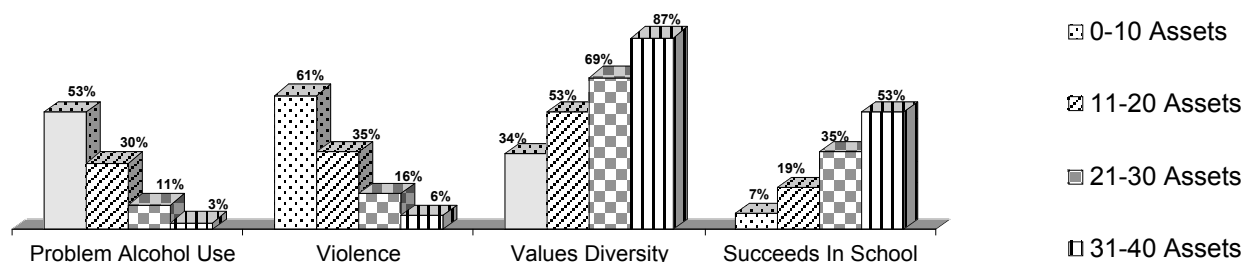


The Power of Developmental Assets

The more assets young people experience, the less likely they are to engage in a wide range of risky behaviors, including violence and problem alcohol use, and the more likely they are to engage in positive behaviors including valuing diversity and succeeding in school.



Based on Search Institute's study of almost 100,000 youth in 213 towns and cities across the United States during the 1996-1997 school year.

Principles of Asset Building

A commitment to asset-building should become a top priority for every individual, every organization, and every community across the nation. The Search Institute has identified six principles that can help share our asset-building efforts.

- 1. All children and youth need assets.** Everyone benefits from having assets. How do we generate the kind of attention that all young people need?
- 2. Relationships are key.** Building assets calls upon every single person to build formal and informal, positive and caring relationships with youth.
- 3. Everyone can build assets.** Everyone works at developing caring relationships with young people.
- 4. Building assets is an ongoing process.** Young people need their assets nurtured every day during every year of their childhood and adolescence.
- 5. Asset building requires consistent messages.** Asset building need to be reinforced everywhere – homes, schools, congregations, clubs. Everywhere.
- 6. Duplication and repetition are good and important!** Young people need as many asset-building experiences as possible.

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