

# Mountain View Values Youth



## WHAT ARE DEVELOPMENTAL ASSETS?

Developmental Assets are the building blocks to healthy development for all youth, regardless of community size, gender, socioeconomic status, race or ethnicity. The 41 Developmental Assets are the common sense positive experiences and qualities that help to influence choices young people make.

Assets help young people become caring, responsible, successful adults.

The more Assets young people have, the less likely they are to engage in high-risk behaviors and the more likely they are to THRIVE.

## Impact of Developmental Assets:

### Youth with 31 or more Assets

3% skipped school

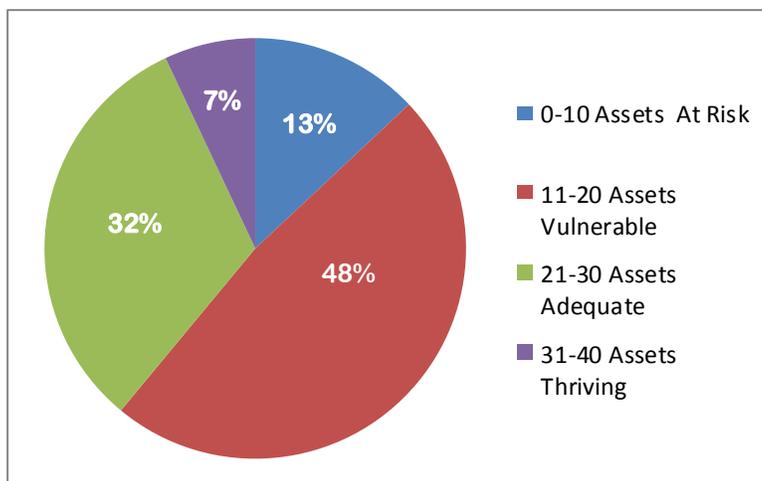
4% felt frequently depressed

### Youth with 10 or fewer Assets

41% skipped school

32% felt frequently depressed

## ASSET LEVELS FOR MOUNTAIN VIEW 7TH GRADERS



## YOUTH SURVEY IN MOUNTAIN VIEW

In a 2011 Santa Clara County survey, 39% of Mountain View middle school youth had the “thriving” or “adequate” amount of assets.

For more information contact:  
[kim.castro@mountainview.gov](mailto:kim.castro@mountainview.gov) or visit  
[www.projectcornerstone.org](http://www.projectcornerstone.org)

# Following Through... First Steps!

The good news is that everyone – parents, educators, neighbors, children, teenagers, youth workers, employers, business people, mentors and many others – can build Developmental Assets in youth. You are part of an entire community that is becoming involved in ensuring that its young people receive the solid developmental foundation they need to become tomorrow's competent, caring adults. Please see below on how you can take action.

## Take Action Begin with First Steps

### As a **Neighbor or Caring Adult**, You Can ...

- Invite a young person you know to join you in an activity: play a game, visit a park, go for a walk together or attend a sporting/community event.
- Greet the children and youth you see every day.
- Send birthday cards, letters, "I'm thinking of you" notes, or texts to a child or youth with whom you have a connection.

### As a **Young Person**, You can ...

- Challenge yourself to develop a new interest on your own, or try a new activity through school, local youth programming, co-curricular activities, or faith community youth program.
- Strike up a conversation with an adult you admire, and get to know that person better. See adults as potential friends and informal mentors.
- Look for opportunities to build relationships with younger children through service projects, tutoring, or baby-sitting.

### As a **Parent or Family Member**, You Can ...

- Consistently model – and talk about – your family's values and priorities.
- Regularly include all children in your family in projects around the house, recreational activities of all kinds, and community service projects that benefit people with needs greater than your own.
- Post a list of the Developmental Assets and talk to children about them. Ask teens for suggestions of ways to strengthen their assets as well as yours.

### As an **Organization Member and/or Businessperson**, You can ...

- Highlight, develop, expand, and support programs designed to build assets, such as one-on-one mentoring, peer helping, service learning, and parent education.
- Provide meaningful opportunities for young people to contribute to the lives of others, in and through your organization such as internships or job shadow experiences.
- Develop employee policies that encourage asset building in youth, including flexible work schedules for parents and other employees that allow them to volunteer in youth development programs.

# Mountain View Values Youth: A Pledge to Support Youth

I am committed to demonstrating the importance of young people in our community. Our youth bring vitality to Mountain View and are the leaders of tomorrow. Young people are an integral part of the quality of life we enjoy in Mountain View. Therefore, on behalf of all the youth in our community, I pledge the following:

- 1. To model positive and responsible behavior.**  
(Asset #14: Adult Role Models)
- 2. To support useful roles for young people as students, employees, volunteers and family members.**  
(Asset #8: Youth as Resources)
- 3. To demonstrate that I and other adults in our community value young people's contributions and well-being.**  
(Asset #7: Community Values Youth)
- 4. To support young people in my neighborhood by empowering them to exhibit responsible behaviors.**  
(Asset #13: Neighborhood Boundaries)
- 5. To support, encourage, and care for youth.**  
(Asset #4: Caring Neighborhood)

*Adults throughout Mountain View are taking this pledge. Your participation demonstrates your commitment to youth.*

*Your pledge may be reproduced in newspapers, brochures, etc. to show that Mountain View values youth and is taking active steps to help young people grow up to be healthy, caring and responsible. Occasional updates may be sent i.e. building assets in our Mountain View youth. You may unsubscribe at any time. Your email will not be distributed for any other purposes*

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Community Group/Business: \_\_\_\_\_

Email address: \_\_\_\_\_

Return signed pledge forms to:

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