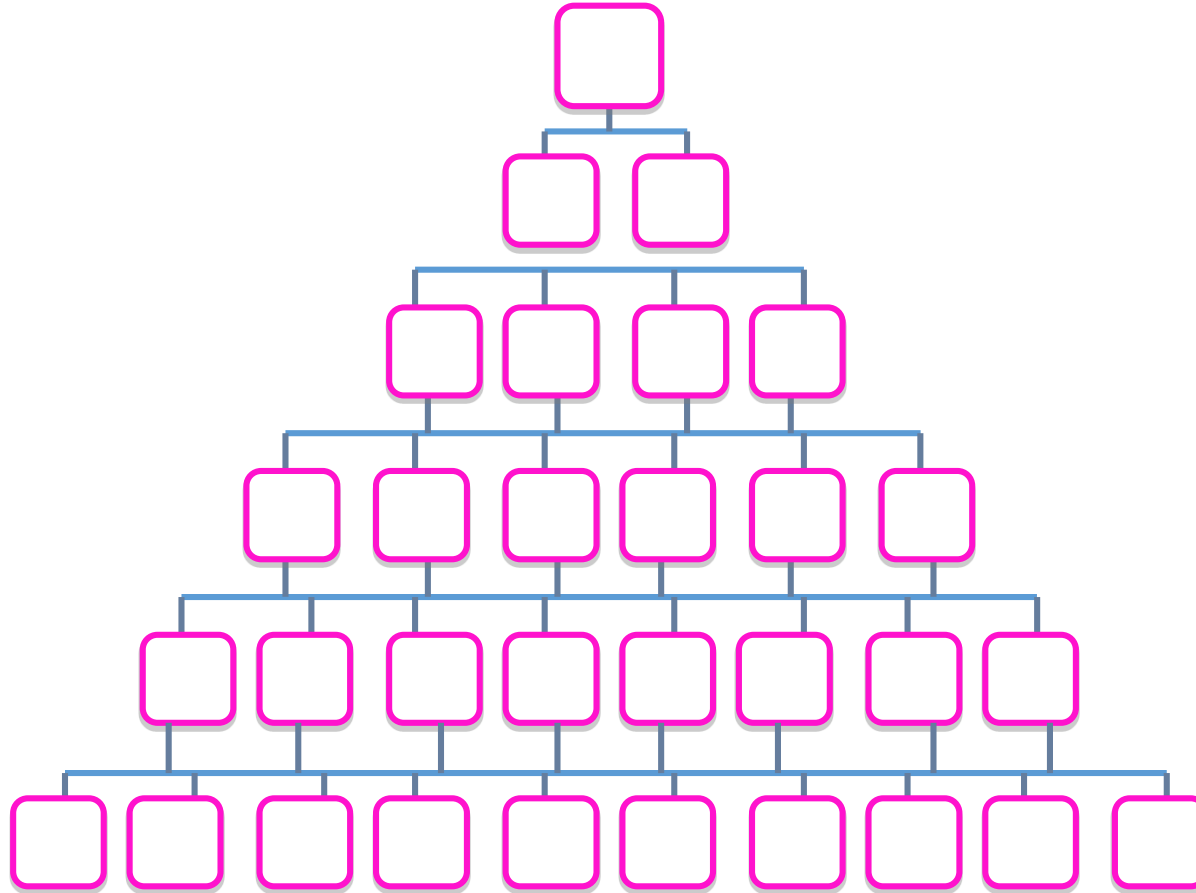
RESIDENTS & ASSOCIATIONS ARE SERVED BY INSTITUTIONS

Source: ABCDInstitute.org

"The gift that the composers of ABCD – John McKnight and Jody Kretzman – have given us is that they present our caring and ingenuity back to us in such an elegant way that we can appreciate its beauty and respect its power."

- Al Etmanski

Source: ABCDInstitute.org

1. Individuals

2. Associations

3. Institutions

4. Physical Space

5. Exchange
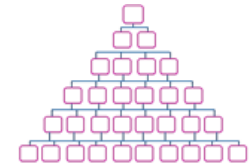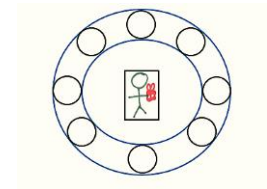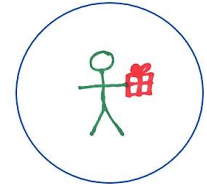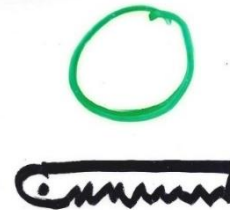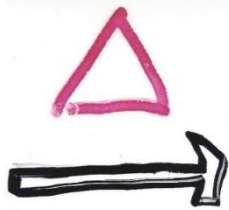
CONTROL	**CONSENT**
PRODUCES GOODS & SERVICES	**PROVIDES CARE**
CLIENTS OR CONSUMER	**CITIZEN**
NEEDS	**CAPACITY**

Source: ABCDInstitute.org

"Institutions and associations are both important "tools" for the work of communities. Each has it particular purpose. What doesn't work is when we use the wrong tool."

- *John McKnight*

"A community is a group of people who share an affinity and by coming together create a circle that, automatically creates outsiders."

Powerful communities are those where there are no strangers."
  - *John McKnight*
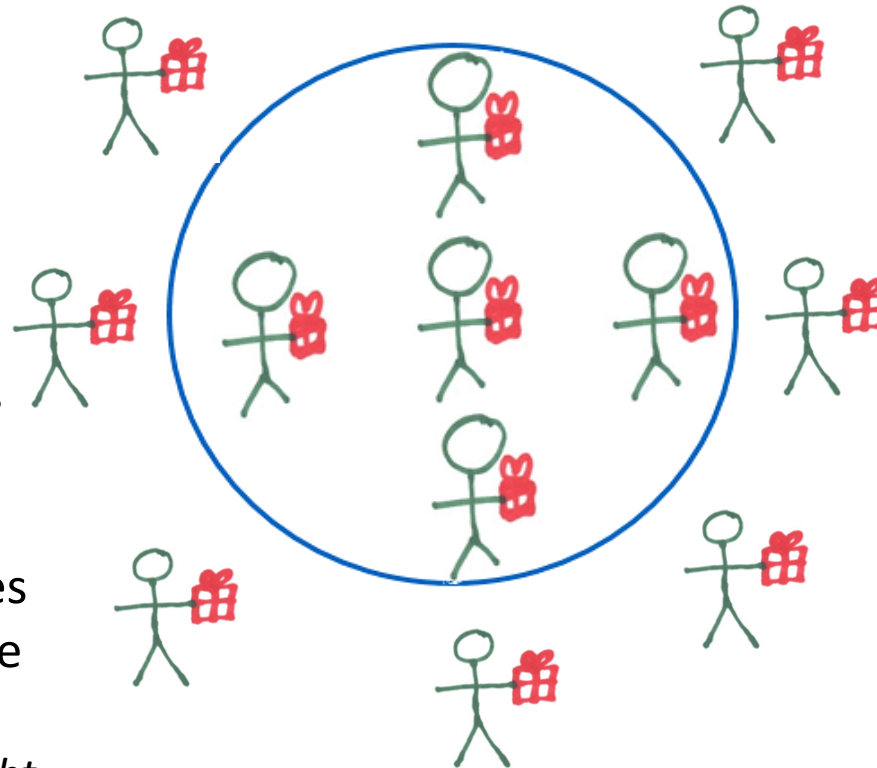
"Those inside the circle need to be aware and pay attention to welcoming "those on the edge." The best way to make strangers is to label them – not name them as individuals.
  - *Judith Snow*

Source: ABCDInstitute.org

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THE PROGRESSION OF CITIZEN POWER

Recipient → Info Source → Participant → Leader

ORGANIZATIONAL SHIFTS

From Doers
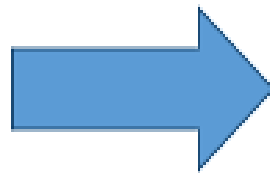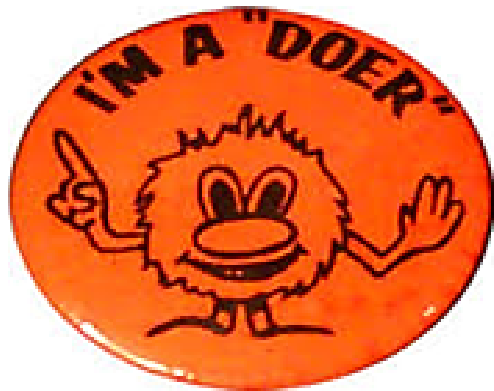
To Catalysts & Facilitators

ABCD creates a virtuous circle of sustainable community action.

1. What can we do with our neighborhood resources?

2. What can we do with our neighborhood resources if we get some outside help?

3. What can't we do with our resources and therefore must be done by outsiders?

Source: ABCDInstitute.org

THE BENEFITS OF COMMUNITY-LED DEVELOPMENT

- Builds on **local** knowledge, character and culture

- Results in more holistic and **innovative projects**

- **Multiplies** available resources

- Creates **ownership** that leads to less vandalism and greater maintenance, programming and use by community

- Builds stronger **sense of community**
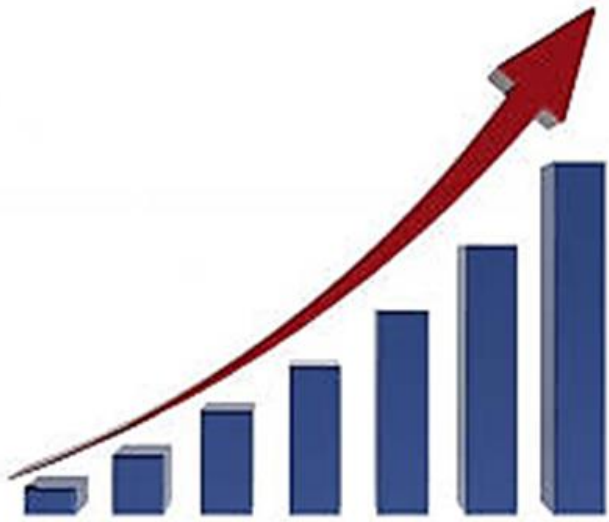
1. Simple
2. Usable
3. Universal
4. Tested and Proven Effective

Source: ABCDInstitute.org

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Source: Al Etmanski

1. **Communities** become healthier and more resilient when those used to contributing step back and start receiving from those who aren't typically expected to contribute.

2. **Citizens**, acting through voluntary associations are the richest source of social innovation and are integral to their implementation.

3. **Professionals** can undermine the capacity of individuals, families, networks and associations to take responsibility for each other and the planet.

Source: Al Etmanski

1. **ABCD is Not a Recipe** – Applying ABCD requires discipline, rigour and commitment. It is a work in progress.

2. **ABCD's Relationship to Power** – ABCD is still sorting out its relationship to powerful community structures such as government, professionals and money.

3. **ABCD is Counter-cultural** – ABCD is an approach that stands in contrast to powerful societal forces including: consumerism, the economy, deference to experts and technical solutions.

of
ABCD in Action

Headwaters Communities in Action

Making Life Better Together

Mission

Headwaters Communities in Action (HCIA) is a grassroots citizen group that fosters community leadership and action in support of a long-term vision of well-being for the Headwaters region.

www.headwaterscommunities.org

Foundations of a Healthy Community

HEALTHY PEOPLE
- Strengthening our health and social services
- Providing excellent sport and recreation services
- Encouraging healthy lifestyles

DYNAMIC ECONOMY
- Vibrant and diverse local economy
- Fair wages
- Educational and employment opportunities
- Affordable housing

ENGAGED CITIZENS
- Nurturing a shared sense of community
- Honouring diversity and inclusion

COMMUNITY WELL-BEING

VIBRANT CULTURE
- Respecting our heritage
- Encouraging artistic and cultural expression

SUSTAINABLE ENVIRONMENT
- Protecting and responsibly managing our built and natural environment
- Minimizing our impact on the environment
- Stewarding our natural resources

HEADWATERS COMMUNITIES IN ACTION
2017: VALUES & AREAS OF FOCUS

We value:

- Community Well-Being – we believe in foundations of healthy community and the Community Index of Well-being
- Engagement – we create opportunities for people to shape their communities
- Inclusiveness – we welcome diversity and take a holistic view of community
- Collaboration – we believe that we achieve more together
- Innovation – we foster creative solutions for shared priorities
- Accountability – we take responsibility for our action, outcomes and impact

Credible Community Agent

Promote Achievement

Demonstrate Expertise, Knowledge, Experience & Connections

Model Best and/or Promising Practices

Provide Accountability

Strong Community Connector

Engage a Diversity of Individuals and Organizations for each HCIA Project

Build and Nurture Strong Relationships & Partnerships Across the Community

Retain and Grow Outreach via Multiple Channels

Sustainable Organization

Distinguish and market organizational identity

Attract and Maintain Community Leaders

Develop an Annual Operational Plan

Create a Sustainable Funding Framework

- Rooted in a **citizen** perspective

- Champions projects that exist **beyond the boundary** of any one organization or municipality

- Emphasizes a **multi-sector approach** and

- Promotes comprehensive, **community-based solutions** to complex issues.

- Serves as a **backbone** to **collective impact** initiatives

Trail Maps

Share Your Love of Cycling!

We want you!

Free CANBIKE Instructor Certification
First Workshops begin Oct 26th-28th, 2012

Take a Walk on *Our* Wild Side!

Over 20 local trail maps are now available online

- Our Headwaters trails and natural spaces are some of what we love most about living here.
- A frequent question asked by both residents and visitors: Where can I find area trails?

Information and Maps of Headwaters Trails Now Available!
www.headwaterscommunities.ca

HEADWATERS RESIDENTS Love OUR TRAILS & NATURAL SPACES

Small friendly **COMMUNITIES** & natural green spaces are top reasons Headwaters residents love this place we call home.
(HCIA 2008 Citizen Survey)

Reduce your OBESITY RISK by 5% for every km walked
(Heart & Stroke Foundation, 2010)

1km walked = $0.45 saved from health care spending
(OTC, Nov 2010)

EVERY HEADWATERS TRAIL HAS ITS OWN UNIQUE PERSONALITY

WINTER (& SUMMER) WONDERLAND!
- 10 km of hiking trails
- 14 km of cross-country ski trails
- 700+ visitors each week in 2012

MONORA PARK

ISLAND LAKE

COMMUNITY TREASURE
- Great recreational opportunities
- 40,000+ visitors enjoyed these 8 kms of trails in 2012.
- Fully accessible: bikes, wheelchairs, strollers, hikers, joggers all welcome!

2011 Community Well-Being Report

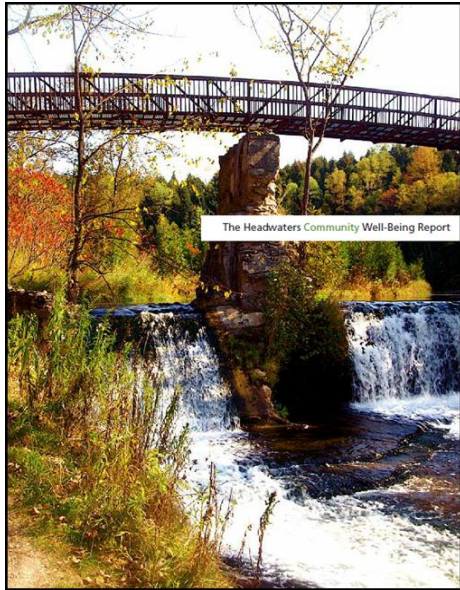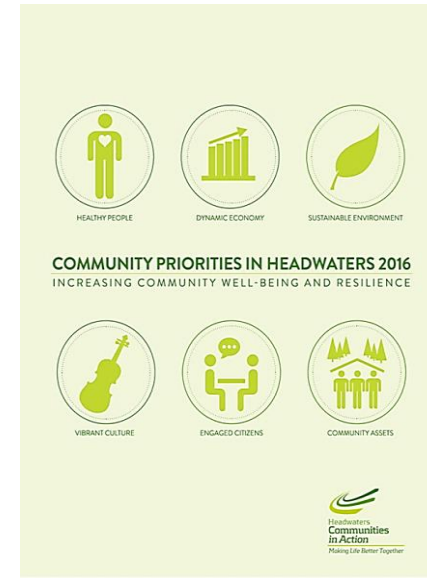COMMUNITY PRIORITIES IN HEADWATERS 2016
INCREASING COMMUNITY WELL-BEING AND RESILIENCE

HEALTHY PEOPLE · DYNAMIC ECONOMY · SUSTAINABLE ENVIRONMENT

VIBRANT CULTURE · ENGAGED CITIZENS · COMMUNITY ASSETS

Headwaters Communities in Action
Making Life Better Together

2016 Community Well-Being Report

• Small Town Feel	• Protecting Headwaters
• Rural Roots	• Community Safety
• Economy	• Health & Social Services
• Poverty	• Community Involvement
• Arts & Culture	

Human Assets	Social Assets	Built and Financial Assets	Natural Assets
Human Assets Indicators: Population age and gender structure as measured by health and education, labour and skills **Measures/Data Points:** Time Use	**Social Assets Indicators:** Attributes of the collective population or community (knowledge, trust, efficiency, honesty) **Measures/Data Points:** Information, density and frequency of human relationships, power	**Built and Financial Capital Indicators:** Human built (factories, tools, machines, etc.) with indicator Financial investment **Measures/Data Points:** Depreciation Investment	**Natural Assets Indicators:** Materials and energy sources and sinks (wastes) – indicators to monitor stock of resources with unsustainable use **Measures/Data Points:** Sources declining and sinks increasing Plans for Environment – Caledon

Action Learning that is highly aspirational & profoundly practical

All of Baltimore's babies are born at a **healthy weight, full term**, and ready to thrive in **healthy families.**

B'more for Healthy Babies™
Every baby counts on you

2009: The Challenge

- Highest infant mortality rate in Maryland

- Fourth highest rate in the United States

- Black babies dying more than 5 times the rate of White babies

- 27 babies died from unsafe sleep

- 1 in 8 babies born preterm

- 1 in 8 babies born at a low birthweight

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2014: The Progress

Organizational Collaboration has Powerful Impact

- 24% decrease in infant mortality

- 32% decrease in teen pregnancy

- 10% decrease in low birthweight

- The racial disparity between white and black infants decreased by almost 40% during same time period

- The decrease in number of sleep-related deaths was biggest contributor to lower infant mortality

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The Present

Community Engagement in Upton-Druid Heights

- 20 Community Conversations held

- An inventory of resident gifts, talents and abilities developed

- Local faith leaders and business owners recruited as conversation hosts

- Consensus on a long-term vision and specific community improvement ideas

Skills of Upton-Druid Heights Residents

"I want to teach young boys about money and finances. They need to save their money and not buy all that expensive stuff.."

"I design dresses. I can help get young girls ready for prom."

"I want to help young moms. I have a Sam's Club Card – I just need a car."

- Cooking and baking
- Driving and help with transportation
- Haircutting and styling
- Youth mentoring
- Home Improvement
- Decorating and Painting
- Writing
- Dancing

Opportunities for Action in Upton-Druid Heights

- Neighbourhood Beautification

- Neighbourhood Safety

- Employment & Local Economic Development

- Strong Families & Supportive Community

- More Recreation and Leisure

What Impact Did the Project Have?

- 60% of the building's tenants were engaged

- Residents feel more connected (28% increase throughout the project)

- Residents now proactively problem-solve

- Residents created a breakfast club, a number of pot-luck dinners & contributions to local youth centre

- 72% increase in resident-led activities from beginning to end of project

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Next: Mobilizing for Shared Action

- Two resident-led Working Groups have formed:
  - An Accessibility Action Group
  - A Resident Communications Group
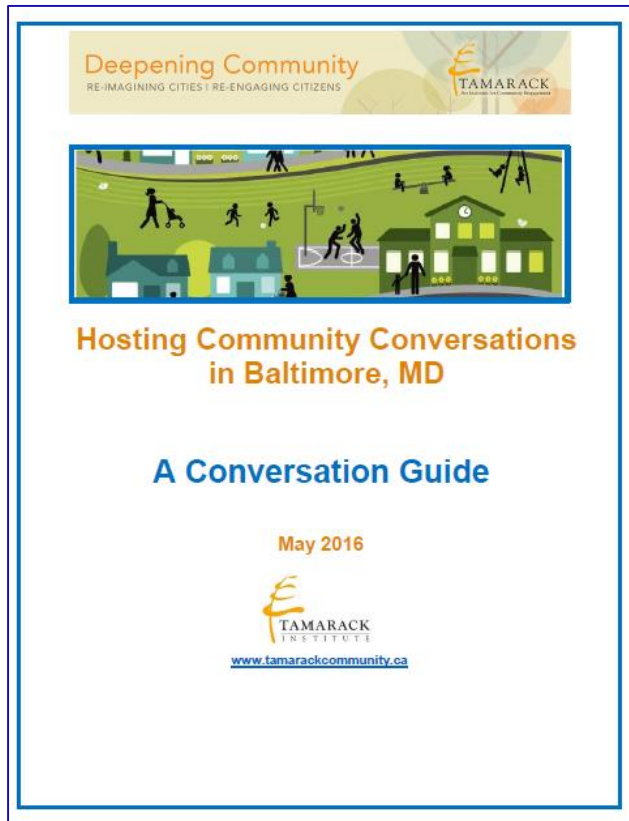- Initial meetings for both projects have had strong attendance

I'm Alright!

A sample "door hanger" that lets neighbours look out for each other

Practical Tools
to
Translate Theory
into Action

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A Guide to Hosting Community Conversations

Deepening Community
RE-IMAGINING CITIES | RE-ENGAGING CITIZENS

TAMARACK
An Institute for Community Engagement

B'More *Local Community Engagement* Project and Asset Mapping Survey

Please take a few moments to complete this survey. Your feedback will contribute to helping us:

- Evaluate your experience and the impact of this conversation;
- Compile a profile of the perspectives engaged by this project; and,
- Identify potential projects for shared action; and,
- Map the assets (gifts, talents and knowledge) of residents that can be engaged to enhance our community

Demographic Information
- Gender: _____
- Age Category (Circle one)

Less than 18   18-24   25-34   35-49   50-64   65+

- Where do you live?
Municipality _____

- How long have you lived there? (Circle one)
Less than 2 years   2-5 years   6-9 years   10-24 years   25+ years

1) Which group(s) or perspectives do you represent? (Please circle all that apply):

a. Community Member	e. Government/Public Sector
b. Arts/Culture Sector	f. Faith Community
c. Not For Profit	g. Education Sector
d. Business Sector	h. Other (Please specify) _____

Your Experience of the Conversation

2) Please circle your rating to the statements below.

Before the Conversation					
	1= Very Low 3=Moderate 5= Very High				
How connected do you feel to the people in this gathering?	1	2	3	4	5
How aware are you of the different experiences & perspectives of people in this gathering?	1	2	3	4	5
How interested are you in working together to strengthen your community?	1	2	3	4	5

ABCD Resident Asset Inventory

- A common assumption: our personal needs are in competition or conflict with the team's needs

- Effective teams understand and agree upon what they want to achieve together

- Powerful and authentic shared visions emerge personal visions.

- Creating space for the hopes and needs of each individual team member to be heard enables them to be integrated into the team's vision and action plan

EXPLORING OUR GIVES & GETS

Exploring Our "Gives & Gets"

My Personal Gives (contributions) What I can personally contribute through my involvement with this project.	My Personal Gets (benefits) What I personally need to get from my involvement with this project.
My Organizational Gives (contributions) What my organization can contribute through our involvement with this project.	**My Organizational Gets (benefits)** What my organization needs to get from our involvement with this project.
Contact Information (Optional)	Name:
	Email:
	Phone:

- What do you/your organization need from your involvement in the initiative **(benefit)**?

- What can you/your organization contribute through your involvement in the initiative **(contribution)**?

Individually capture your personal & organizational gives and gets on the sheets provided.

Embrace the Practices of Community

- Cultivate & build **relationships**
- Identify & utilize everyone's **skills** & knowledge
- Work **collaboratively** with agencies & focus on **whole places** – not separate functions
- Give people **power** & **ownership**

- Jim Diers
Neighbor Power

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- Jim Diers
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http://www.deepeningcommunity.org/abcd-canada-home

- **Comments?**
- **Questions?**

"If you want to go fast, go alone…If you want to go far, go together…"

- Kenyan Proverb

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GET EVENT RESOURCES

Access all event resources including PPTs and handouts.

https://communitychangeinstitute2017.sched.com/

STAY IN TOUCH

To access tools, resources, webinars, and to stay up to date with the latest in community change, visit:

www.tamarackcommunity.ca

THANK YOU!