

Day 2 – November 24, 2016, Thursday

**8:30 - 10:00 a.m. - Approaches to
Community Development &
the “ABCD” Approach**

20-minute break

**10:20 - 12:00 noon - Group Discussion:
The “A Successful Community
Development Story”**

*** Analysis applying the “ABCD” Approach**

The “ABCD”: a Model for Capacity Building for People & Community Development

A METHOD for
DEVELOPMENT ACTION PROGRAMMING

Presentation by: Anselmo B. Mercado

The “ABCD” : An Overview

I. Community Development - The Earlier Approaches

II. The “ABCD” as...

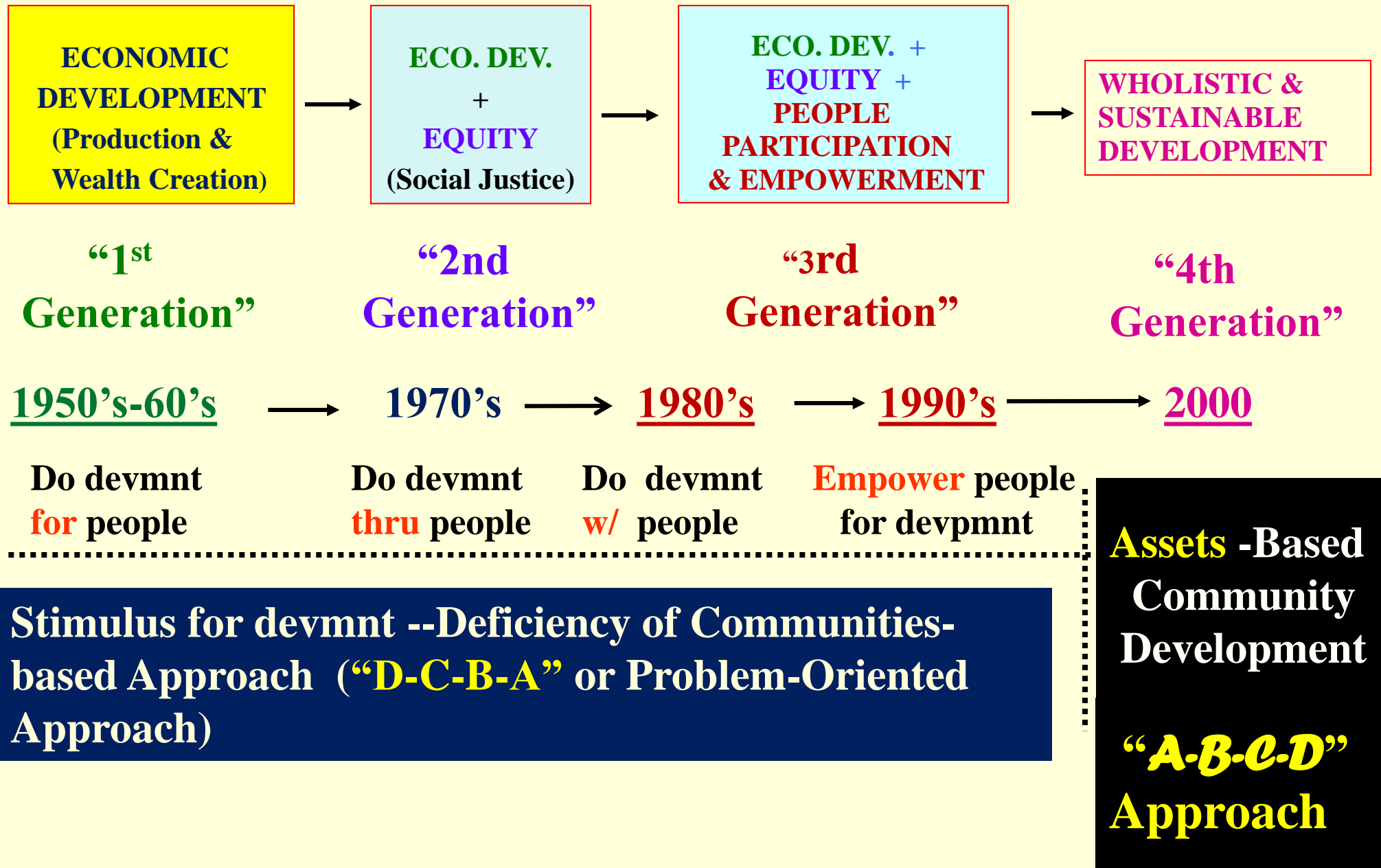
- * a PARADIGM OF DEVELOPMENT**

- * a METHOD or APPROACH**

- * a STRATEGY**

- * Some examples of ABCD in actual applications**

EVOLVING “FORMULA of DEVELOPMENT”



CURRENT EXPERIENCES & THE “ABCD” MODEL

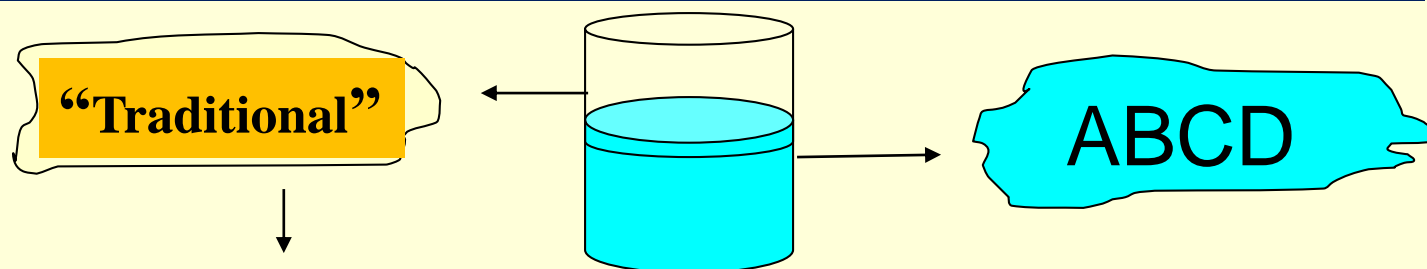
The New Millennium – ushered in new hopes & inspiration...

1. A re-awakening & renewed idealism/vision shared by poor & rich countries -- “**a world without poverty**”. Pressed by urgency of the times, the UN has produced the “**Millennium Declaration**”:

Reduce by half the number of people on extreme poverty & hunger by 2015.

2. **The “ABCD” Model** – in a new millennium... a new paradigm, & a more positive outlook of our world searching for lasting peace & development.

The “ABCD” & “Traditional” Approaches to People/Community Development



Focus

Needs, Deficiencies,
Problems

Perspective of people/ community

Negative aspects
(problematic, weak, “sick”)
overwhelm/overlook
people’s inner strengths
- self-deprecating
- dependency on “outside” help
- selfish interests

Leaders/ Leadership

Influenced by “outside”
resources (donations, grants)

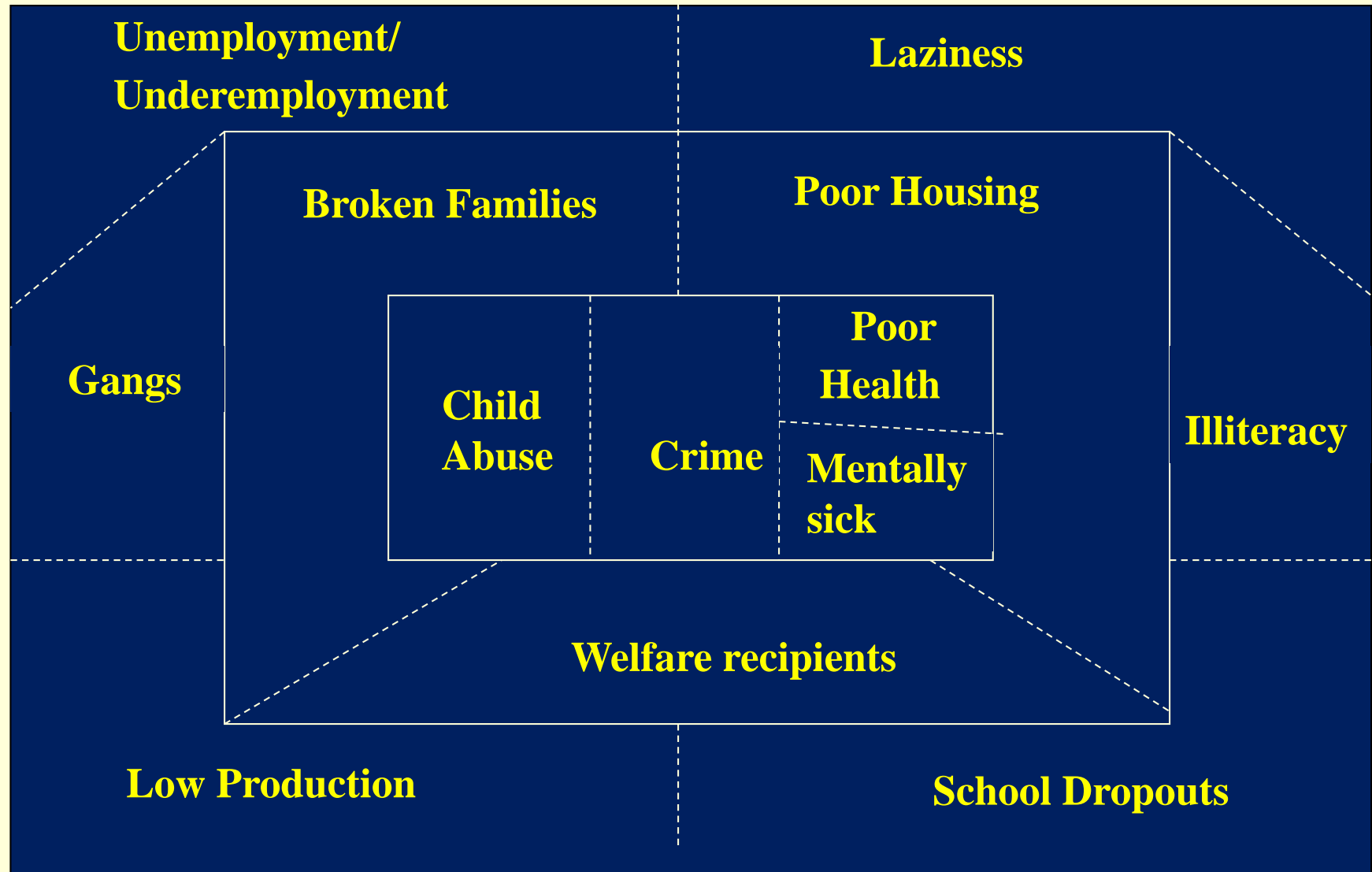
Relationship w/ outside agencies

Donor-client relationship
Doctor-Patient

Tools/Techniques Process

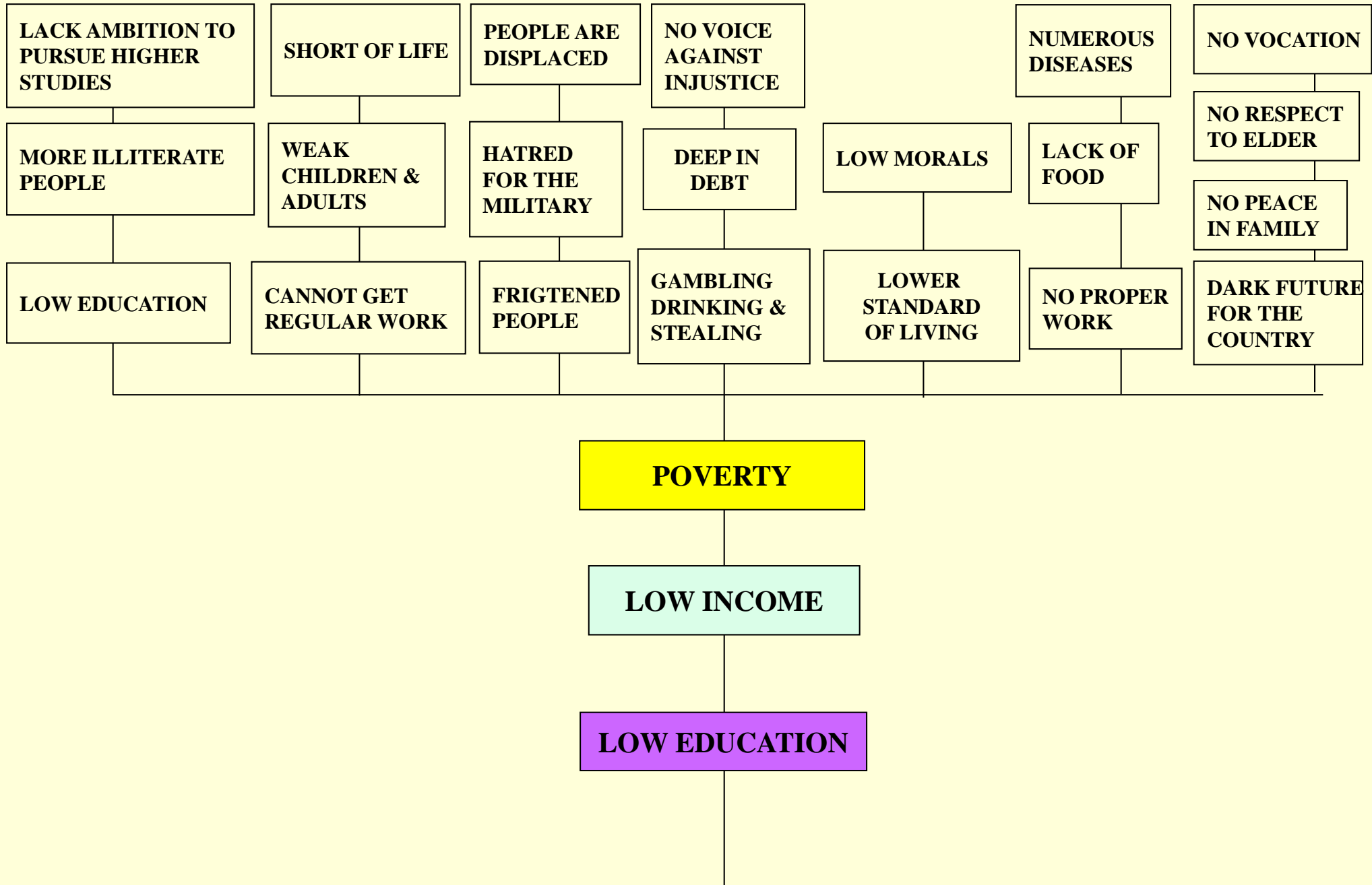
Participatory needs assessment
or problem analysis
(“Problem Tree” or Needs Map)

Community Needs or **Problem-oriented Map** ("Traditional" Approach)



THE PROBLEM TREE of Mawlamyine Diocese, Mon State, Myanmar

EFFECTS



POVERTY

LOW INCOME

LOW EDUCATION

PROBLEMS

UNEMPLOYMENT

POOR HEALTH

**CONFLICT BETWEEN
MILITARY &
NON-SETTLER**

POVERTY

**LACK OF
TECHICAL
SKILLS**

NO LANDS

**LACK OF SPIRITUAL
VALUES AMONG
THE YOUTH**

CAUSES

**LACK OF JOB
OPPORTUNITY**

**NO KNOWLEDGE
ABOUT
SANITATION**

**MILITARY WANT
TO CONTROL AND
STOP THE REBELS**

**DIS-
PLACEMENT**

**LACK OF
EDUCATION**

**DISPALCED
BECAUSE THEIR
LAND BECOME
BATTLE-FIELD**

**LACK OF
PROPER
CATECHISM**

**CLOSE TO THE
THAILAND
BORDER**

**NO ACCESS
TO CAPITAL**

**LOW
MOTIVATION
FOR THE
EDUCATION**

**FAMILY UN-
SETTLEMENT**

**LACK OF
PROPER
GUIDANCE**

USE OF DRUGS

**NO PROPER
WATER SYSTEM**

**NO PROPER
ECONOMIC
POLICY**

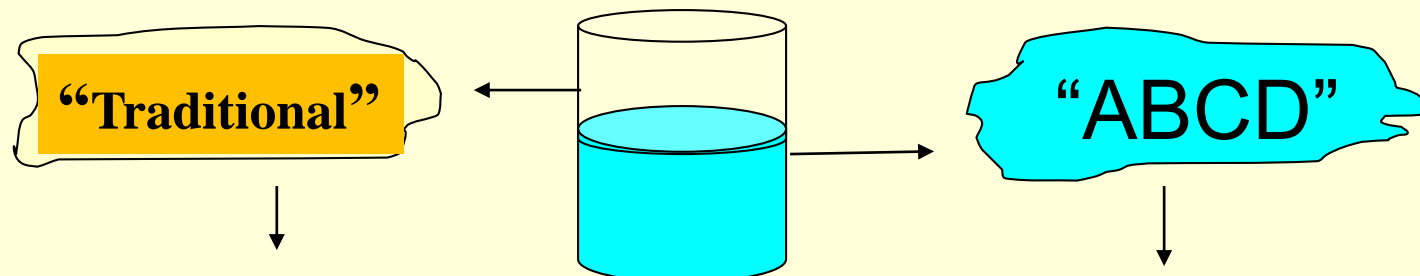
**LOW ACCESS
FOR THE
EDUCATION**

**LACK OF
PEACE**

**NO PEACE
IN THE
COMMUNITY**

**GAMBLING IS
PREVALENT IN
SURROUNDING
VILLAGES**

The “ABCD” & “Traditional” Approaches to People/Community Development



Focus

**Needs, Deficiencies,
Problems**

Focus

Assets, Capacities, Potentials

**Perspective of
people/
community**

Negative aspects
(problematic, weak, “sick”)
overwhelm/overlook
people’s inner strengths
- self-deprecating
- dependency on “outside” help
- selfish interests

**Perspective of
People/
Community**

Positive aspects (assets) are
good starting points &
Stimuli for development
- self-motivating
- mobilize internal resources
- mutual-help

**Leaders/
Leadership**

**Influenced by “outside”
resources (donations, grants)**

**Leaders/
Leadership**

**Influence people &
community to build up
their inner strength &
internal resources**

**Relationship w/ outside
agencies**

**Donor-client relationship
Doctor-Patient**

**Relationship w/
Outside Agencies**

**Partners collaborate to
strengthen community’s
inner capacities for
empowerment**

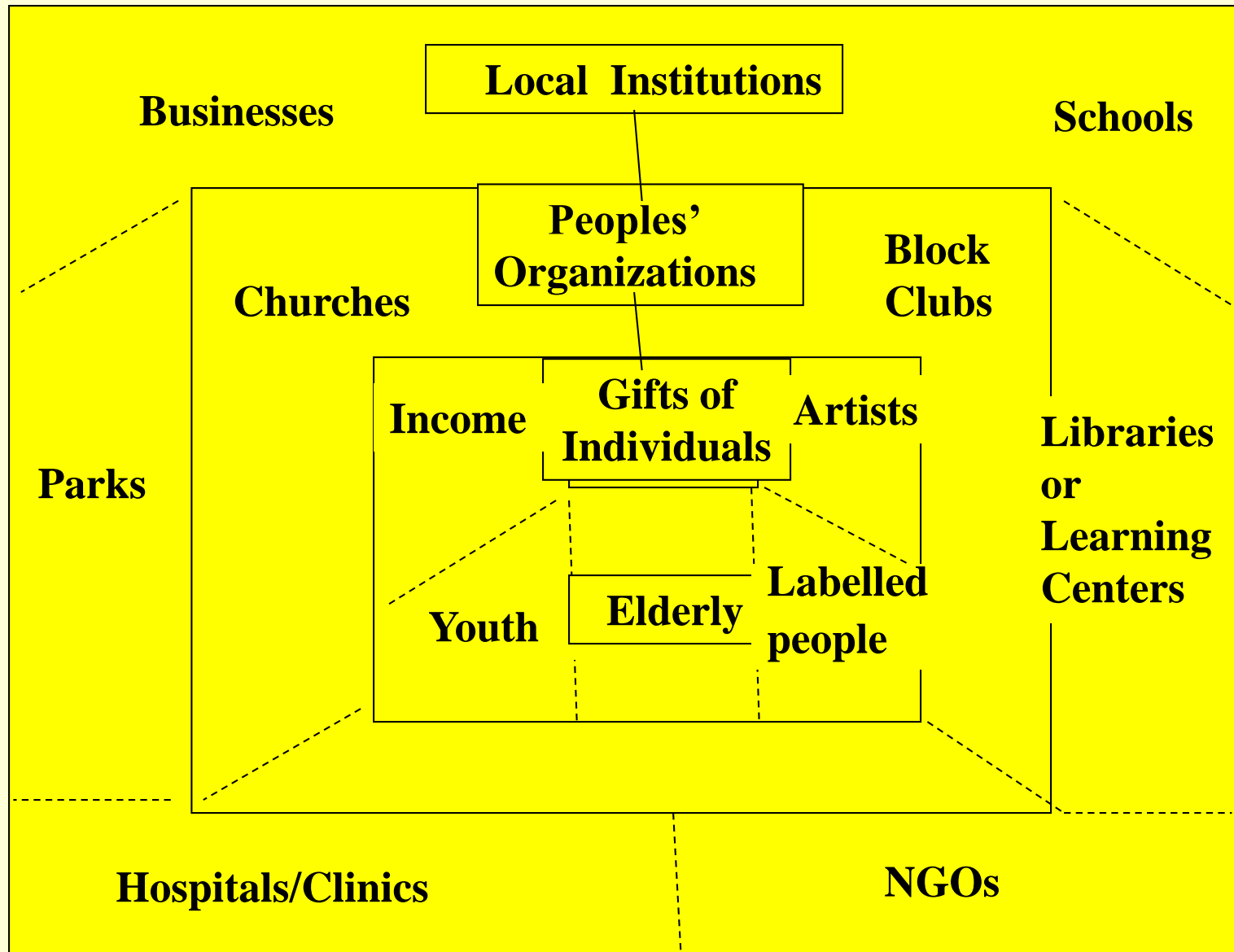
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Process**

**Participatory needs assessment
or problem analysis
(“Problem Tree” or Needs Map)**

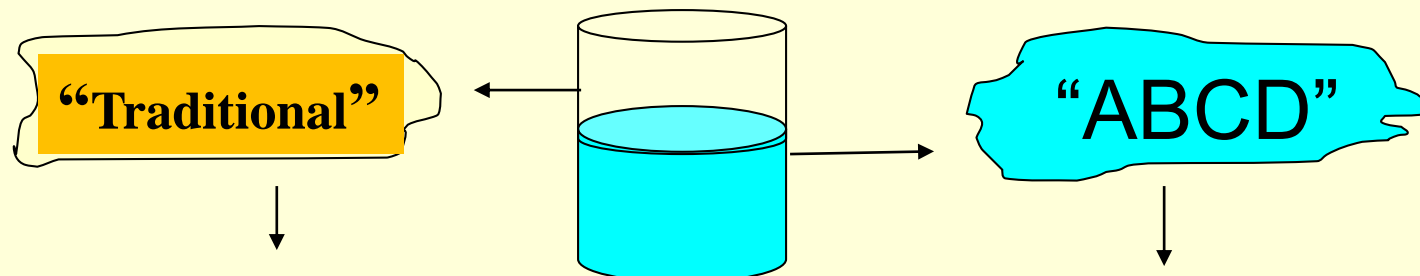
**Tools/Techniques
Process**

**Participatory Mapping
of Assets or Resources**

Community Assets Map ("ABCD" Approach)



The “ABCD” & “Traditional” Approaches to People/Community Development



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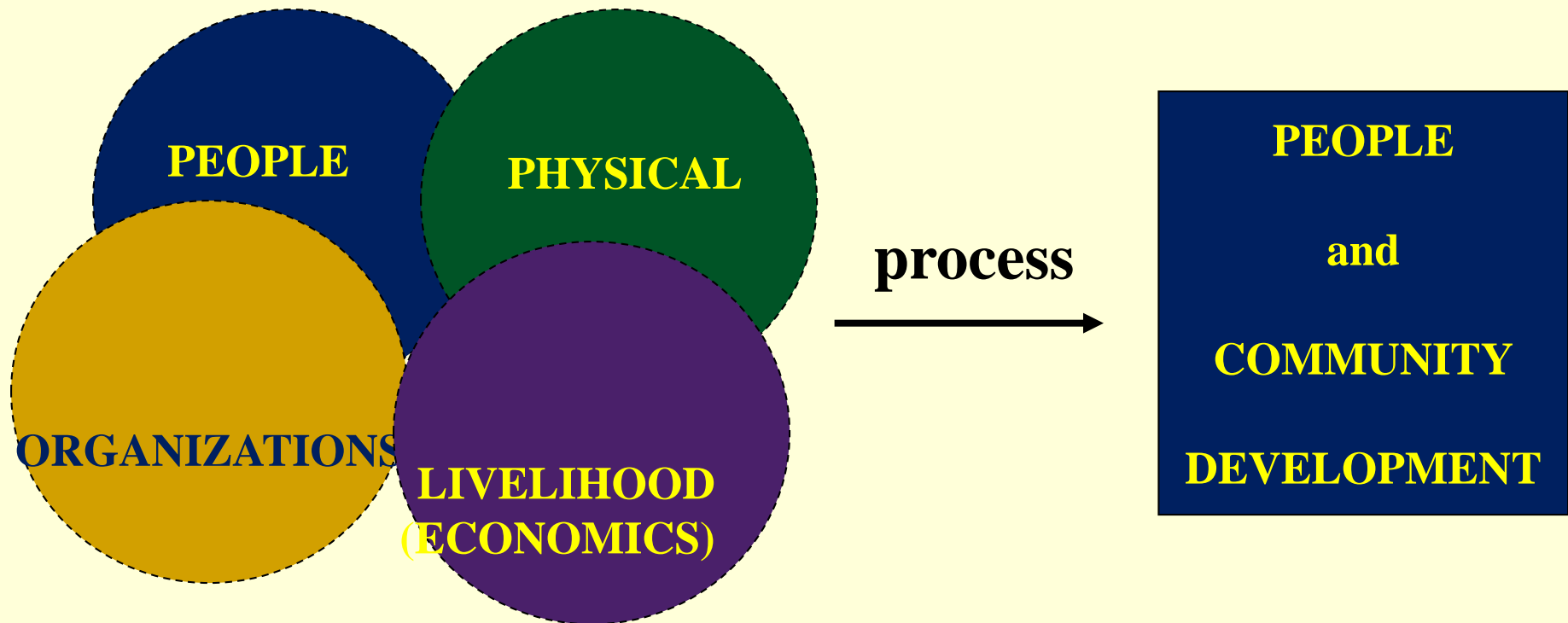
Murphy's law (an adage): “*Anything that can go wrong, will go wrong.*”

Yhprum's law (a saying): “Anything that can work, will work.”

LOVE vs. HATE

“Light-up the darkness, don't curse it.”

The ASSETS - BASED COMMUNITY DEVELOPMENT (“ABCD” Approach)



PEOPLE: knowledge, skills, attitudes, talents, education, etc.

PHYSICAL: household properties, other physical assets used to generate income (water, land, infrastructure, school, transportation, weather, etc)

ORGANIZATIONS: internal - based & external - based associations, agencies, organization; formal & non-formal; Government. and NGOs

LIVELIHOOD : income levels, sources of income. Credit, market, etc.

A Methodology of “ABCD”

1. **Collecting stories of successes/accomplishments** of the community
(Appreciative Inquiry: discover, dream, design, deliver)
2. **Organizing a Core Group (of leaders)** interested in discovering/mobilizing community assets.
3. **Mapping completely the capacities & assets** of individuals, citizen's associations, local institutions, physical assets and local economy.
4. **Building relationships among local assets** for mutually beneficial problem-solving within the community.
5. **Convening as broadly representative a group** as possible for the purposes of building a community vision & plan.
6. **Mobilizing the community's assets** fully for economic & development & information sharing purposes.
7. **Leveraging activities, investments & resources from outside the community** to support asset-based, locally defined development.

APPLYING “ABCD” TO EMPOWER POOR COMMUNITIES

**Let me share some
experiences & case studies**

APPLYING ABCD TO STRENGTHEN & EMPOWER POOR COMMUNITIES: SOME CASE STUDIES

- **Since March 2000, the College of Agriculture & South East Asia Rural Social Leadership Institute (SEARSOLIN) of Xavier U, Philippines decided to work w/ grassroots Civil Society to test, apply & study the ABCD Model in selected rural/urban communities of Northern Mindanao.**
- * **The ABCD Model has been incorporated into the SEARSOLIN Leadership Training Program for development leaders, particularly in their Development Action Programs.**

Let me briefly share w/ you some of our experiences.

ASSETS MAP OF LAM VILLAGE, VIETNAM

LOCAL INSTITUTIONS

- Tho Lam II Agricultural Cooperative
- Kindergarten
- Health center
- Catholic Church, Pagodas
- Agriculture & Extension Dept.
- Market
- Social Association/Organization
- People's committee

NATURAL RESOURCES

- Forest
- River/ springs
- Land: Fertile paddy fields, high lands

INDIVIDUALS

- Farming skills (poultry, plant, raising, fishing, etc.)
- Handicraft skills (Carpentry, rattan making,...)
- Cashew nuts processing skills
- Marketing

EXTERNAL ORGANIZATIONS

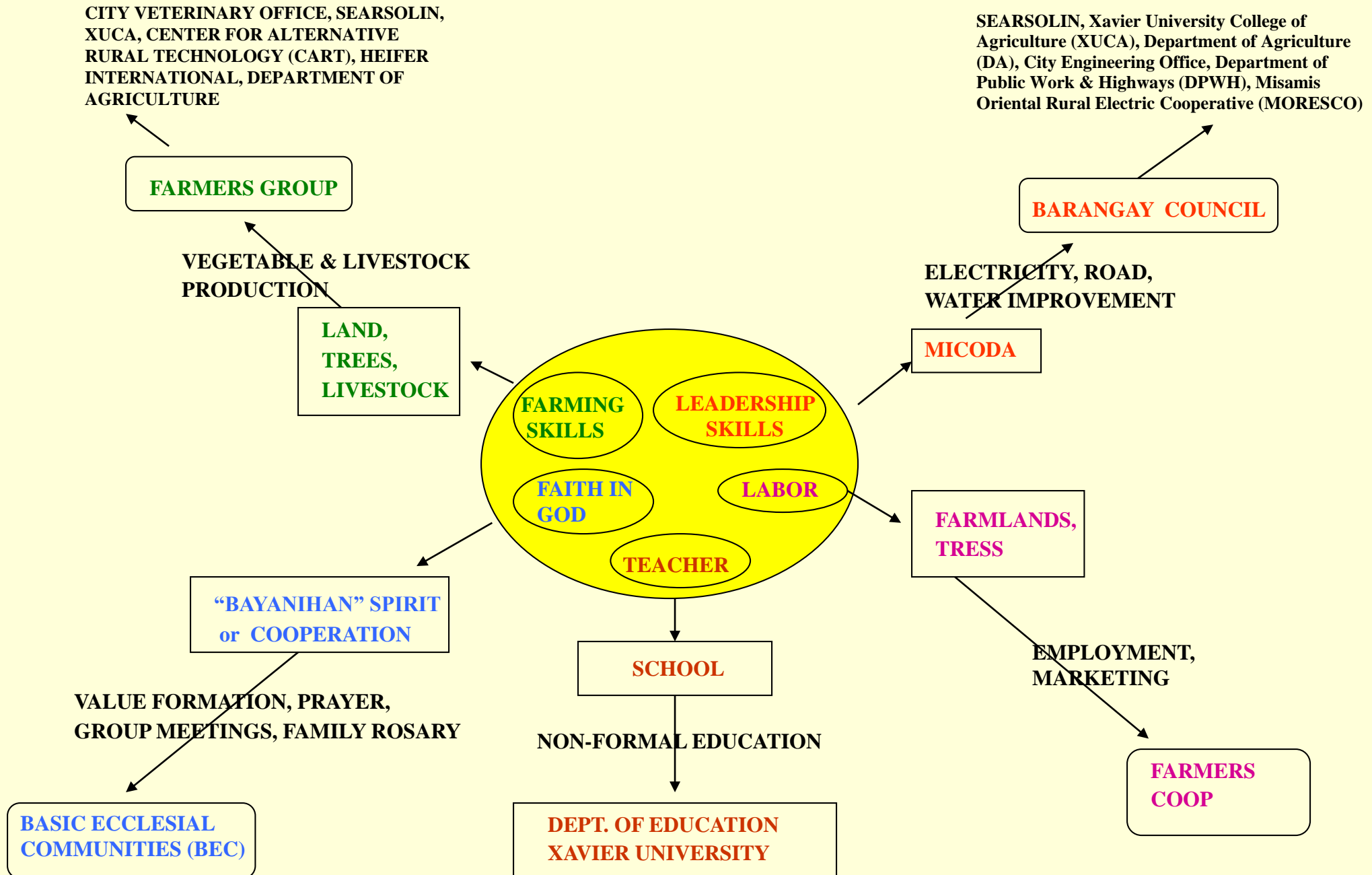
- Dong Nai Department of Agriculture
- NIAPP
- Sub-NIAPP
- C. A.E.V.
- DN Food processing factory
- Cooperative Union
- C.C. A.
- A. W. C. F.
- SEARSOLIN

ECONOMIC ASSETS

- Cows, buffaloes
- Vegetables/crops
- Industrial trees
- Poultry, aqua-culture
- Trade stores
- Credit activities
- Means of production (Plough, harrow, sprayer, rice grinder, etc.)
- Irrigation and drainage system
- Etc.

ASSETS MAPPING - MIDKIWAN COMMUNITY

BARANGAY Bayanga, Cagayan de Oro City, Philippines, June 2002





Philippines

Cagayan
de Oro



Case No. 1: The Midkiwan Experience

Poor tenant farmers organized their MICODA organization to **use ABCD** to deal w/ their issues (e.g., tenancy, water supply, road, school, electricity, a meeting center, health & farm livelihood projects, children's education, solving internal squabbles, partnering w/ outside agencies and government learning to negotiate w/ them,



Tenant farm families in Midkiwan Barrio



PARTICIPATORY RURAL APPRAISAL (PRA) w/ rural poor families (Midkiwan)



- * GROUP WORK**
- * ASSETS MAPPING**
- * WEALTH RANKING**
- * DEMOGRAPHIC PROFILE**
- * SEASONAL CALENDARS**
- * ACCESS & CONTROL PROFILE**
- * VENN DIAGRAM**

Rural Poor Learning Skills on Leadership, Farming, Cooperatives (Midkiwan)



Projects in Midkiwan

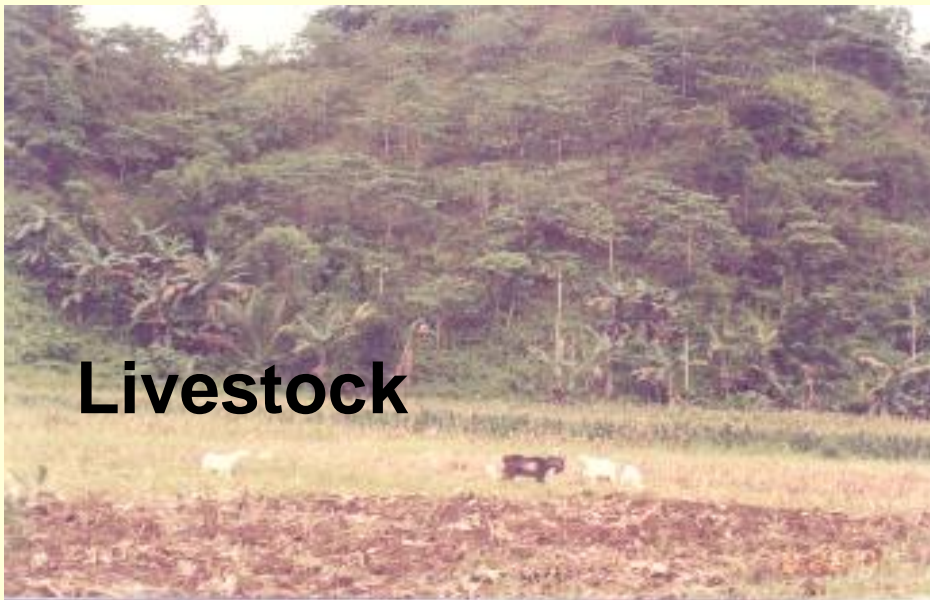
Home Gardening



Farm Tools



Livestock



FOOD PROCESSING IN MIDKIWAN
OCTOBER 2, 2002

Food Processing



Leveraging Internal Assets for External Resources for Projects (Midkiwan)



**Livestock Project with Heifer
Project International**

Educational Sponsorship with the Christian Children's Fund



CASE No. 2: KITAOTAO



Landless indigenous people organized to set-up communal garden -- giving them new perspective to improve their lives, upgrade farm & organization skills... in the process strengthening their communal spirit & confidence, accepting a more diffused non-traditional leadership structure, & learning to link-up w/ “external” agents (Gov’t. & NGOs) for technical & material support.

PROJECTS IN KITAOTAO

Communal Garden of Indigenous People



CASE No. 3: URBAN COMMUNAL GARDENS IN CAGAYAN DE ORO

5 urban poor communities & 2 elementary schools organized to operate their communal gardens w/ ecological sanitation & basic hygiene practices promoting health, food security & environmental sustainability.

The process: 1) started w/ identifying community internal & external resources (e.g., local knowledge & skills, idle urban lands, academic & govt. institutions w/ technological expertise & social influence; & 2) linking w/ other partner-institutions (local & foreign) for material support.

COMMUNAL GARDENS in CAGAYAN DE ORO CITY



ECOSAN TOILET IN COMMUNAL GARDEN



COMMUNAL GARDEN in CAGAYAN DE ORO CITY



VISITORS GETTING A BRIEFING



PREPARING & PLANTING TIME



SHOWING the WORMS



CASE No. 4: SUSTAINABLE AGRICULTURE PROGRAM w/ SMALL FARMERS in TONGANTONGAN

Lowland rice & upland farmers, w/ local gov't. support, & following the principle “finding internal solutions to internal problems”, have applied ABCD for community & farm development.

Developing social-human assets (i.e., strengthening their association, confidence building, reinforcing self-help-mutual-help spirit & link-up w/ outside agencies) & physical & tangible benefits, have led to active town “Stakeholders’ Assembly”.

TONGANTONGAN

UPLAND FARMING



LOWLAND FARMING



COMMUNITY LEADERS IN TONGANTONGAN



General Orientation on ABCD

- Planning workshops
- ABCD volunteers' training
- Assets- mapping Survey





Meeting w/ Tongantongan Barangay Development Council

Training of local researchers



TOWN PEOPLE in TONGANTONGAN

Community Action Research (CAR)

- Group discussion
- Interview
- Community validation



Research-results validation during town General Assembly



ABCD & RELATED METHODS (TOOLS) APPLIED

**Telling
Success
Stories**

**Community
Organizing**

ABCD

- 1. Assets-based**
- 2. Internally-driven for
community empowerment**
- 3. Relationship-driven for
synergy**

**Assets
Mapping**

**Social
Map**

**Demographic
Profiling**

**Resource
Mapping
Transect Walk**

**Venn
Diagram**

**Income-
Expenditure Tree**

IMPACTS (BENEFITS) FROM ABCD APPROACH

- 1. Strengthened associations – more confidence in group action, more capable to deal w/social issues, more pro-active stance , more capable to deal w/ government & other agencies, learning organization/managerial skills, more open to link/work w/ other groups for bigger issues.**
- 2. Leadership development -- more democratic & diffused, w/ leaders relying more on community internal strengths to leverage for outside support.**
- 3. Members' attitude more positive – more sharing, more open to ideas, less suspicious of “outsiders”, more articulate, more active & involved.**
- 4. Learn agricultural technologies & other livelihood skills.**
- 5. Learn to visualize & articulate (in meaningful symbols) aspirations, dreams, plans.**
- 6. Becoming more positive in outlook.**
- 7. “Outside resources” -- more receptive & supportive as partners**

ROLE of NGO & EXTERNAL INSTITUTIONS

- **Training & formation of leaders, extension agents, etc. on philosophy & genuine appropriate application of ABCD (i.e., ABCD not an end in itself, but a process towards making community become internally strong --“Masters of Their Own Destiny” (Coady).**
- **Facilitating linkages w/ other useful resources.**
- **Providing technical, material & moral support.**

ON-GOING ISSUES

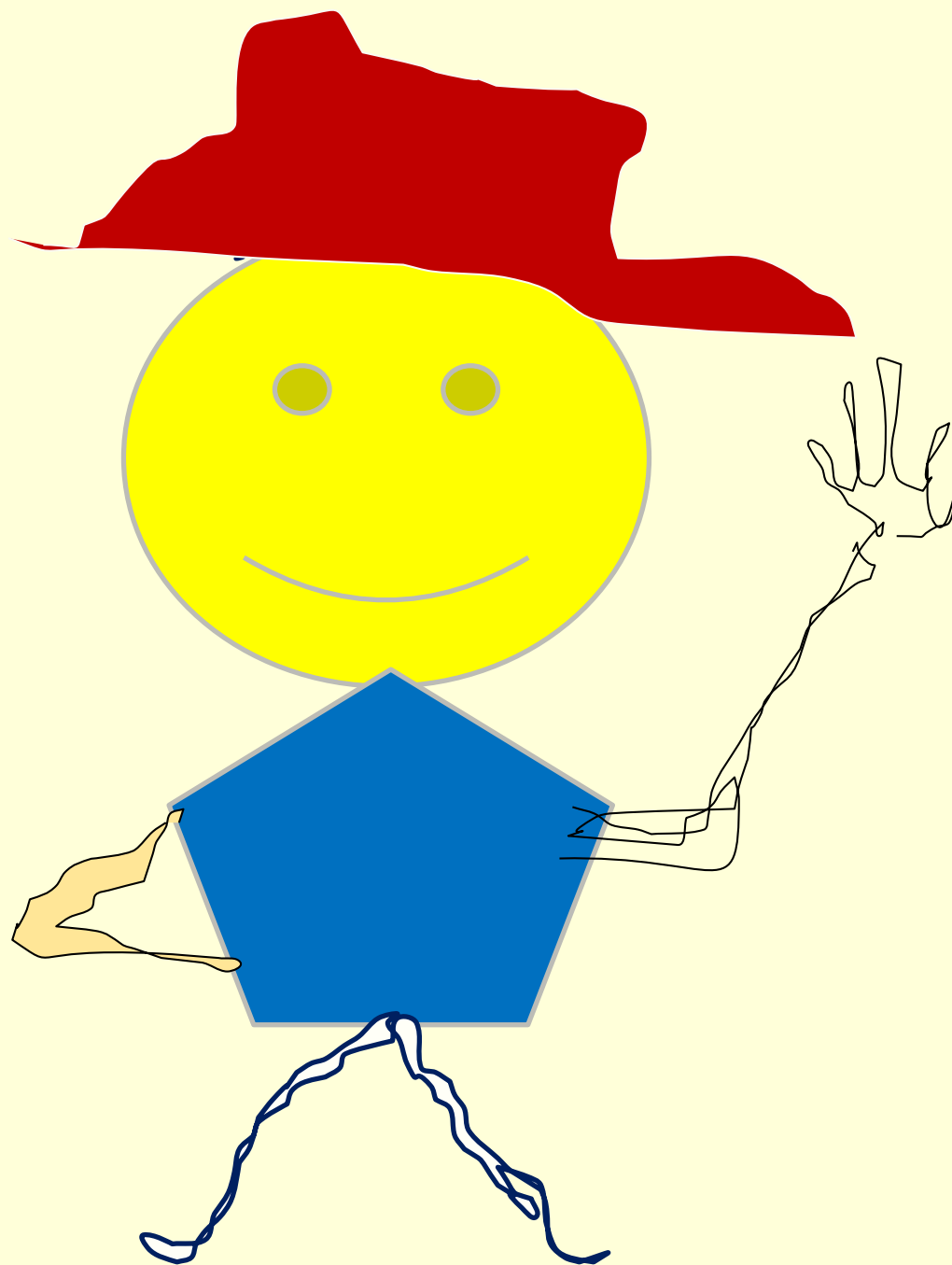
- **Sustainability - a key issue. “Small is beautiful”, a principle to keep in mind, each small step as important as subsequent gradual steps to tackle greater greater social issues.**
- **Shift from “traditional” DCBA paradigm to a conscious, consistent application of ABCD Approach is quite challenging to facilitators & extension agents long schooled in DCBA w/ deeply-ingrained habits of its practice. The same w/ community people.**
- **Poor communities look forward to & expect tangible/quick benefits from ABCD. The ABCD by itself does not guarantee this. Hence, the importance to leverage internal assets w/ outside support to obtain some positive results.**
- **Leadership - The leader’s credibility, integrity, capability, position power, w/ a pro-ABCD attitude (or lack of) can make or break the development process.**
- **The strength of the organization (i.e., cohesion & loyalty of members & their integration to organization’s vision & objective) -- an important factor.**

A “loaded” & Critical ISSUE --

***HOW CAN PEOPLE APPRECIATE “ABCD”
W/OUT BEING DISCOURAGED ABOUT
THEIR POVERTY?”***

“loaded” because the poor do hope & aspire for a better life... but they are actually discouraged & overwhelmed by complex problems of being poor.

*** On this note lies the exciting, uplifting & challenging potentials of the “ABCD” approach to help people & communities pursue sustainable development.**



Group discussion

- **Most successful story of community development that happened in your place.**
- **What made the story successful. What factors contributed to the success.**

Daghan Salamat

Thank You

Vaya Con Díos

Most Significant Change (MSe)

Have 3 members share a **M S e** that happened in a community.

Then, the group probes/analyzes...

- a. The common factors contributing to ***MSe***
- b. The assets/resources mobilized & linked contributing to ***MSe***
- c. What may other potential changes be undertaken in future for community development?

Thank you !



Workshop Exercises by Groups

1. Share your personal impressions of the ABCD?
2. Contrast the ABCD from DCBA:
 - a. Think of a community situation & describe that situation in DCBA perspective;
 - b. Given the same community, shift the description to ABCD perspective.
3. Have 3 members share a successful story (successful experience) of a community project
Then the group probes/analyzes...
 - a. What were common elements in the success?
 - b. How were the assets/resources mobilized & linked contributing to the success?
 - c. What may other potential initiatives be undertaken in future?