

Mountain View Values Youth

Mountain View Developmental Assets Initiative

Community Outreach Campaign

- Developmental assets are the positive values, relationships, and experiences that youth need to thrive.
- Search Institute identified 40 assets that correlate with youth resilience and behavior
 - Santa Clara County identified a 41st asset: Positive Cultural Identity
 - Youth with low asset levels are more likely to engage in risk behaviors and fail to achieve at school.
 - Youth with high asset levels are more likely to choose healthy activities, succeed in school, and avoid risk behaviors.
- Goal: Every child in Mountain View will have more than 20 assets.
 - 21-30 assets = adequate
 - 31-41 = thriving.
- We want all our kids to get to at least adequate and most into thriving
- Asset building ranges from simple actions like greeting a child to a major commitment like mentoring!
- Sign a pledge form to indicate which assets you will build
- It takes a community wide effort:
 - Schools
 - Neighborhoods
 - Businesses
 - Faith community
 - Youth programs