



PMI Community Demonstration Sites

COMPILING A COMMUNITY RESOURCE INVENTORY

What is it?

The *community resource inventory* is a detailed list of the resources from which your intervention can draw for support, and of the potential opponents of the intervention. It complements the descriptions in the environmental profile by providing lists of detailed information related to categories of interest.

Your site can use the community resource inventory as:

- # a reference for the audience profile,
- # a list of options for channels and collaborators for the marketing plan,
- # a resource during implementation,
- # a reference for issues management.

The inventory will be a list of names, addresses, phone numbers and comments on resources in the community.

Should we do a community resource inventory?

Yes. It will prove to be a valuable resource while developing your marketing mix and during implementation.

What methods will be used?

Information will be collected through the efforts of a subcommittee or workgroup, perhaps with the help of the youth advisory committee. Much of this information may already have been collected during the Situation Analysis and by your Issues Management subcommittee. The rest will be collected by consulting resource lists, phone directories, making calls, or driving or walking around neighborhoods taking notes. Don't list information that you don't anticipate will be useful to the intervention (such as information about zip codes where you will not be operating, or community programs unrelated to youth or health).

The inventory should complement your descriptive work in the environmental profile. For each section of the environmental profile, review the potential

resources and barriers to your intervention. Now list the players that you may need to contact or watch out for. Make annotations next to entries with additional information, such as a group's general mission, potential opponents to your program, or possible collaborators.

Organize the information in a way that you can easily access it. For example, the Nashville site mapped out and listed all resources by zip code, so that each neighborhood had its own resource list. How will your community use this information?

What kind of information should be collected?

Political players

Who are the political leaders that are active in the community in which your intervention will function? Would they be supportive or opposed?

- # Regional, city, and local politicians
- # Community leaders
- # Business leaders
- # Church leaders

Community Resources

What are the resources in your community to which you can turn during your intervention? Resources may include health services and youth-serving programs.

List *health services* that target or may be interested in targeting youth:

- # Clinics and healthcare providers
- # HIV-testing sites
- # AIDS services
- # HIV-prevention programs
- # STD treatment services and prevention programs
- # Pregnancy-prevention programs
- # Other health-education activities
- # Mental health services
- # Drug treatment and prevention programs.

List any other *community resources* that target or serve youth:

Community Resource
Inventory

- # Youth-serving agencies
- # Counseling and support groups
- # Street outreach programs
- # Schools and school-based programs
- # Youth employment programs
- # Church-sponsored programs
- # Child-care resources for youth
- # Neighborhood development programs
- # Juvenile justice programs
- # Community and recreation centers
- # Businesses (especially those that serve youth) that might collaborate or sponsor activities.

Direct Access to Youth

Your intervention can reach youth through the above listed resources. Or it can reach youth directly. List specific places where do youth spend their time, such as:

- # schools, clinics, organized social clubs
- # coffee shops, salons, arcades, music stores, malls and shopping districts
- # parks, playgrounds, and other outdoor hang-outs
- # nightclubs, festivals, concert halls, movie theaters
- # pools, skating rinks, bowling alleys, and other sports facilities

Media Listings

What media (radio stations, TV, local cable access, magazines, newspapers) reaches the target audience? Who are your local vendors (public relations and advertising firms, graphic designers, printers, video production firms) who have relevant experience (social or youth related messages) from which you can select subcontractors and collaborators?

Next steps

- # Review your Situation Analysis and your Environmental Profile. Outline the areas in which your committee thinks it should concentrate and compile more details. Be specific. What information has already been collected? Compilations of such information may already be available

Community Resource
Inventory

from other sources, such as coalitions/consortiums of youth-serving and health-service organizations.

- # Set a schedule or deadline. The resource inventory will be needed in time for the Marketing Mix working session. It may also be helpful when developing the audience profile, so if possible should be completed by this time.

- # Once finished, it can be shared with your entire committee. Are there other organizations in your community with which this information can be shared?