Central East (HHS Region 3)
PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Southeast (HHS Region 4)
PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Mastering Qualitative Research Skills: Environmental Scans and Asset Mapping

Session 4: March 14th, 2024

PRESENTER:
Josh Esrick, MPP

Thank you for joining us today.
We will begin promptly at **12 PM** Eastern.

While waiting for us to get started, please share in the chat if there are any T/TA topics you are interested in hearing more about from us in the future.

SAMHSA
Substance Abuse and Mental Health Services Administration

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Technical Information

SAMHSA
Substance Abuse and Mental Health Services Administration

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LIVE

This webinar is now live.

It is being recorded.

Please remain muted.

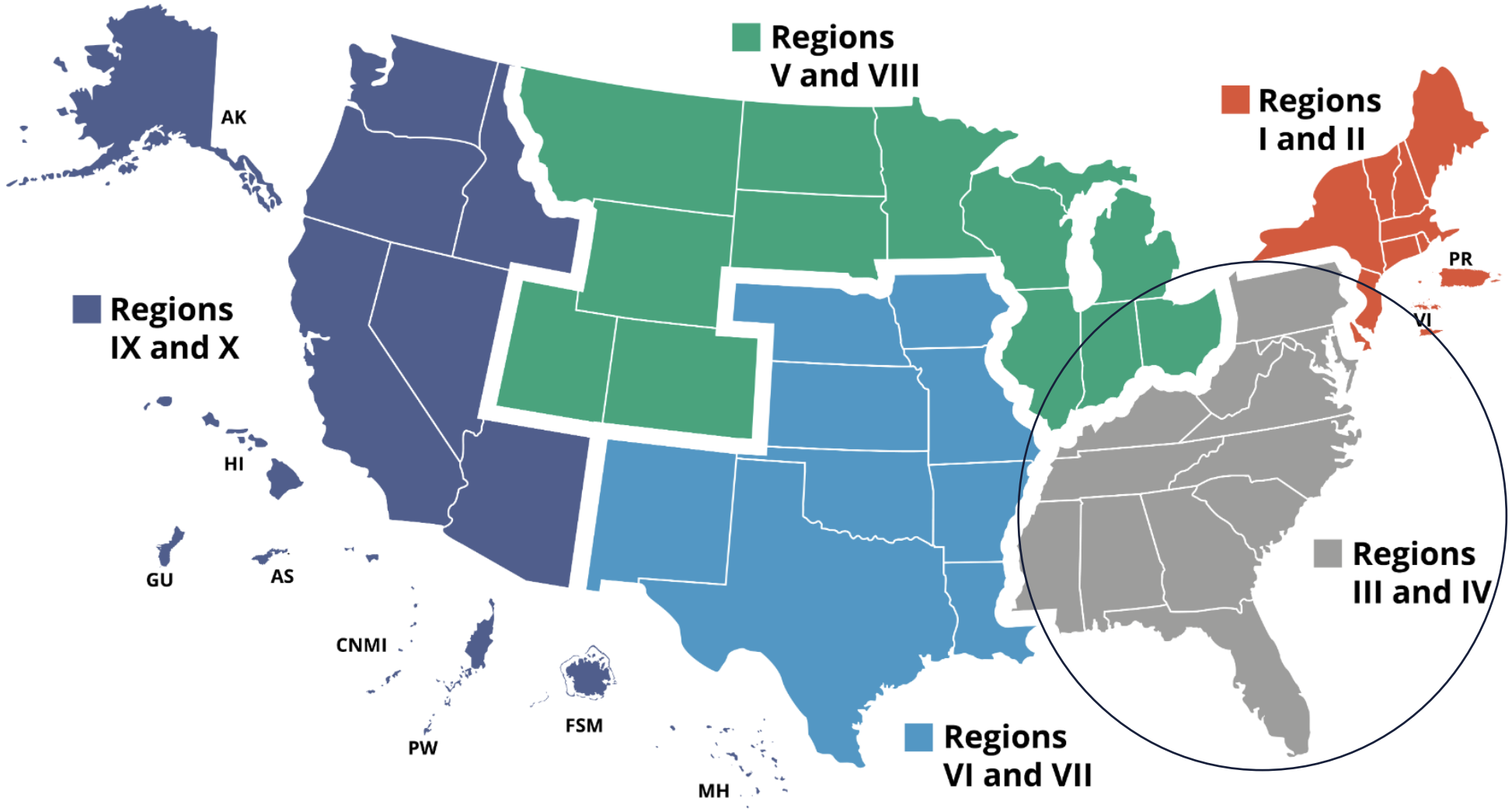
Central East (HHS Region 3) PTTC

Southeast (HHS Region 4) PTTC

What is SPTAC?

SAMHSA's Strategic Prevention Technical Assistance Center (SPTAC) is a national training and technical assistance system committed to helping SAMHSA prevention grantees move their prevention programs forward.

How We Are Organized



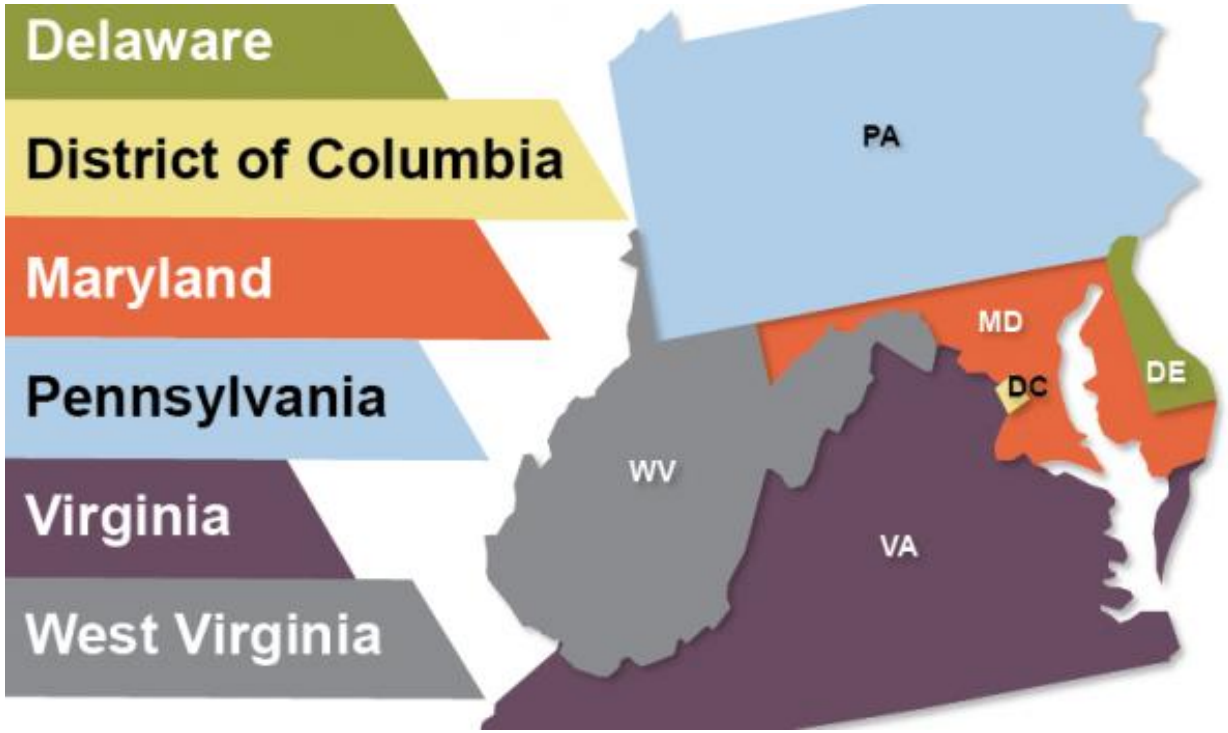
Who We Serve

States, tribal entities, territories and communities supported under SAMHSA's Substance Abuse Prevention and Treatment Block Grant Program and Grants to Support Community-based Prevention Programs, as follows:

- Substance Use Prevention, Treatment, and Recovery (SUPTR) Block Grant
- State Strategic Prevention Framework–Partnership for Success (SPF-PFS)
- Sober Truth on Preventing Underage Drinking Grant Program (STOP ACT)
- Strategic Prevention Framework for Prescription Drugs (SPF Rx)
- Substance Abuse and HIV Prevention Navigator Program (formerly MAI)
- Prevent Prescription Drug/Opioid Overdose-Related Deaths (PDO)
- State First Responders–Comprehensive Addiction and Recovery Act (FR-CARA)
- Improving Access to Overdose Treatment (OD Tx)

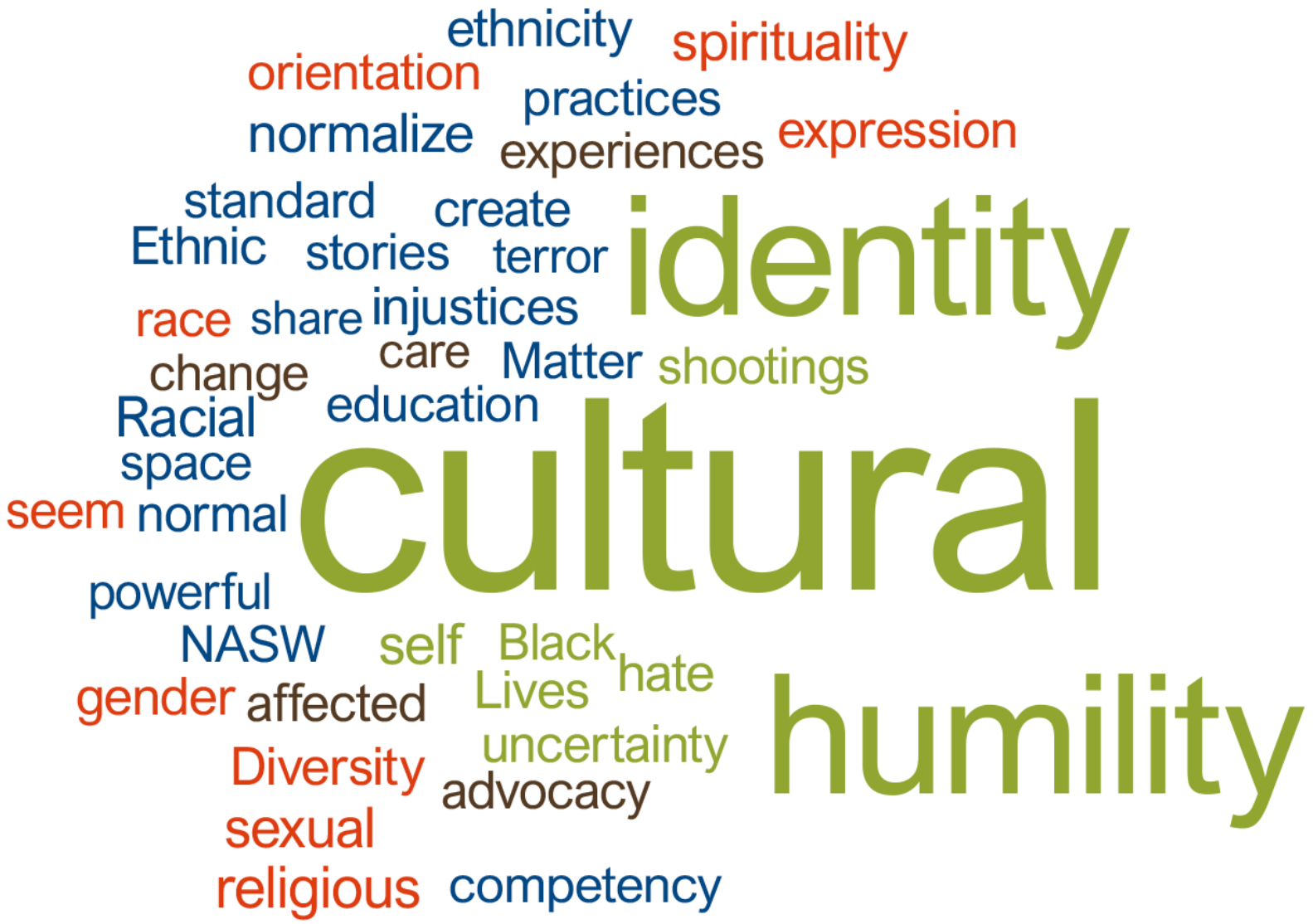
Central East Region

HHS REGION 3



Southeast Region

HHS REGION 4


ethnicity
spirituality
orientation
practices
normalize
experiences
expression
standard
create
Ethnic
stories
terror
identity
race
share
injustices
care
Matter
shootings
change
education
Racial
cultural
space
seem
normal
powerful
NASW
self
Black
hate
gender
affected
Lives
humility
uncertainty
Diversity
advocacy
sexual
religious
competency

The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.

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Mastering Qualitative Research Skills:
Environmental Scans and Resource Mapping
Session 4

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Presenter

Josh Esrick

Learning Objectives

- Describe the importance of environmental scans and asset maps
- Explain the key elements of environmental scans and asset maps
- Recognize how to incorporate scanning and mapping findings into strategic planning

The Importance of Scans and Maps

What are Enviromental Scans?

- There actually isn’t a single agreed upon definition!
- Can be a process for identifying:
  - Causes of health issues
  - Capacities for addressing issues
  - Barriers to addressing issues
  - Strategies for addressing issues
  - Other dimensions of an issue

- Basically, it’s about learning more about an issue to better inform your strategic planning and decision making

Environmental Scans vs. Needs Assessment

Generally, environmental scans (at least in public health!) are **broader** than needs assessments

Focused on the **big picture**, rather than the details

Provide **context**, and identify **areas to investigate further**, rather than identifying specific needs

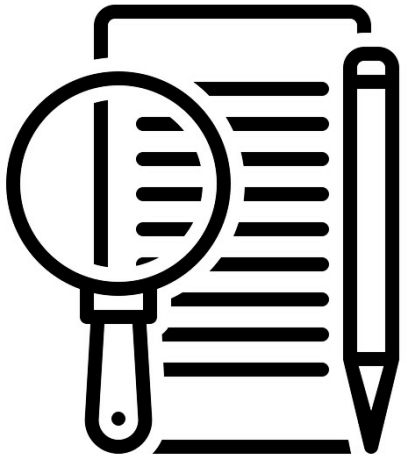
Rely on **secondary data** rather than primary data

Other Takes on Environmental Scans

CADCA	Narrowly defined as being a tool to learn specifics about the causes of substance misuse
CMS	Broadly defined as a process for comprehensively learning about the entire relevant environment around an issue
Businesses	Generally defined as processes for learning about events and how they might impact operations

How Should You Define Them?

- In whatever way makes sense to you and is relevant to your organization's needs
- Just be consistent in your definition and clear to others
- Think through what you want to accomplish and how it differs from a comprehensive needs assessment or epidemiological surveillance tools



Why Care About Environmental Scans?

- Data and evidence are vital prevention efforts, but resources to collect them are often limited
- Environmental scans (assuming the general public health definition) can be used to guide your efforts
  - Help focus your needs assessment
  - Guide efforts to develop partnerships
  - Determine what interventions to learn more about
  - Support implementation and evaluation efforts

Asset Maps

What is Asset Mapping?

- A strengths-based approach to community development focused on identifying and leveraging **existing resources** within a community
  - What a community has instead of what it needs
- “A systematic process of cataloging key services, benefits, and resources within the community … to identify community assets and strengths” (RHIhub)
- Commonly visualized through diagrams or GIS/spatial mapping

What Types of Information Can Asset Maps Provide?

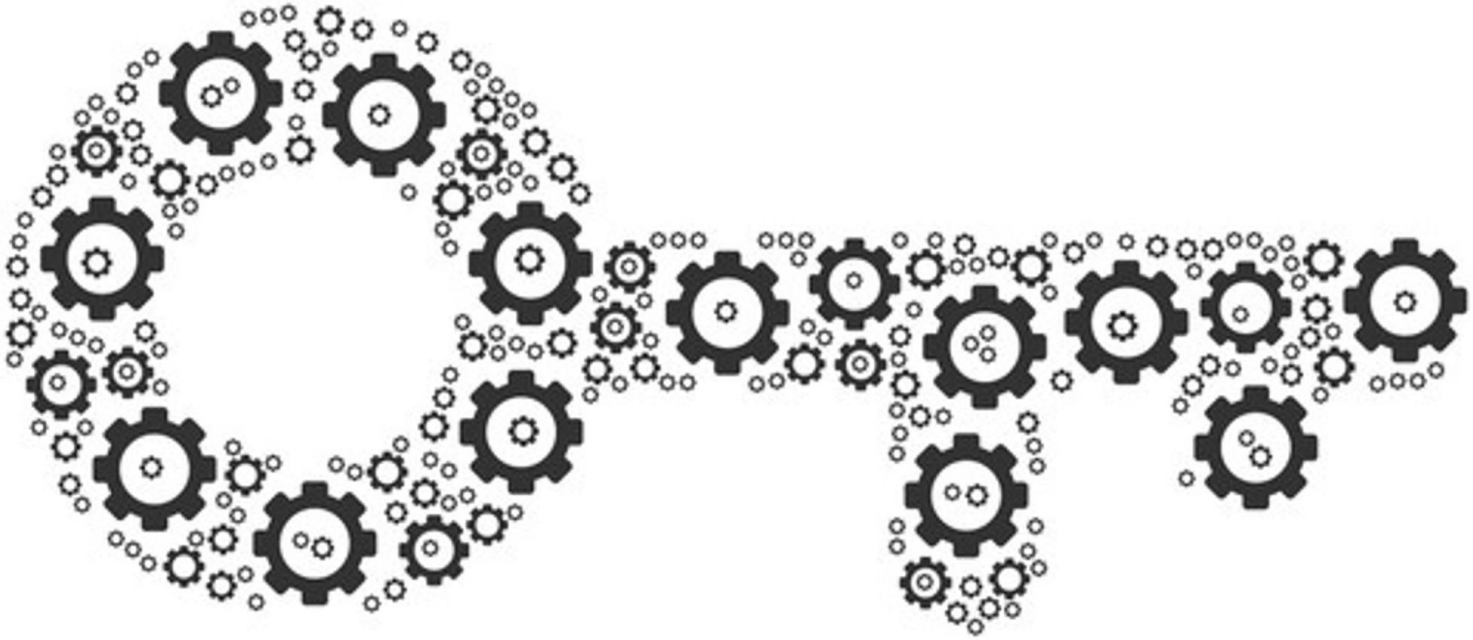
Strengths	Resources	Knowledge
Physical structures	People (residents and power brokers)	Local cultures/traditions
Public services	Institutions	Local economy

Why Care About Asset Maps?

- They are a key part of the strategic planning process
- They can help you gain a deeper understanding of the community
  - Resources, culture, relationships, power, structures
- They are helpful for obtaining “buy-in” from community members
- They can help identify key stakeholders/opportunities for partnership
- They can help you make important decisions about priorities for prevention program planning

When to Use Asset Maps?

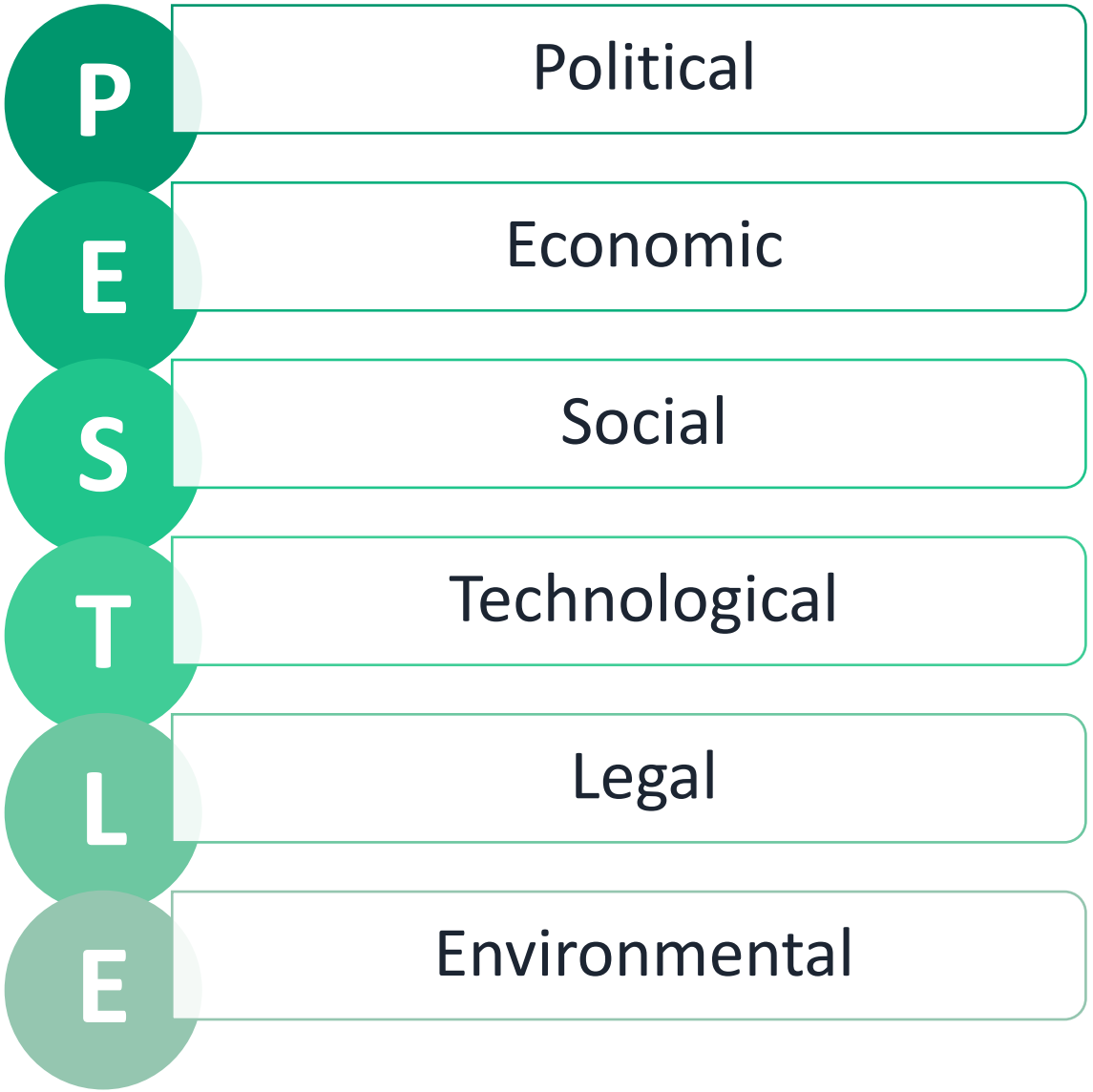
Key Elements of Environmental Scans and Asset Maps



Environmental Scans Elements

- The exact elements will change depending on what definition we use; let's go through a few examples
  - PESTLE analysis
  - SWOT analysis
  - CADCA's "4 P's"
  - GIS (Geographic Information Systems) analysis

PESTLE


P
Political
E
Economic
S
Social
T
Technological
L
Legal
E
Environmental

SWOT

The 4 P's

PRICE

PRODUCT

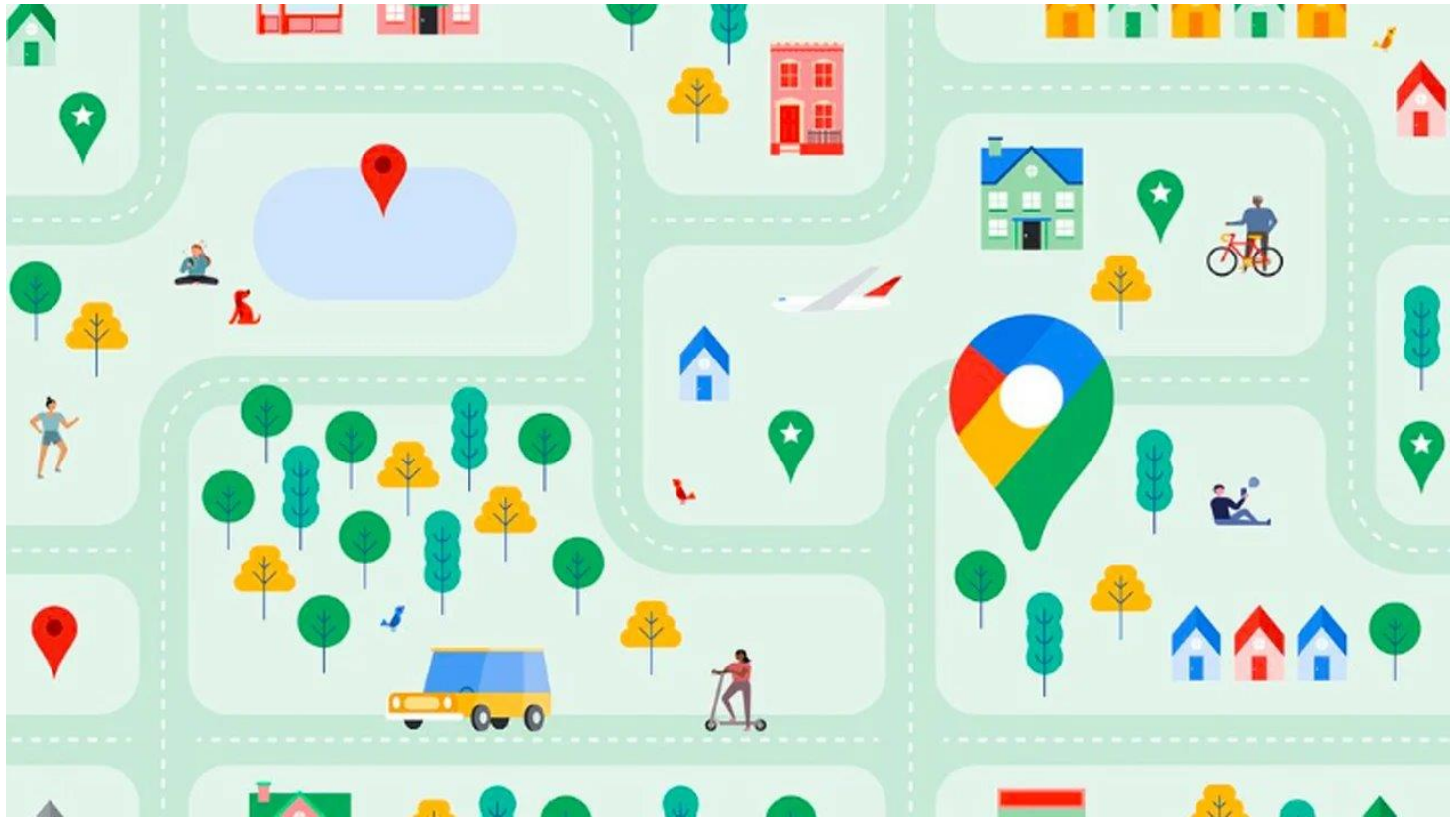
PROMOTION

PLACE

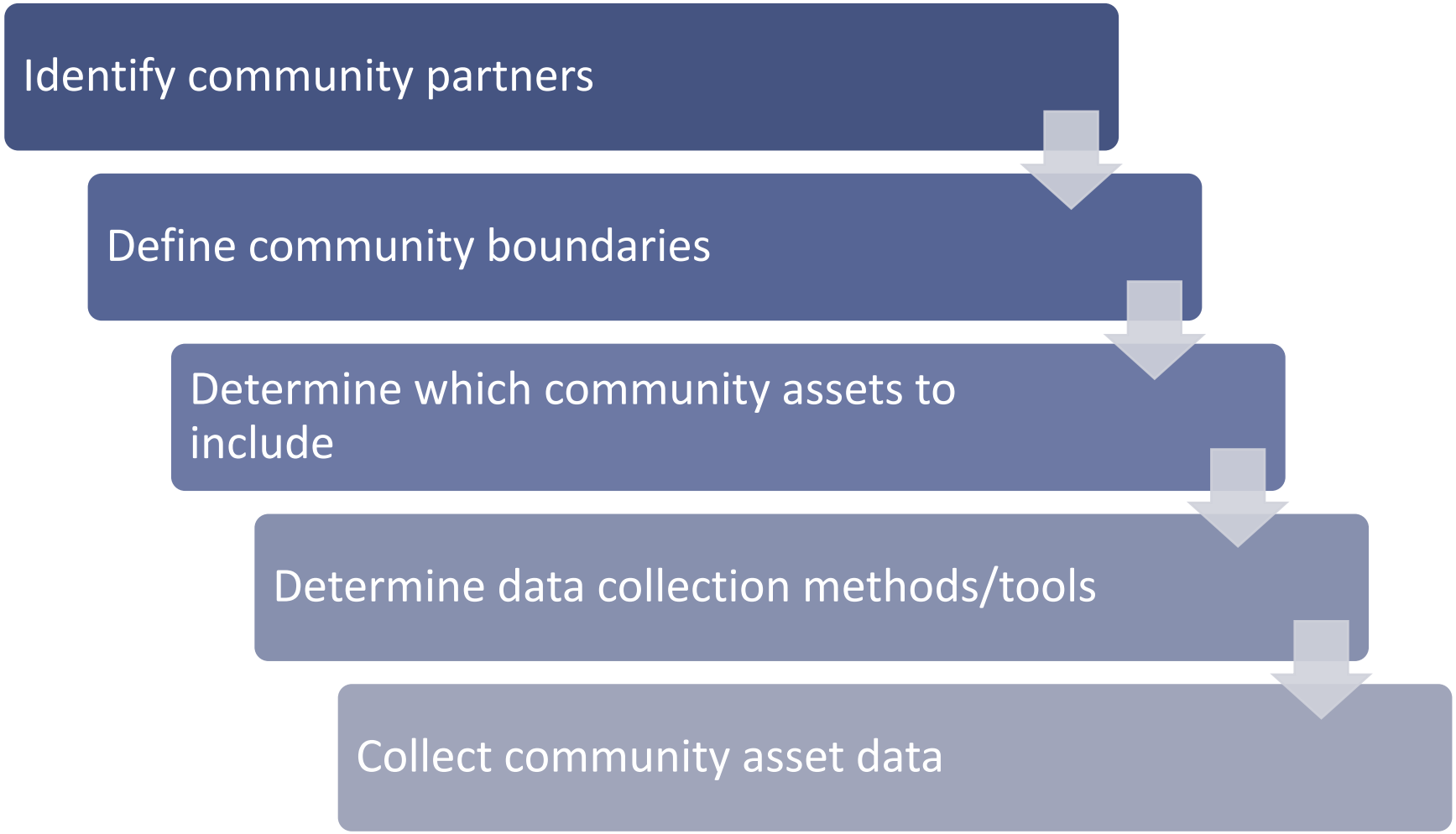
Geographic Information Systems

- Using digital mapping software to link data to geographic locations
- Allows for tracking the spread or incidence of substance use or overdoses
- Can also track risk & protective factors and population clusters
- Requires location information about your data

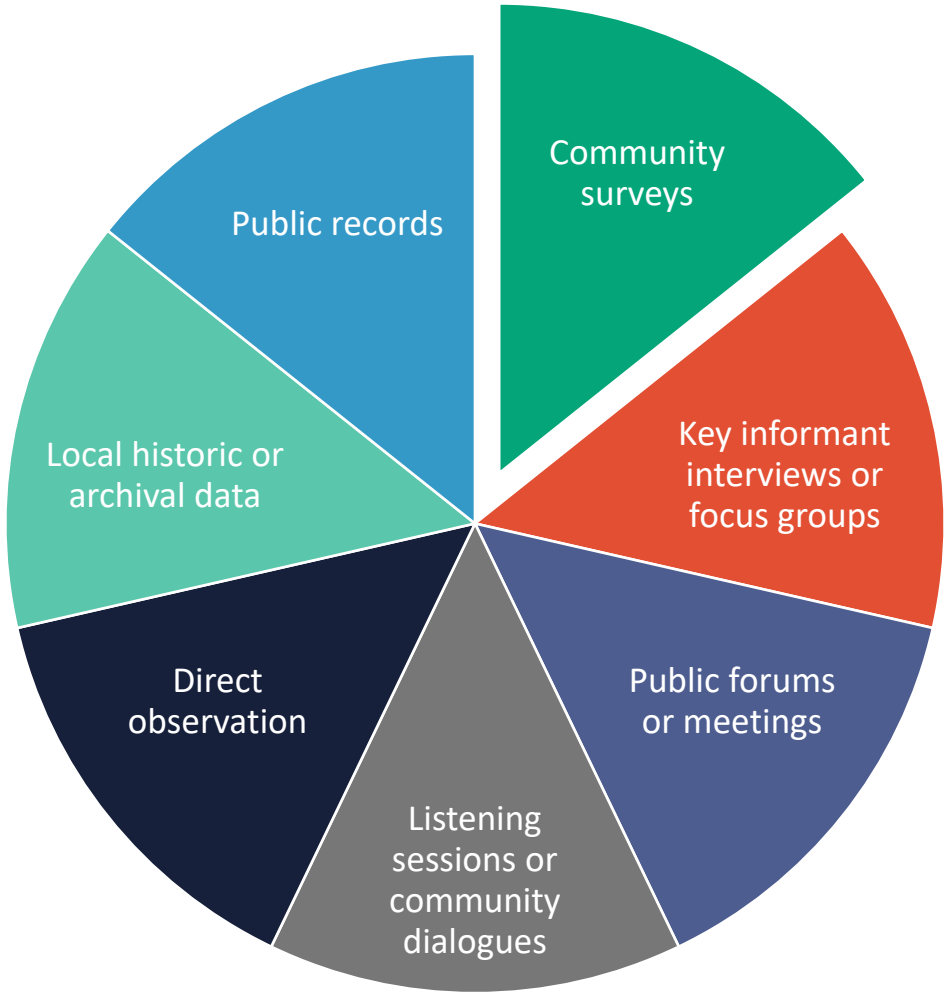
Asset Map Elements



Asset Mapping Process



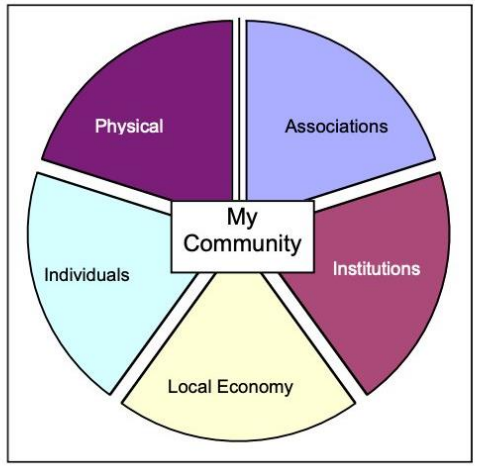
Collecting Data for Asset Mapping



Asset Map Examples

Associations

Animal Care Groups
Anti Crime Groups
Block Clubs
Business Organizations
Charitable Groups
Civic Events Groups
Cultural Groups
Disability/Special Needs Groups
Education Groups
Elderly Groups
Environmental Groups
Family Support Groups
Health Advocacy and Fitness
Heritage Groups
Hobby and Collectors Groups
Men's Groups
Mentoring Groups
Mutual Support Groups
Neighborhood Groups
Political Organizations
Recreation Groups
Religious Groups
Service Clubs
Social Groups
Union Groups
Veteran's Groups
Women's Groups
Youth Groups



Physical Space

Gardens
Parks
Playgrounds
Parking lots
Bike Paths
Walking Paths
Forest / Forest Preserves
Picnic areas
Campsites
Fishing spots
Duck ponds
Zoos
Wildlife center
Natural Habitats - coastal, marine, amphibian
Bird Watching Sites
Star Gazing Sites
Housing
Vacant Land & Buildings
Transit stops and facilities
Streets

Institutions

Schools
Universities
Community Colleges
Police Departments
Hospitals
Libraries
Social Service Agencies
Non Profits
Museums
Fire Departments
Media
Foundations

Individuals

Gifts, Skills, Capacities, Knowledge and Traits of:

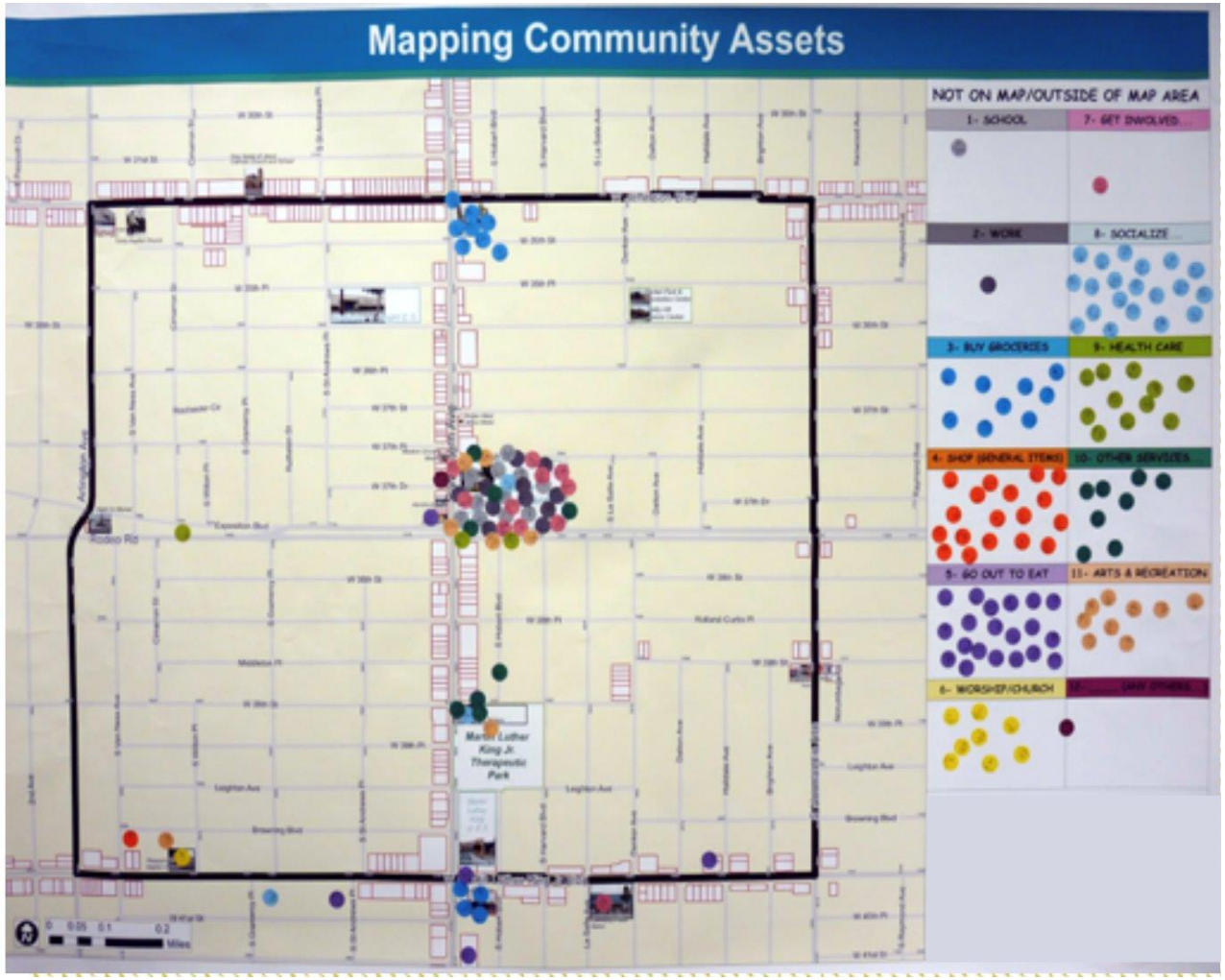
Youth
Older Adults
Artists
Welfare Recipients
People with Disabilities
Students
Parents
Entrepreneurs
Activists
Veterans
Ex-offenders

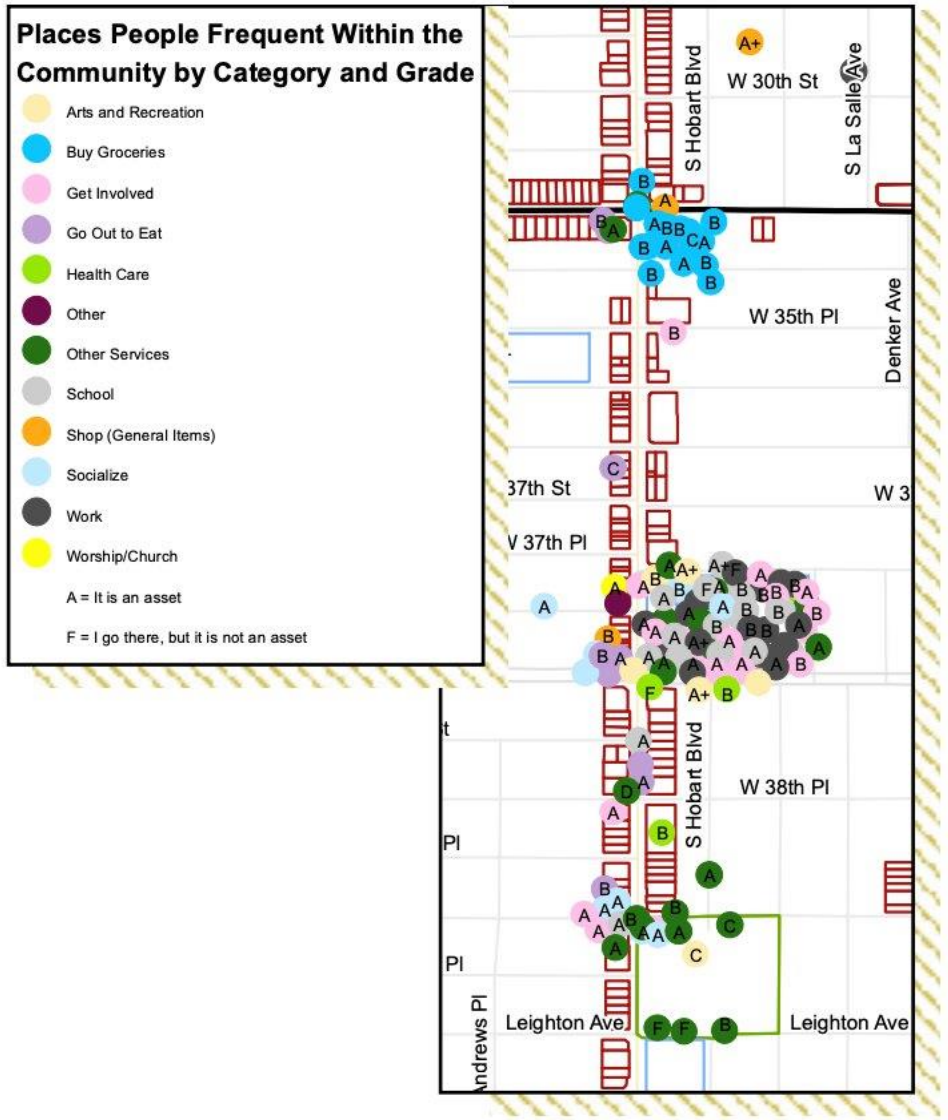
Local Economy

For-Profit Businesses
Consumer Expenditures
Merchants
Chamber of Commerce
Business Associations
Banks
Credit Unions
Foundations
Institutional - purchasing power and personnel
Barter and Exchange
CDCs
Corporations & branches

Asset Map Examples

Asset Map Examples





Incorporating Scans and Maps into Strategic Planning

Step 1: Assessment

Step 2: Capacity

Step 3: Planning

Step 4: Implementation

Step 5: Evaluation

Summary

- Environmental scans and asset maps are valuable tools for informing your strategic planning efforts
- There are multiple ways of conducting them; consider your specific needs and capacity when deciding what to do
- Seek out guides and resources to learn more, including materials originally developed for other sectors (e.g., private industry)

Contact us!

Nicole M Augustine, MPH, MCHES, PS

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Access the SPTAC Website

Click here to request a TA from our region!

Contact Us

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a program managed by

THE DANYA INSTITUTE

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