

ideas for parents

Easy Ways to Build Assets for and with Your Child

FAST FACTS

ASSETS: 40 Keys to Effective Parenting

Assets are 40 key building blocks of development that help youth grow up healthy. The more assets youth have, the more likely they are to succeed.

56%

*of youth surveyed by Search Institute have just 20 or fewer of these assets in their lives.**

What Are Assets?

Assets are 40 values, experiences, and qualities that help kids succeed.

* Based on Search Institute surveys of 217,277 6th- to 12th-grade youth throughout the United States during the 1999-2000 school year.

Powerful Parenting: The Asset-Building Way

It's easy to get scared as a parent. Watching the news, we see crime, drinking and driving, teen pregnancy, gang warfare, suicide. We wonder what's going to happen to our children.

In our fear, we may end up scaring our kids so that they live in fear as well. Or, we may look the other way, thinking that these things would never affect our families.

Whatever the approach, most parents feel uncertain at times. We would like to know the secrets of healthy parenting in a world that often seems very unhealthy.

The idea of "developmental assets," introduced by Search Institute in Minneapolis, gives a new sense of hope and practical direction for parents. Researchers at Search

Institute have identified 40 assets that have a powerful, positive impact on young people. Children and teenagers who have a lot of assets get involved in very few risky behaviors—the kinds of problems we worry about. And when young people have a lot of assets, they are much more likely to do the positive things we value.

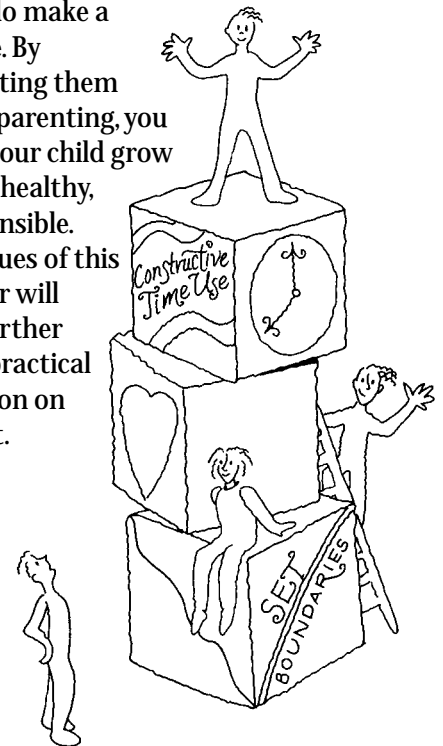
Assets do make a difference. By incorporating them into your parenting, you can help your child grow up happy, healthy, and responsible. Future issues of this newsletter will explain further and give practical information on each asset.

How to Start

Search Institute has identified eight types of assets that are crucial for helping young people grow up healthy:

- **Supporting and loving your child.**
- **Empowering your child.**
- **Setting clear and realistic boundaries and expectations.**
- **Helping your child use her or his time in meaningful, constructive ways.**
- **Encouraging your child to develop a lifetime commitment to learning.**
- **Instilling in your child positive values.**
- **Developing social competencies in your child.**
- **Encouraging your child to form a positive identity.**

Each area involves several specific assets. See the "asset quiz" for a list of all 40.



Quick Tip:
Focus on the positive and your children will, too.

