



Why the Developmental Assets® Framework?

- Evidence-based
- Based in youth development, resiliency, and prevention research
- Proven to be an effective approach to positive youth development around the world
- Adapted to be developmentally relevant from early childhood through adolescence
- Positive power of assets is evident across all cultural and socioeconomic groups regardless of gender, race and religion
- Common language and agenda is integral to achieving collective impact
- User-friendly, concrete and comes with supportive resources

Developmental Assets take us...

from troubled kids	to all kids
from prescribed programs	to relationships
from problems	to strengths
from incidental	to intentional
from work of professionals	to everyone's work
from experimenting with what works	to evidence and research
from project focus	to strategic and comprehensive
from shifting messages	to consistency and repetition
from competition	to collaboration
from quick fix	to ongoing and evolving work