Using Relationship Mapping to Build Community Capacity

Kate Frame
Prescription Drug Overdose Prevention Coordinator
Advanced Health
Coos Bay, Oregon

“Nothing to Disclose”
Learning Objectives

Participants should be able to:
• Describe the systems mapping concept.
• Explain the benefits of systems mapping.
• Locate online tools.
Using Relationship Mapping to Build Community Capacity
What is community capacity?

Trust, relationships, and connections at the individual level

Networking of partners with relevant skills and resources at the organizational level

Shared focus, community leadership, participation, and sense of community at the “cultural” level

(Longhi & Porter)
Relationship Mapping

Data-informed decision making - captures qualitative data

Objective

Demonstrate & formalize existent networks

Demonstrates where capacity can be built
How to build a Social Network Analysis

- Design a visual map that connects the nodes - get tech help if needed
- Pull together an interdisciplinary think tank to help design
- Think about all the ways you want to “slice” data to understand connections
- Identify themes (systems, focuses, gathering places)
- One-on-one interviews and local data analysis - taking inventory of relationships and connections
Free! (online tools and collaboration)
Using a Social Network Analysis

• Formalize connections (MOUs, communication loops, etc)
• Brainstorming strategies with stakeholders- where do we see gaps, and how can we build connections?
• Understanding where there is high capacity to implement a strategy
• Making decisions about allocating resources (time, energy, funding)
• Understanding barriers and breakdowns between systems
• Data tracking- measuring process
• Communication- telling the story and “myth-busting”