

WHY Developmental Assets?

Research has identified 40 assets which are critical to positive child and adolescent development.

Studies of more than four million young people consistently show that the more assets young people have, the less likely they are to engage in a wide range of high-risk behaviours and the more likely they are to thrive.

Assets have power for all young people, regardless of their gender, economic status, family, or race/ethnicity.

The Developmental Assets[®] are grounded in research on child and adolescent development, risk prevention and resiliency.

Source: Search Institute[®] (www.search-institute.org)

It's not about:

A prescribed program
Being incidental
Problems
Troubled kids
Just the work of professionals
Being experimental
Project focus
Shifting messages
Competition
Quick fix

It is about:

Positive relationships
Being intentional
Strengths
All kids
Everyone's job
Evidence and research
Comprehensive work
Consistency and repetition
Partnerships and cooperation
Ongoing work

Key messages

- Everyone can build assets
- All kids need assets
- Relationships are key
- Everyone has strengths
- We need to work together
- Repetition of messaging is important