

Journey Map Activity¹

What is a journey map? A journey map is a way to look back on the work you have done to remember the steps you took early on in your project. It helps you to remember the progress you have made along the way. It can also help you to look forward to the future of your work.

Why make a journey map? The HCCC community interviews will be discussions that both look back on your journey over the last two years and look forward to what steps come next to fix food access or health care access issues in your community. This activity will help you brainstorm what you want to talk about in the interviews. We may even share pictures of your journey maps on our final website!

How do we make a journey map? There are only four steps to follow to make your journey map:

1. *Talk to each other and be honest* - Talk about what has worked for you and what hasn't. Partners need to be honest with each other. We also want you to feel ready to be honest with us when you come to the interview. If you share with each other before you share with us, there won't be any surprises. You can also talk about what you have learned and what you think we need to know about your project. You might invite more people to be a part of this conversation than just those who will join the interview.
2. *Map your journey* - Work together to make a simple timeline. This can show the history of your community before your project started and can go as far into the future as you want, as long as it shows what happened between July 2020 and now. Keep asking questions like, "[What happened next?](#)"
3. *Make it visual* - Have fun and be creative! You can draw it, make a physical map or create a digital map that shows what is on your timeline in words, pictures and/or symbols. You can use paper, Post-Its, PowerPoint or any other tools that you like. This might have lots of activities on it or just a handful of key milestones. **Please [email us](#) the digital files or a picture of your map after you complete it.** Here are examples of what it can look like, but we welcome any format if you want to keep it simple:
 - a. [Example 1: Photo of a physical journey map](#)
 - b. [Example 2: Drawing with words and pictures](#)
 - c. [Example 3: Hand drawn with words only](#)
 - d. [Example 4: Digital image](#)
 - e. [Example 5: Digital timeline](#)
4. *Use your map* - You may want to have a copy of your map in front of you when you come to the interview. If you forget what you wanted to talk about, then it can help you to remember. You don't have to follow the map if you remember something new you want to share about your work. It is also okay to change your mind about what you want to say when you come to the interview.

¹ Adapted from [Tamarack Institute](#)