

ABCD Workshop

Asset Based Community Development



Lets begin to tell our **stories** and **change** the **conversation!**

What do we mean by
Community Assets?



Community Assets



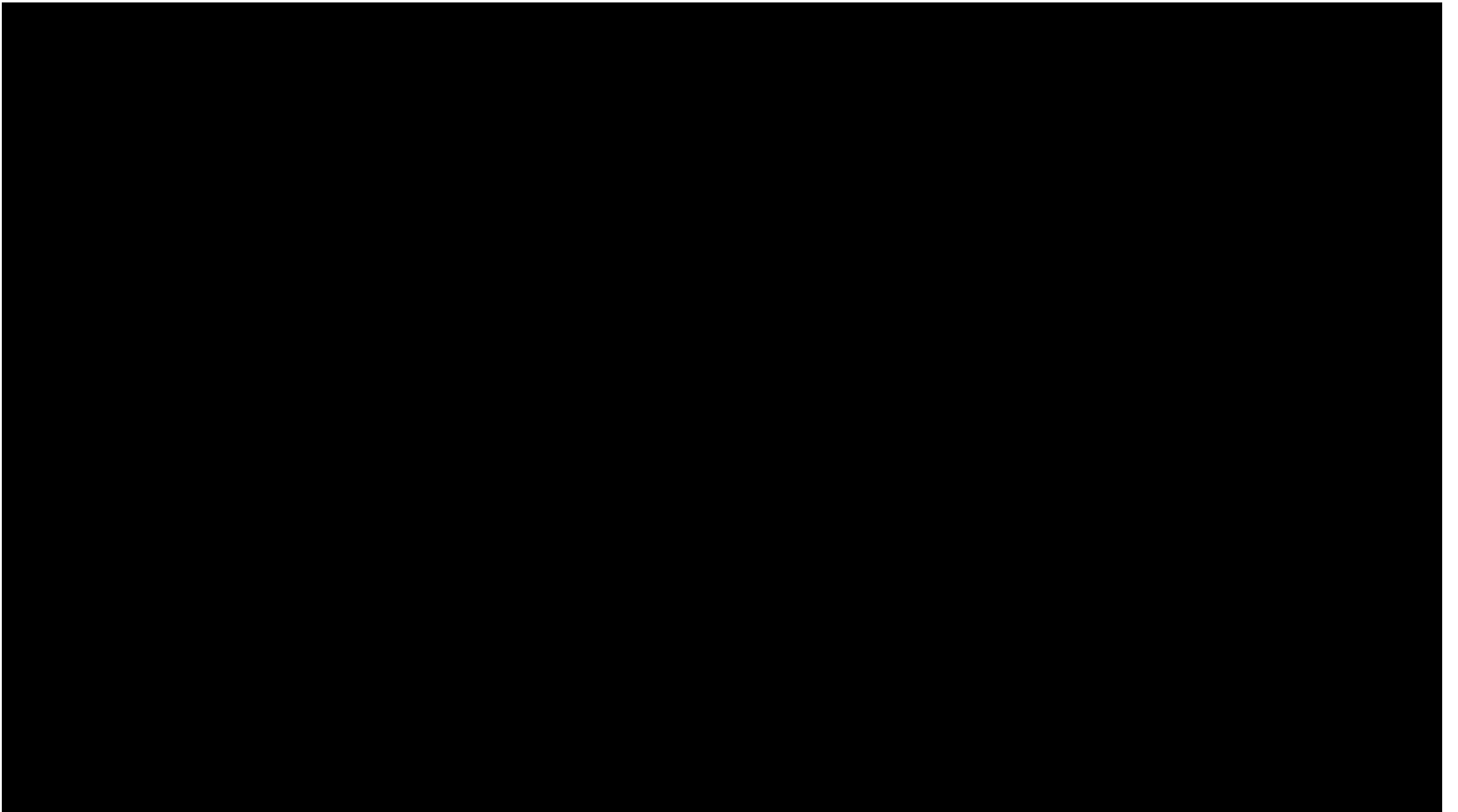
- Physical Assets
- Institutions
- Associations
- Individuals
- Connections

The ABCD Community Pie

1. Introduce yourself to the person next to you, discuss the questions & complete your 'pie'.
2. On the flipchart paper around the room, write up your answers under the correct heading.
3. Circulate & have a look at everyone's answers. Can you find a 'match' ?

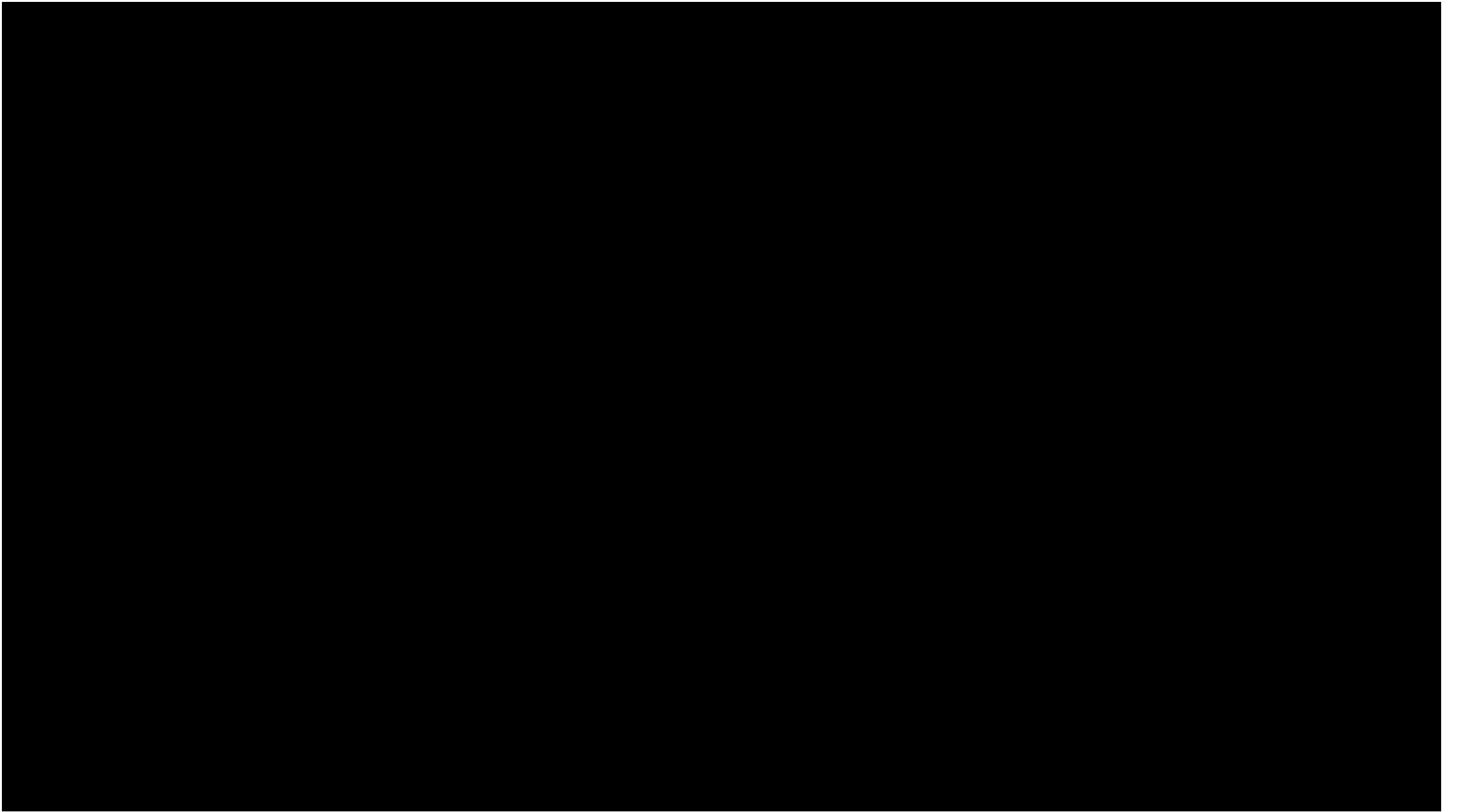


When you hear the countdown return to your seat!





Cormac Russell explains the **Asset Based Community Development**



Principles that guide ABCD include:

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



Asset based V Deficit based 'can do' 'can't do'

1. Work in groups of 3 or 4.
2. Under the **two headings** separate the **'can do'** from the **'can't do'** statements
3. Organise the statements into **matching pairs**
4. Are you familiar with any of these statements? **Discuss any examples**
5. Prepare to **feedback**





Asset based **Can do**

Strengths based

How can we create community spirit?

What can I do?

We're all in this together

We're getting there

Work with engaged people

People have the answers

People control their lives

V

Deficit base **Can't do**



Problem orientated

How can we fix the problem?

Someone needs to sort this

Us versus them

Problems are embedded

Do things to people

People are a problem

People can't be trusted to decide/be in control

Does the language we use focus our attention on the deficits & needs rather than the gifts & assets of individuals, groups and communities?

To change our practice, we need to practice change

Challenge and change these familiar statements...

Lets start by doing a needs analysis ...

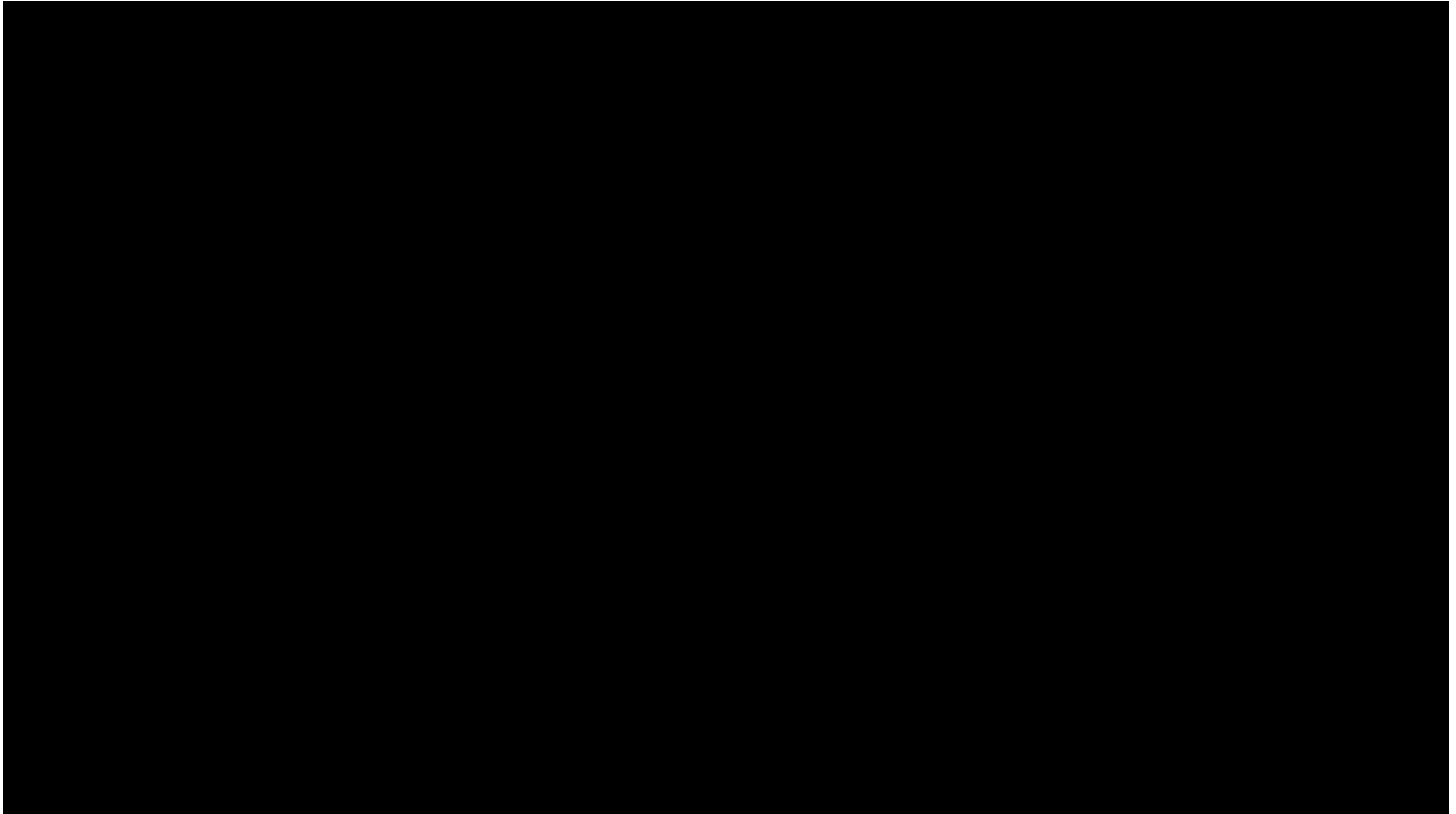
This is an area of high deprivation...

Lets set up a meeting with key professionals to fix the problem...

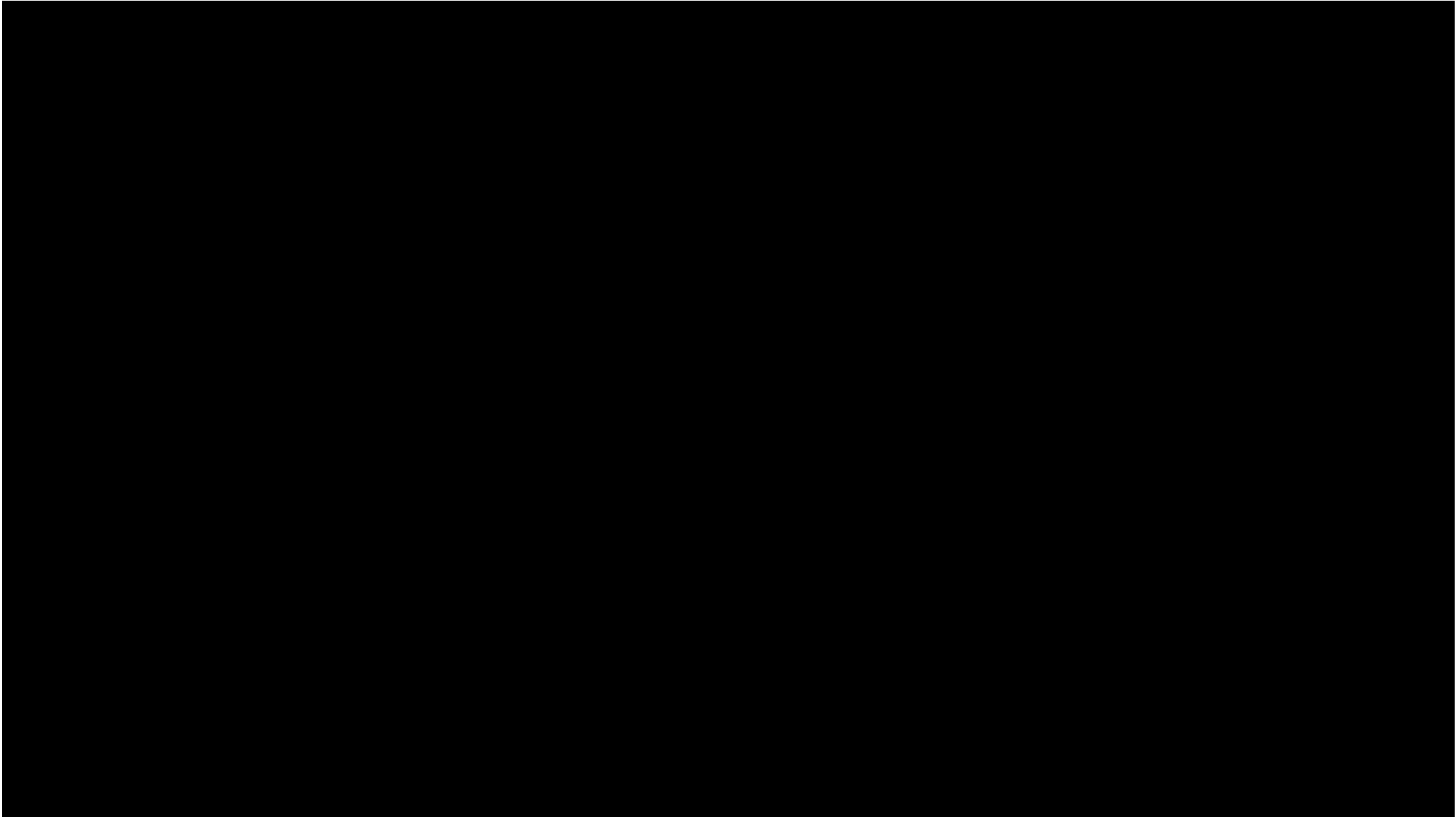


ABCD Stories





The Black Pearl on New Brighton Beach



Men's Sheds Ireland



WHY? ABCD draws out strengths and successes in a community's shared history as its starting point for change

1. Find someone you don't know, introduce yourself and...
2. Share a success story/strength from your community
3. Be prepared to feedback

That's all folks!

Just before you go, we are on an ABCD mission in Aberdeen!

If you would ...

- like to hear about what happens next
- are willing to share your story with us in more detail
- or just curious if we manage to change the 'can't doers' into 'can doers'

Keep in touch!

Like us on Facebook **ABCD Aberdeen**



And please continue to ...

