SATELLITE OUTREACH

Community Mapping Guide

Community Mapping Guide Contents

Overview of the Guide

What is Community Mapping?

- Introduction
- Community Mapping Process
- Key Tips

Stage 1: Mapping Already Existing Community Networks

- Introduction
- My Places
- Mapping Networks

Stage 2: Preparing For Mapping

- Introducing Mapping
- Physical Area
- Research Area
- Themes

Stage 3: Collecting the Community Information

- Visiting
- Online Collecting

Stage 4: Organising the Information

- Draw My Community
- Resource mapping and what's in My Community
- My Maps

Community Mapping Guide
Appendices
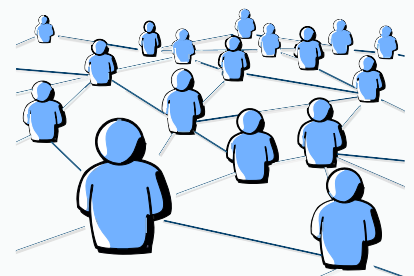
Overview of the Guide

This guide has been developed by the SRF Transition Co Ordinator for the Satellite Outreach Initiative Phase II. It is a user friendly guide to support services, staff and service users to understand and participate in the community mapping process.

It includes:

Things to think about before starting the community mapping process

Identifying current roles and networks of individuals in the community

How to go about collecting the Information

Advice and guidance on organizing the information

What is Community Mapping

Introduction

The community mapping process (also known as community asset or resource mapping) acknowledges that individuals, organisations/groups, and physical places all have the capacity to create real change in their communities, but that no one can do it alone.

- Community Mapping gives an opportunity to make new contacts and learn what is available in the community.
- It allows for the community to be evaluated and identify services that are potentially missing.
- Community mapping allows community members to get to know you and learn about your service.
- Making connections with other organisations could lead to cross promoting progrmames and events.

Community and Network mapping is a highly effective way to get to know a community and build a framework for future community connections (HSE, EVE, 2019). It is a collection of information and resources about what is going on in a community. A resource is any infrastructure, facility, organisation, club etc that is present in a community.

Community Mapping Process

This guide identifies four stages in the community Mapping Process.

- **Mapping Already Existing Community Networks**- this highlights what community roles and networks each individual already has

- **Preparing for Mapping**-sets out the work involved before the mapping can take place

- **Collecting the Community Information-** This identifies the various formats the information can be gathered

- **Organising the Information-** Sets out the different way the information can be presented

Stage 1: Mapping Already Existing Community Networks

Community Mapping begins by identifying the community roles and networks each individual already has. The aim is for service users to identify who they are already connected with in their community and how these relationships can be nurtured towards community participation and making further connections.

My Places allows for service users to identify the community roles they already experience in their community. They are asked where they already are a customer, where they are a member and where they feel good in the community.

Mapping Networks allows for service users to explore their social networks and opportunities to expand their networks further

Stage 2: Preparing for Mapping

When setting out to develop the physical community map the following steps should be considered:

Step 1: Introducing Mapping- Those involved in the mapping must establish a purpose and overall direction for the mapping activity. The concept of mapping must be introduced and it should be identified in the context of community inclusion.

Top Tip

Be clear on what you're trying to achieve and keep it simple as this helps explain it to others.

Step 2: Physical area- The physicality of the area must be determined by choosing a specific neighborhood, village, town etc. This process may include establishing a physical border of the area on a map. This can be done using google maps.
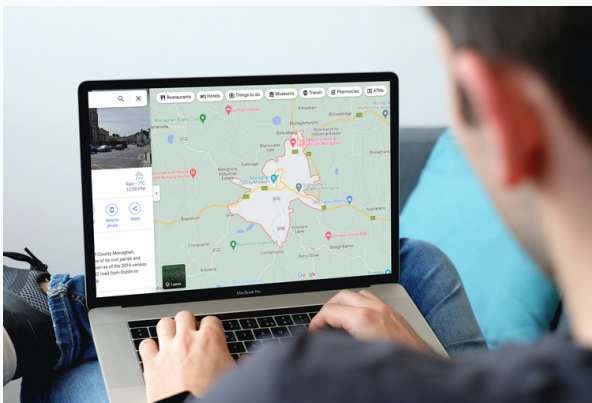
Stage 2: Preparing for Mapping

Step 3: Research methods- The methods of collecting information must be considered eg notice boards, social media, newsletters, online research etc.

If completing the map as a group this can be an opportunity to delegate using peoples strength and interests. Someone may be keen to complete the online searching, while others may wish to plan information gathering through physically visiting the area or through phone calls, photographs and emails.
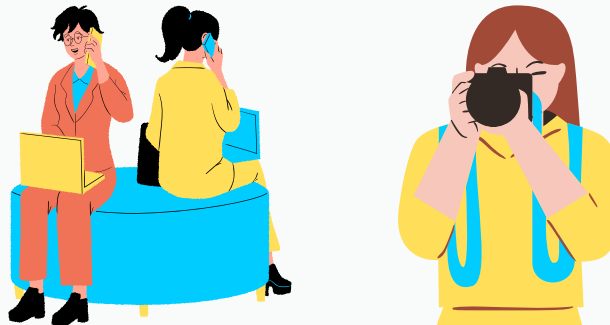
As community mapping is a live process in that activities and events change, this should be reflected in the map. Therefore a stage of the preparing may be setting out how often the map will be reviewed. This may mean updating the map on an ongoing basis or doing a full review of the map every few months/weeks.

Stage 2: Preparing for Mapping

Step 4: Themes- The group/person should decide on themes of focus for the map, examples may include:

- Education(local school,PLC,College)
- Community facilities (Library, Sports halls)
- Organisations (Tidy Towns)
- Clubs and groups (Youth Club, Drama club
- Sports Opportunities (GAA team, Yoga class
- Social & medical services (Primary care centre, nursing homes)
- Industry (Supermarkets)
- Transport and Financial services (Public bus, post office)

It may be appropriate to assign people areas of focus which suit their interests eg One person is going to look at sport, another art etc.

Top Tip

Be flexible in your approach to engagement as not everyone wants to participate in a specific task.

Stage 3: Collecting Community Information
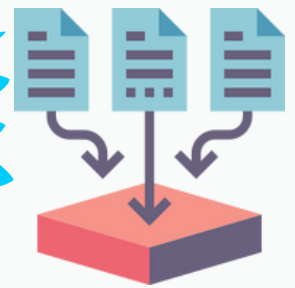
Step 1: Visiting- It is important for the group/person to visit the area and become familiar with the geography of the community and its physicality.

This is an opportunity to make the proximity of community resources, accessibility, structural aspects such as high kerbs, uneven footpaths and zebra crossings for example.

The way of collecting this information from a visit may be through video, photographs, drawing or writing it down retrospectively.

The physical visit may include visiting different community locations and getting information from leaflets and notice boards and also in person visiting family resource centres, social prescribing services or tourist information offices.
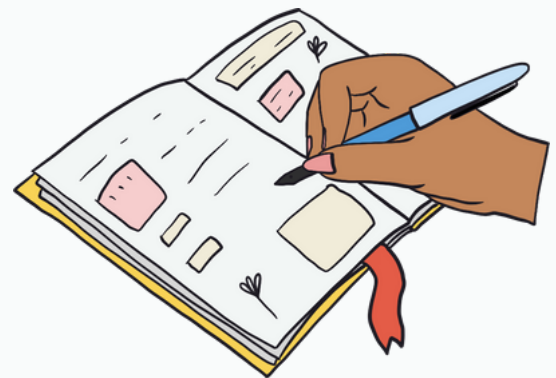
Physically collecting information can take multiple times, one visit could be focused on photography, the next on accessibility of buildings, etc. It is whatever suits each individual or the group in their mapping process.
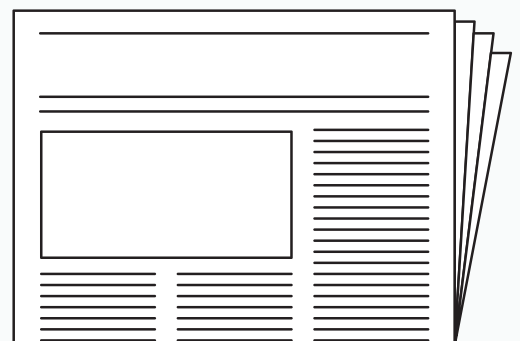
Step 2: Online collecting- Many organisations and facilities have online websites and social media accounts where they advertise local activities/groups/events. It is important to research an areas online presence, eg does the tidy towns have a facebook page, does the local Family Resource Centre have social media etc.

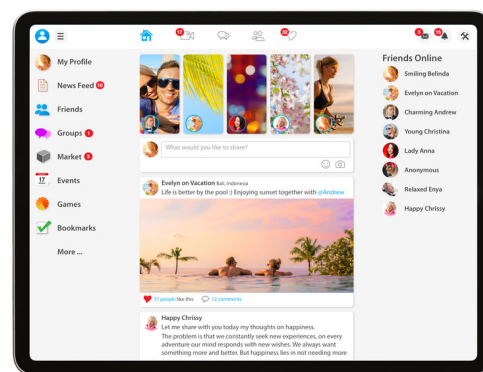This process may include preparation on internet use and safety. If part of the online information gathering is going to include reaching out by email then some preparation may be required on writing and sending emails.

Table top Mapping/ Google Mapping Mapping can be a table top exercise and a computer based exercise, if you have the resources there's no reason it can't be both – they both have advantages and disadvantages. It's really helpful if you can get hold of a large map of your area. If you have plenty of people taking part then you don't want them all crowding round an A4 sheet of paper, also the bigger the map the more information you can fit onto it, foam mounted maps are good because you can stick map pins into them. If you know a representative from your local authority then they will likely have access to maps such as these.
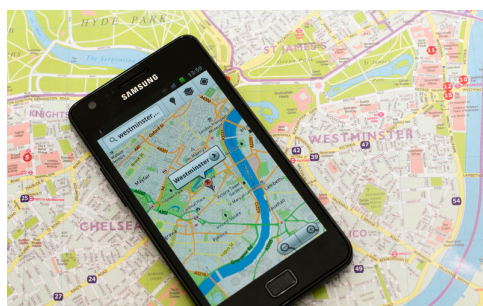
Place markers with a variety of icons. When clicking upon each marker, the user will be presented with a pop-up bubble containing text and any other content you should wish to add. Use lines and shapes to mark out specific areas such as ward boundaries or sites marked for development. Insert links to relevant web content such as the websites of organisations you are mapping or news articles about specific markers (e.g a local newspaper writes a web article about your local park, you can insert a link to this article in your pop-up bubble). You can also embed photos or videos into the pop-up bubbles so they can be viewed instantly without having to follow a link. Tracking any changes that you can bring about.

Stage 4: Organising the Information

When information is gathered the group must decide on a format to display the information. Information can be presented in a word document, Powerpoint, Easy Read document, slide show or using an application

Draw My Community- is a visual representation of the physicality of the community, but also signposting the community networks and resources identified within it.

**Resource Mapping & What's In My Community-** are a thematic collection of the communities resources

My Maps- is an online customisable mapping tool using Google. My Maps is an innovative system of continuously updating your own Google Map. The Map can be individual to each person or can be shared by a group. As it is online it can be accessed using a persons smart phone when they are out and about.
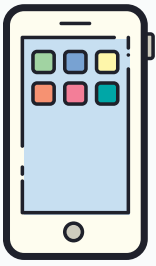
How to use My Map

To use My Map you need to have a google account

Type in My Map and click create map

An Image of Ireland will appear- highlight where you want to map

Name the map eg Community Map- Ballybofey

All changes made to the map will be saved in the drive- you can add in your own markers in different colours or available icons
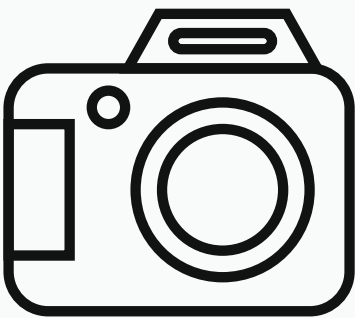
My Maps can be individual or shared with a group- To share click on quick share-enable link sharing and send link.
Important to have a generic log on for everyone to be able to access when out in the area

Community Mapping Toolkit

Using Google maps or a physical Map. Psychical maps can be available in tourist office or citizen information

Using the camera on your phone or a camera to take pictures of the community resources. Pictures could also be downloaded from the internet.

Using a computer can be used to get on the internet and can be used to format the community map, using word or powerpoint.
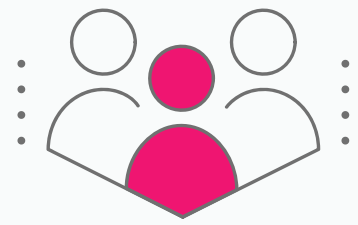
Many organisations have their own social media accounts and webpages. An internet search is an important resouce for creating a community map.

You might want to create a paper community map and use paper to gather your ideas and track your searches.

Aapted from: The Community Mapping Toolkit, Preston City Council

Resource Map

Communities are full of resources. Identifying resources in the community helps us to become aware of potential new connections we can make. Use this list to think about the various organizations people belong to. You can identify resources in your area in a number of ways - talking to others, online research, reading newspapers or newsletters, checking with the Chamber of Commerce, etc. Make your own listing and use it as a resource as you think about connecting specific people.

Resources	Your Community
Artistic Organizations	
Business Organisations	
Charity Groups	
Religious Organizations	
Community Support Groups	
Groups for Older People	
Health & Fitness Groups	
Sport Cllubs	
Interest Groups	
Public Services	
Mens Groups	
Womens Groups	
Youth Groups	
Social Casue Groups	

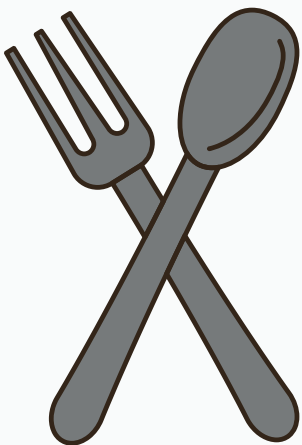Adapted from: John McKnight Northwestern University Center for Urban Affairs and Policy Research

Whats in the Community

What are the public services?, *Library, Fire station***..**

Where is the centre of the community? *The community hall***l**

Where can you go out to eat or have a drink?

Whats in the Community

What can you go to shop ?

Where can you go to excerise?

What is unique about the community?

Draw My Community

Draw a map of how you see your community and places in it . This help discovers what is unique about the community and the 'third' places. Finds out what people do for fun, where people feel valued and welcomed. Identifies the various organizations and networks in your local community. Matches the person's interests, gifts and skills with what is present in the community.

vWhat are the major streets for shopping, entertainment? What are the public places (community center) where people go? • Where is the center of the community? What are favorite places to shop? What is unique to your community? • Where are the informal places that people hang out? Who are helpful people and where can they be found?

Adapted from Community Connecting for NorthStar Services, HSA Press

My Places

My Places helps us to identify the places that matter in a person's life. It helps by increases understanding and helps identify places that are worth paying more attention to. It also helps develop the community map.

Use it by Identifying all the places a person goes that are important to them. Explore the role that the person has in each place

Places I am a customer

Places I feel good
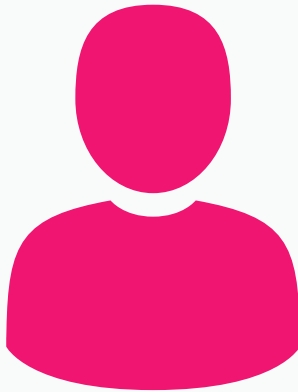
Places I am a member

Places where I have connection I could build on

Places where I can make new connections

Adapted from Community Connecting for NorthStar Services, HSA Press

Mapping Networks

Mapping Networks helps supporters map out their own networks. It can show if a person is linked to somebody else's network

Explore what the networks are, how they might be used and how we feel about it. Ask: • What are the networks? • How might we use them? • What are the common interests? • What links you?
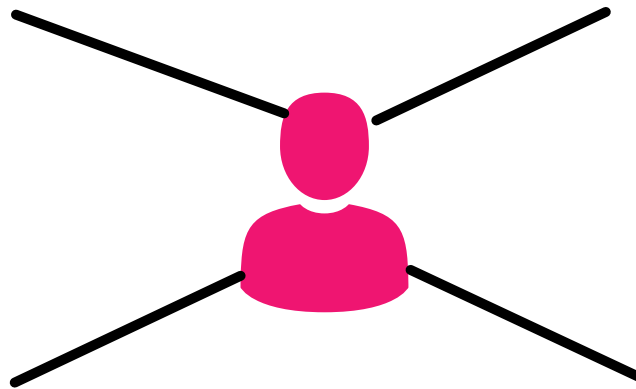
How might we use them?

What are the common interests?

What links you?

Who do you know who knows someone who might provide networking opportunities?

Adapted from Community Connecting for NorthStar Services, HSA Press

Community Opportunities

Brainstorming Places That Enhance Community Contributions. Be creative and develop a wide variety of opportunities. Consider all of the possible sites, settings, and roles in which people can contribute.

List your interests, gifts, qualities and identities you hope to develop.

I am interested in football and want to make new friends

List the community opportunities, settings, associations, networks and places where people come together with similar interests, talents and values.

There is a Tubbercurry Football club

Identify several ideas that seem most appealing and then outline five specific strategies for getting started. Remember to include who you will contact, when, and any additional information you may need to get started.

I am going to walk write to the football manager and ask when the next training is.

Presence to Contribution

Presence to Contribution lets us think creatively about activities and how we can use them as opportunities for participation and contribution. Use this tool to track what each stage of the process looks like.
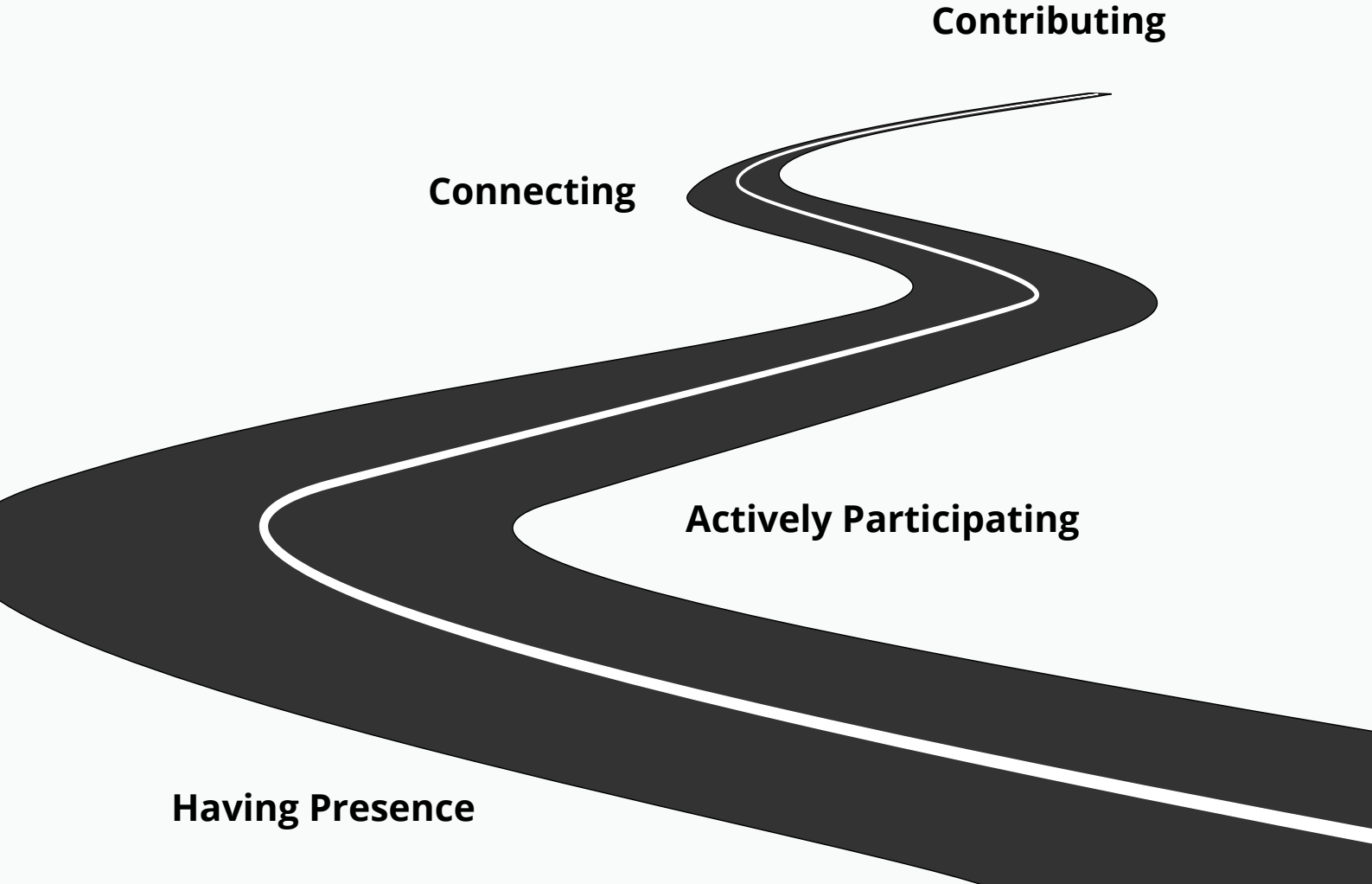
Contributing

Connecting

Actively Participating

Having Presence

Being Present

What Happens Here

What Happens here is a way to think through the characteristics and rituals of a particular place or organization. It is designed to assist you to explore the various possibilities for involvement in a particular activity or place. It is important to know about the setting, the demands and the opportunities it may place on the person. This activity helps us remember the progression of activity one would go through in order to participate. The next step for you after this exercise is to consider the supports a specific person will need during each stage of interaction.

THE STAGES OF INTERACTION.

Arrival: List things related to how other people arrive at the group or place.

Getting started: List anything that happens from the point that you get into the building until the activity actually starts. This could include things like finding a seat, knowing to be quiet when the meeting begins, greeting other people, introducing yourself, etc. Sometimes the atmosphere is very informal while other situations have more formality.

Unwritten rules: Are there unwritten ground rules?

Participation: List anything that occurs during the main portion of the situation or meeting. This varies greatly. Look for the unwritten rules, types of interaction, types of conversation, as well as the "things" that are required. For example, you would want to go to a coffee house with money.

Finishing up: How can you tell the activity is winding down? Are there specific things that occur? Again, remember the unwritten rules.

Exit: List whatever is required to leave the building. Pay attention to whether people talk with one another on the way out, whether folks go out for coffee after the activity, etc. Departure: List how people leave.

Profile of people: What are the people like who attend, age they all women, men or mixed? what age are they.

CHARACTERISTICS.
A running description of anything relevant that occurs at that particular stage. This can include things like how people are dressed, seating arrangements, or anything else that seems relevant given the setting and the person you will be supporting.

EXPECTATIONS AND DEMANDS.
Includes anything that the setting demands during a particular stage. It could be a response such as shaking hands or saying good-bye, an ability or skill, etc.

What Happens Here

Stage of Interaction	Characteristic - Anything that happens, e.g. how people are dress, seating arrangements	Demands and Expectation - what people are require to do e.g. say goodbye, shake hands
Arrival		
Getting Started		
Unwritten rules		
Participation		
Finishing up		
Exit		
Profile of people		

SATELLITE OUTREACH

If you have any questions or require further information you can contact myself at:

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CAVAN   DONEGAL   LEITRIM   MONAGHAN   SLIGO

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