

# Asset based approaches: challenges, criticisms and comments

**Trevor Hopkins**

Asset Based Consulting



Asset Based  
Consulting

[www.assetbasedconsulting.net](http://www.assetbasedconsulting.net)

# Outline

- A critique of 'social capital' & communitarianism
  - Vicente Navarro (2002)
- Is it neoliberalism with a community face?
  - Mary Anne MacLeod & Akwugo Emejulu (2014)
- The uncritical adoption of asset-based approaches
  - Lynne Friedli (2012)
- Revisiting the asset model: a clarification of ideas and terms.
  - Antony Morgan (2014)



# What makes us healthy?

The asset approach in practice:  
evidence, action, evaluation  
By Jane Foot

The follow-up to 'A glass half-full:  
how an asset approach can improve  
community health and well-being'

The Health Foundation  
Inspiring Improvement

## Head, hands and heart: asset-based approaches in health care

A review of the conceptual evidence and case studies of  
asset-based approaches in health, care and wellbeing

Trevor Hopkins and Simon Rippon



Research  
April 2015

A glass half-full:  
how an asset approach can  
improve community health  
and well-being



I&DeA  
improvement and development agency

part of the LGA group



## Fallen angels

*“I’ve a patient who needs a ‘chat’... have you got anyone who’s completed the ‘verbal communications with patients in a lighthearted, supportive, but not disempowering manner’ course?”*



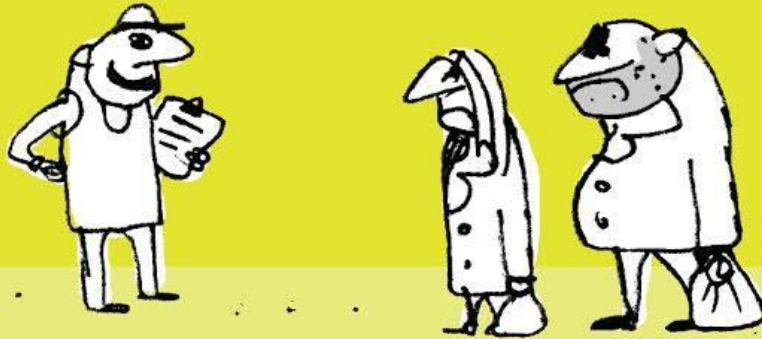
# DESPERATE BUSINESS

Ok he's going in...



Hello, I'm doing a survey into our national happiness levels

**on a scale of 1 to 10 how happy are you?**



**he's done this before and you're gonna need a much more sensitive calibration area down the bottom end of the scale**

**give us a hand putting this motivational poster up**

**sorry mate, I'm due an electronic fag break**



**I'm afraid I can't find anything wrong with you**



**surely that's some sort of syndrome in itself yeah?**





how are you getting on  
with your gastric band?

yeah, what's the possibility of  
getting a bypass fitted so I can  
enter a pie eating competition?



# DESPERATE BUSINESS

GYM



plus, you get a free 6 months  
if you recommend someone  
who'll join but not turn up

I thought we were giving up meat for January?



yeah, but this chicken is corn fed which means it's actually made out of vegetables





# The Principles

- Assets: are any resource, skill or knowledge which enhances the ability of individuals, families and neighbourhoods to create and sustain resilience, health and wellbeing.
- Instead of starting with the problems, we start with what is working, and what people care about.
- Networks, friendships, self esteem and feelings of personal and collective effectiveness are good for us.



# Values for an Asset Approach

- Give support to identify and make visible the life enhancing assets in a community
- See citizens and communities as the co-producers of sustainable outcomes rather than just the recipients of services
- Promote community networks, relationships and friendships
- Value what is already working well
- Identify what has the potential to improve resilience, health and wellbeing
- Empower communities to control their futures and create tangible resources



# Key themes

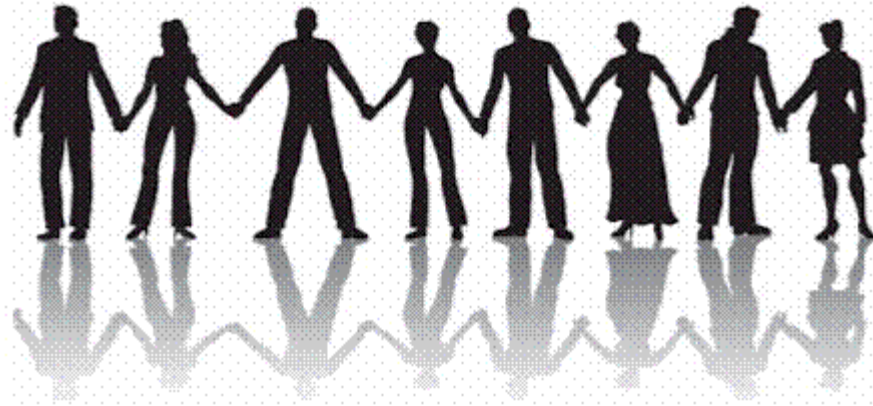
The defining themes of asset based ways of working are that they are:

- Place-based
- Relationship-based
- Citizen-led

...and promote social justice and equality



“The asset approach is a set of values and principles and a way of thinking about the world.”



It takes everyone to build a healthy, strong and safe community.

[www.assetbasedconsulting.net](http://www.assetbasedconsulting.net)



Asset Based  
Consulting