

Sharing the Asset Message

This workshop will help asset advocates in a community or organization effectively deliver a variety of asset-building messages to multiple audiences. It is designed for people who are interested in the asset framework and have a commitment to sharing the asset message.

Key content:

- Describe the Developmental Assets® framework and the Healthy Communities · Healthy Youth initiative, and discuss how they relate to other positive youth development efforts.
- Identify key asset-building messages within presentations of varying lengths.
- Develop engaging presentation strategies to meet the unique needs of any audience.
- Effectively use relevant presentation materials, tools, and methods to ensure a successful presentation.

“I enjoyed the small group presentation and hearing from the others during and after each segment.”

—Workshop Participant

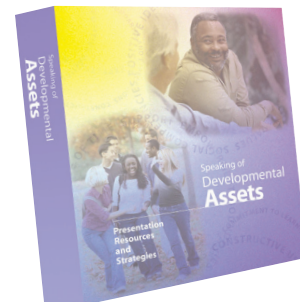
“This training explored ways to communicate the asset message that will address the concerns of our community.” —Workshop Participant

Who should attend:

Everyone!

Length: Four hours

CEU (Continuing Education Units) are available



Materials:

- *The Asset Approach* booklet
- *150 Ways to Show Kids You Care* mini-poster

Coordinator receives:

- *Pass It On! At School*
- *Speaking of Developmental Assets* toolkit