

# The Asset Approach - 40 Elements of Health Development (Search Institute)

## “PASS IT ON”

The Power of Assets to Promote Positive Attitudes and Behaviors:

- Succeeds in school
- Values diversity
- Maintains good health
- Delays gratification

The Power of Assets to Protect:

- Problem alcohol use
- Illicit drug use
- Sexual activity
- Violence

Principals of Asset Building:

- All children and young people need assets
- Relationships are key
- Everyone can build assets
- Building assets is an ongoing process
- Asset building requires consistent messages
- Duplication and repetition are good and important

40 Developmental Assets for:

- Early childhood (ages 3-5)
- Middle childhood (ages 6-12)
- Adolescents (ages 12-18)

Asset Building Ideas for:

- Adults
- Senior citizens
- Young people
- Children
- Parents and guardians
- Grandparents

- Brothers and sisters
- Neighbors and neighborhood groups
- Babysitters
- Child care providers
- Teachers
- School administrators
- Student support staff
- School support staff
- School bus drivers
- Educators in faith based organizations
- Youth workers in faith based organizations
- Volunteer coordinators
- Mentors
- Coaches
- Police officers
- Health care providers
- Media professionals
- Store owners/managers
- Real estate agents
- Any organization
- Schools
- Faith based organizations
- Child care centers
- Libraries
- Organizations that employ young people
- Businesses
- Juvenile justice organizations
- Service clubs and fraternal organizations
- Corporate and philanthropic foundations
- Community newspapers
- Health communities - healthy young teams

Asset Building Resources for Individuals:

- Adults
- Young people
- Parents and guardians
- Educators
- Faith based organizations