



Developmental Assets

External

- **Support**
positive family support and communication
- **Empowerment**
child feels safe, valued, and appreciated
- **Boundaries and Expectations**
consistent positive and responsible behavior
- **Constructive Use of Time**
participates in constructive programs and activities

Internal

- **Commitment to Learning**
engaged and motivated to learn
- **Positive Values**
responsible, caring, integrity, honesty
- **Social Competencies**
positive interpersonal relationships, avoids negative influences
- **Positive Identity**
self-esteem and sense of purpose

Why it's important

Kids are asking: “Do I have what it takes to be valuable? Do I matter? Will I succeed? What is success?”

Parents, teachers, coaches, and other mentors are asking: “Do I have what it takes to give my kids what they need – the answers to their questions? What can I do to be a better parent? How can I help my child thrive and ignite the “spark” that makes them unique?”

How can I help?

- **Become Educated on Developmental Assets**
- **Become an Asset Champion**
- **Become an Involved Parent and Neighbor**
- **Become an Involved Coach, Teacher, or Mentor**
- **Become an involved Student and Friend**

Developmental Assets are the building blocks of life that all kids need to succeed

The Developmental Asset materials are designed to help parents give their kids what they need to grow into mature healthy adults with a healthy self esteem.

The Developmental Assets materials are designed to help parents and teachers creatively and consistently instill in those they seek to influence the building blocks necessary for a confident future of good decision making and capable contributions to others around them.

Engage
Positive Youth Development

- **Kids**
- **Adolescents**
- **Teens**

Empower
Groups and Individuals that Care about Youth

- **Peers**
- **Parents**
- **Coaches**
- **Teachers**
- **Youth Ministers**

Advocate
For Positive Attitudes and Choices

- **Community**
- **Schools**
- **Congregations**
- **Youth Organizations**

**Learn more about
Developmental Assets and
how you can help kids at:**

Portage County Alliance for Youth
715-344-2453 jmak@charter.net
P.O. Box 436 Stevens Point WI 54481
www.pcayouth.org

SEARCH Institute
www.search-institute.org

Portage County Public Libraries

**Asset Champion at your school,
church or youth organization and
your local law enforcement office**

**For additional information on
programs designed to support the
positive development of youth
contact:**

**5 Minutes for Mom – Bringing Moms
Together**
www.5minutesformom.com

**Search Institute's MVParents
Parenting Newsletter**
<http://www.mvparents.com>

**Pass the Torch – Parenting and Youth
Empowerment Newsletter**
2passthetorch.com

i-SAFE
www.isafe.org/channels/?ch=op

**Portage County
Alliance for Youth**



Developmental Assets

Engage

Empower

Advocate

**a Healthy, Positive, Caring
Environment for kids to
succeed**

pcayouth.org