



## *Six Keys to Asset Building*

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**1. *Everyone can build assets.***

Building assets requires consistent messages across a community. All adults, youth and children have a role.

**2. *All young people need assets.***

While it is crucial to pay special attention to those youth who have the least assets, all young people can benefit from more assets.

**3. *Relationships are key.***

Strong relationships between elders and young people, adults and young people, teens and children are central to asset building.

**4. *Asset building is an on-going process.***

Building assets begins at birth and continues through adulthood.

**5. *Consistent messages are important.***

Young people need to receive consistent messages about what is important and what's expected from their families, schools and communities.

**6. *Reinforcement is important.***

Assets must continually be reinforced across the years in all areas of a young person's life to be the most effective.



Excerpt from Helping Kids Succeed - Alaska Style, a comprehensive book based on the Search Institute's 40 developmental assets.

To order your copy (\$4 each, including S&H) call 907/586-1083 or 269-3425.

<http://www.sesa.org/assets>

The 40 developmental assets framework is developed by the Search Institute, 1-800-888-7828. Online at:



Community Resource Kit

Alaska Children's Trust 1-800-643-KIDS

Alaska Child Abuse Prevention Network. [akchildabuseprevention.org](http://akchildabuseprevention.org)

<http://www.search-institute.org>



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