Who is (and who should be) at the table?

Actor mapping as a tool for creating more community-engaged programs

Rachel Gildersleeve, Rachel Leih, Gigi Owen, Madeleine deBlois, Terrace Ewinghill, Kara Haberstock Tanoue, and DeeDee Avery University of Arizona

What is actor mapping and why might you use it with your partners:

- Actor mapping is a method developed for systems change work to visualize a system's context, connections, patterns, and perspectives (Gopal & Clarke).
- Actor maps allow you to critically reflect on past efforts, identify new partners to engage, and track progress.
- This is particularly valuable for community-engaged and collective impact efforts, where the goal is to engage people across a variety of sectors, particularly people with lived experience of the issues you're hoping to address.

How we've implemented actor mapping:

- We adapted actor mapping approaches to use with a variety of partners, including:
 - A local food policy council trying to rebuild its membership after COVID-19 (highlighted below)
 - A state agency in the midst of its 5-year strategic planning cycle

Represent

broader

geographic

Live in most

populous part of

community

- A statewide nutrition and physical activity initiative aiming to increase their community-engaged approaches
- Five community-engaged projects in a federally-funded climate research program



mapping that walks you through each step of the

Our adapted actor mapping process

Populating the center of the bullseye

1. Define the target issue

- What are the intended outcomes of your work?
- What do you hope to impact?

2. Define the target population

- What community(ies) are you aiming to serve?
- What key aspects of your community should you be taking into consideration in your definition?

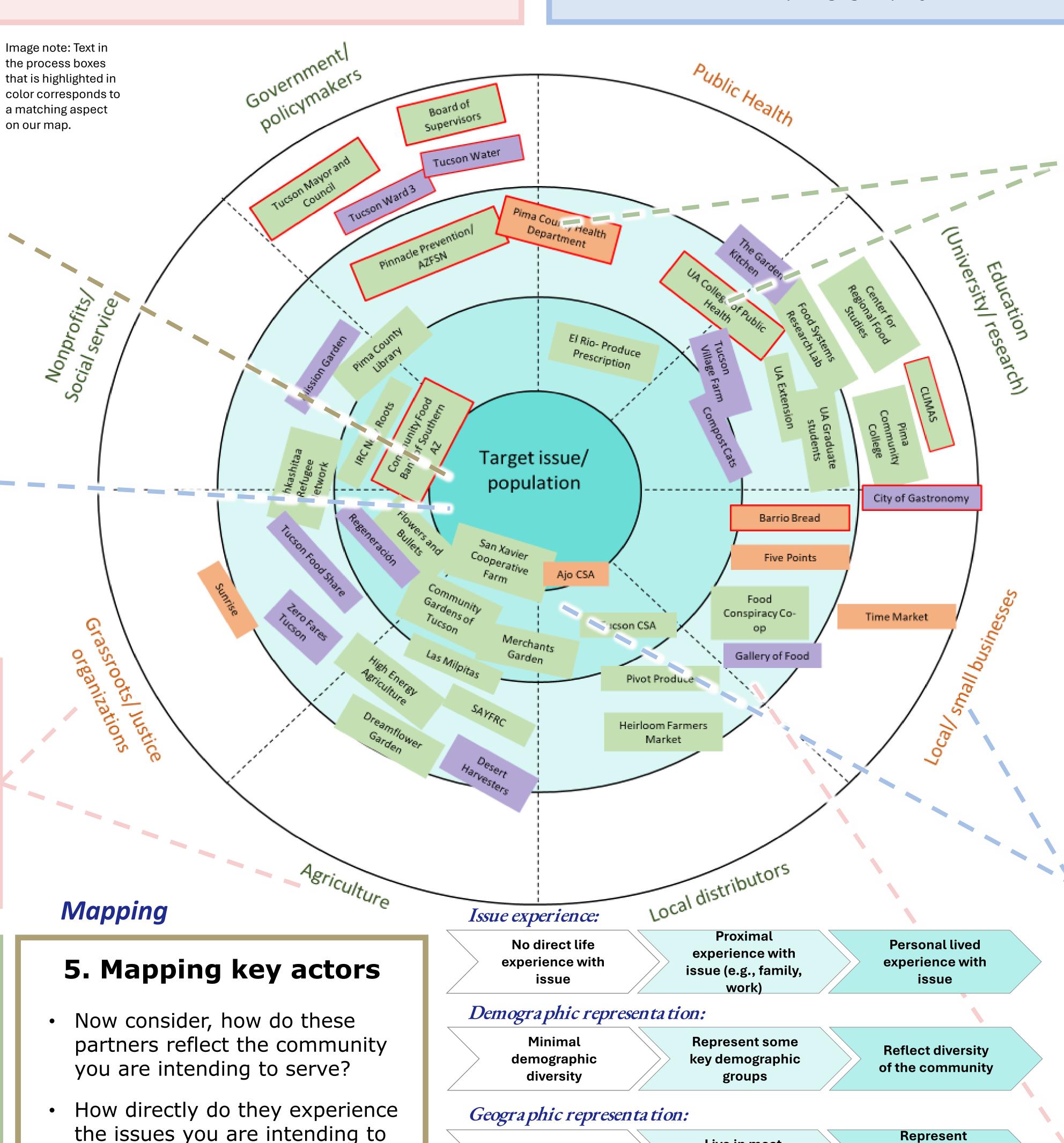
Generating lists of sectors and actors

3. Key sectors to engage

- Cross-sectoral work can strengthen policy, systems, and environmental (PSE) change efforts.
- There is no exact list of sectors—the goal is to think creatively about how the various parts of the community could be involved in making community change.

4. Identifying current actors

- Generate a list of current partners...
 - Who have informed your priorities and activities
 - Who sit on your advisory board
 - Who attend your events
 - Whose feedback you seek

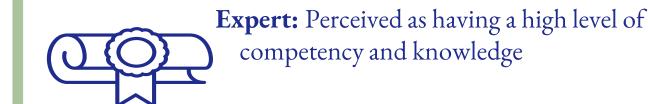


Not from or living

in community

6. Consideration of power

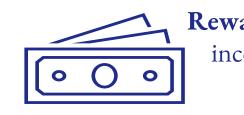
- In addition to issue experience and representation, it can be important to consider whether actors who have the power to make change in different ways are also involved.
- In the map, denote partners with different kinds of power/influence (outlined in red on ours) (French & Raven):











Reward: Able to provide others with incentives for a behavior



Reflection, action, and repetition

7. Reflection

- What sectors are well-represented?
- What are you doing well to engage folks closest to the target issues?
- Are groups with power/influence involved?
- Who is missing from the map, and how could they be involved?

8. Change over time

- Use the actor map to inform your community engagement strategy.
- Return to the map periodically to update with new partnerships!

Gopal, S. G., & Clarke, T. (n.d.). Guide to actor mapping. FSG. Retrieved from https://www.fsg.org/tools-and-resources/guideactor-mapping French, J. R. P., Jr., & Raven, B. (1959). The bases of social power. In D. Cartwright (Ed.), Studies in social power (pp. 150–167).

University of Michigan.



NORTON SCHOOL OF HUMAN ECOLOGY

address?

Frances McClelland Institute for Children, Youth & Families

A PDF version of this academic poster is available at: fmi.arizona.edu/fmi-posters