



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee **Date:** February 11, 2005
From: George Duncan, Chief Administrative Officer **File:** 11-7000-01/2005-Vol 01
Ward Clapham, RCMP Officer in Charge
Re: **Children and Youth Asset Building**

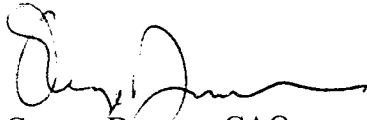
Staff Recommendation


That Council endorse the vision for "Richmond to be the best place in North America to raise children and youth" in support of the City's main vision;

That the City of Richmond adopt an Asset-Based Approach;

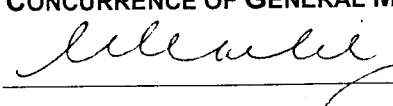

That the City of Richmond and the Richmond RCMP provide joint leadership to work towards achieving this vision; and

That staff be directed to develop a communication strategy.


George Duncan, CAO
(4338)


Ward Clapham, Officer in Charge
(4741)

Att.

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ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
R.C.M.P.	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
Recreation & Cultural Services	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
Policy Planning	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
REVIEWED BY TAG		YES	NO	REVIEWED BY CAO	
		<input checked="" type="checkbox"/>	<input type="checkbox"/>	YES	NO
				<input checked="" type="checkbox"/>	<input type="checkbox"/>

Staff Report

Origin

In February, 2004, the City / RCMP Senior Leadership Team was established . This team has reviewed areas of common direction and concern in the community.

One of the areas identified where there is considerable opportunity for collaboration and joint leadership is to contribute to the City's vision "to be the most appealing, livable and well-managed community in Canada" and the RCMP's commitment to work with the community to provide "Safe Homes and Safe Communities" to make **"Richmond the best place in North America to raise children and youth"**.

Findings of Fact

Richmond is a community that values and invests in its children and youth. The City, RCMP and many other organizations are doing great work to ensure that our young people grow up to be the best they can be. But, there is much more that can be done!

There is a growing movement across North America to create communities that are safe and healthy for children and youth to grow up in. The Minneapolis-based Search Institute has spent many years conducting research that has led to the identification of 40 values, qualities, and experiences that all young people need in their lives to grow, to become caring, competent and responsible adults.

These 40 Developmental Assets© (Attachment 1) provide a framework to motivate and equip individuals, organizations, and their leaders to join in nurturing competent, caring and responsible children and adolescents. Developmental Assets have been identified for infants, toddlers, preschoolers, elementary age children and adolescents.

"Asset Building" is the term used for purposefully helping children and youth experience more assets in their lives. Youth and adults in large cities and towns in growing numbers are seeing the power they have in making positive and lasting impact on the lives of young people. Individually and together, they are actively engaged in the movement to grow healthy communities and healthy youth. Asset Building is not a program, but rather it is about building a culture that recognizes that everyone has a role to play and can make a difference in the lives of our young people. There are simple things that we can all do.

Over 500 cities, towns and rural areas across North America are using the five action strategies (Attachment 2) to guide their efforts. The action strategies focus on the following:

- Engaging Adults
- Mobilizing Young People
- Activating Sectors
- Invigorating Programs
- Influencing Civic Decisions

Analysis

The Asset-based approach creates healthy building blocks for children and youth. There are currently a number of initiatives in Richmond that are contributing to the proposed vision:

- Richmond RCMP have identified Youth as one of their five Strategic Imperatives;
- The Parks, Recreation and Cultural Services Master Plan has identified a Well-Being Framework to focus on providing and facilitating opportunities to help children and youth develop their full potential;
- Richmond Children's First is a community partnership that brings together sectors in the community to focus on the service delivery system for young children up to age 6 and their families;
- In February, 2004, Richmond hosted a National Asset Building Conference with over 100 adults and youth attending;
- In May, 2004 number of organizations focusing on Youth in Richmond met to discuss Asset Building and there was broad support for this philosophy, and indicated this should become an important part of the City of Richmond's vision;
- The Vancouver Coastal Health Authority, Richmond School District, Richmond RCMP, City of Richmond and Ministry of Children and Families has recently come together to look at "An Ounce of Prevention", Healthy Schools in Richmond;
- The Vancouver Coastal Health Authority recently opened the Garratt Wellness Centre, committed to promoting and supporting individuals to live a healthy lifestyle;
- The Richmond Seniors Advisory Committee has identified "working more closely with the youth of our community" using the asset development model as a priority;
- At the January 24, 2005 meeting of Council, updating the City Strategy for Youth Services was referred to staff for updating with input from the Richmond Community Services Advisory Council; and,
- The Richmond 2010 Speed Skating Oval has identified the need to develop a "playground to podium" approach to ensure that everyone has the opportunity to participate in healthy, active activities;
- In addition to those mentioned, there are a wide range of programs and services for children and youth in Richmond.

The City / RCMP Senior Leadership Team believe that the City and RCMP are well-positioned to show leadership and champion Asset Building in Richmond. A number of community organizations involved in providing services for children and youth have also indicated that it would assist the community in working together if there were a common vision and approach.

It is therefore being proposed that:

- the City adopt the vision for "Richmond to be the best place in North America to raise children and youth" in support of the City's main vision;
- the City of Richmond adopt an Asset-Based Approach;

- the City of Richmond and the Richmond RCMP provide joint leadership to work towards achieving this vision; and,
- the City of Richmond and Richmond RCMP develop a communication strategy to engage the broader community in this discussion.

Financial Impact

The role of the City and RCMP in adopting the vision, becoming asset-builders and providing leadership will not require additional resources. Some current resources will be re-focused to making this a priority within both organizations.

Conclusion

Creating a healthy community for healthy children and youth is a good long-term investment for all. The City of Richmond and Richmond RCMP should be a role-model and play a key role in helping "Richmond to be the best place in North America to raise Kids!"



Kate Sparrow, Director
Recreation & Cultural Services



Ward Clapham, Officer in Charge
Richmond RCMP

Attachments (2)



40 Developmental Assets™

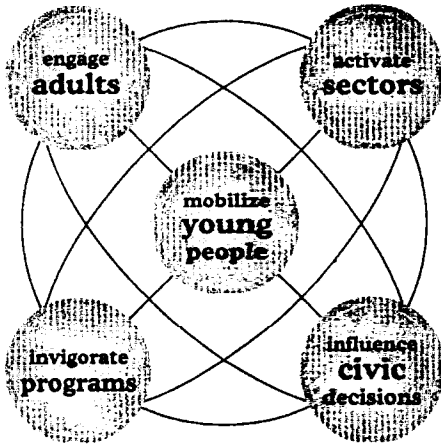
Search Institute™ has identified the following building blocks of healthy development that help young people grow up healthy, caring, and responsible.



Category	Asset Name and Definition				
External Assets	Support 1. Family Support -Family life provides high levels of love and support. 2. Positive Family Communication -Young person and her or his parent(s) communicate positively, and young person is willing to seek advice and counsel from parents. 3. Other Adult Relationships -Young person receives support from three or more nonparent adults. 4. Caring Neighborhood -Young person experiences caring neighbors. 5. Caring School Climate -School provides a caring, encouraging environment. 6. Parent Involvement in Schooling -Parent(s) are actively involved in helping young person succeed in school.				
	Empowerment 7. Community Values Youth -Young person perceives that adults in the community value youth. 8. Youth as Resources -Young people are given useful roles in the community. 9. Service to Others -Young person serves in the community one hour or more per week. 10. Safety -Young person feels safe at home, school, and in the neighborhood.				
	Boundaries & Expectations	11. Family Boundaries -Family has clear rules and consequences and monitors the young person's whereabouts. 12. School Boundaries -School provides clear rules and consequences. 13. Neighborhood Boundaries -Neighbors take responsibility for monitoring young people's behavior.			
		14. Adult Role Models -Parent(s) and other adults model positive, responsible behavior. 15. Positive Peer Influence -Young person's best friends model responsible behavior. 16. High Expectations -Both parent(s) and teachers encourage the young person to do well.			
		Constructive Use of Time	17. Creative Activities -Young person spends three or more hours per week in lessons or practice in music, theater, or other arts. 18. Youth Programs -Young person spends three or more hours per week in sports, clubs, or organizations at school and/or in the community. 19. Religious Community -Young person spends one or more hours per week in activities in a religious institution. 20. Time at Home -Young person is out with friends "with nothing special to do" two or fewer nights per week.		
			Commitment to Learning	21. Achievement Motivation -Young person is motivated to do well in school. 22. School Engagement -Young person is actively engaged in learning. 23. Homework -Young person reports doing at least one hour of homework every school day. 24. Bonding to School -Young person cares about her or his school. 25. Reading for Pleasure -Young person reads for pleasure three or more hours per week.	
				Positive Values	26. Caring -Young person places high value on helping other people. 27. Equality and Social Justice -Young person places high value on promoting equality and reducing hunger and poverty. 28. Integrity -Young person acts on convictions and stands up for her or his beliefs. 29. Honesty -Young person "tells the truth even when it is not easy." 30. Responsibility -Young person accepts and takes personal responsibility. 31. Restraint -Young person believes it is important not to be sexually active or to use alcohol or other drugs.
					Social Competencies
	Positive Identity	37. Personal Power -Young person feels he or she has control over "things that happen to me." 38. Self-Esteem -Young person reports having a high self-esteem. 39. Sense of Purpose -Young person reports that "my life has a purpose." 40. Positive View of Personal Future -Young person is optimistic about her or his personal future.			

the Five Action Strategies

Five Action Strategies for Transforming Communities and Society: Creating a World Where All Young People Are Valued and Thrive

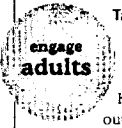


- **Engage Adults** — Engage adults from all walks of life to develop sustained, strength-building relationships with children and adolescents, both within families and in neighborhoods.
- **Mobilize Young People** — Mobilize young people to use their power as asset builders and change agents.
- **Activate Sectors** — Activate all sectors of the community—such as schools, congregations, youth, businesses, human services, and health-care organizations—to create an asset-building culture and to contribute fully to young people's healthy development.
- **Invigorate Programs** — Invigorate, expand, and enhance programs to become more asset rich and to be available to and accessed by all children and youth.
- **Influence Civic Decisions** — Influence decision makers and opinion leaders to leverage financial, media, and policy resources in support of this positive transformation of communities and society.

Making it Happen: Five Action Strategies for Your Asset-Building Initiative

The resources below (and many more) are available from Search Institute through our online catalog at www.search-institute.org. For more information or to receive a printed copy of the complete catalog, please call 800-888-7828. For complete information on all the Search Institute trainings and workshops offered through Vision Training Associates, see the Search Institute Web site or phone 800-294-4322.

Engage Adults



Tag, You're It! 50 Easy Ways to Connect with Young People
Research shows that most young people don't have enough caring adults in their lives, and that many adults don't know what to do to be there for the young people around them. Hence, this book filled with 50 simple acts of caring to reach out to children and youth. 148 pages, \$7.95 #830-A33

Your Family: Using Simple Wisdom in Raising Your Children
This compact booklet helps parents and other caregivers reflect on their important role in bringing good things into the lives of their children. Introduces the concept of developmental assets through a discussion of the eight asset categories and what those eight categories of development mean for children. Packets of 20, \$13.95 #838-A33

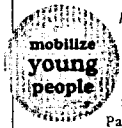
Taking Asset Building Personally: Guide and Workbooks

Help yourself and others get personal with asset building using facilitated small-group discussions. Guide includes step-by-step instructions for starting supportive groups, while individual workbooks include information on the assets and numerous worksheets and activities for reflecting on intentionally building assets in daily life. Guide and 6 workbooks, \$69.95 #387-A33

Training: Starting and Supporting Asset Building in Communities

A workshop on successfully launching and supporting a Healthy Communities • Healthy Youth initiative to promote asset building in your community. 1 day. Call 800-294-4322 for pricing.

Mobilize Young People



Me@My Best: Ideas for Staying True to Yourself—Every Day
This 16-page booklet introduces the developmental assets framework in a youth-friendly way, encourages young people to explore what the categories mean to them personally, and inspires them to find and build upon their own strengths. Packets of 20, \$9.95 #834-A33

Get Things Going! 50 Asset-Building Activities for Workshops, Presentations, and Meetings There's nothing like a game or activity to break the ice at meetings, and this book offers a refreshing collection of asset-related icebreakers, mixers, and closings. 73 pages, \$14.95 #411-A33

Building Assets Together by Jolene L. Roeckepartain and **More Building Assets Together** by Rebecca Grothe Fresh, creative activities to do with groups of young people to help build assets and to help them learn about building assets for themselves and with their peers. 128 pages each, BAT \$22.95, #336-A33, MBAT \$26.95 #433-A33

Step by Step! A Young Person's Guide to Positive Community Change
This spiral bound workbook is loaded with action ideas and examples for young people who want to contribute to making their world better but don't know where and how to begin. 96 pages, \$19.95 #408-A33

What Teens Need to Succeed: Proven, Practical Ways to Shape Your Own Future by Peter L. Benson, Judy Galbraith, and Pamela Espeland Use this book to let teens know they've got the power—the power to look at their lives, celebrate the good parts, identify the problem areas, and shape their own success. 272 pages, \$14.95 #311-A33

Search Institute offers a number of trainings specifically for young people and adults together, including Youth Service, Leadership, and Empowerment Workshops. Call 800-294-4322 for details.

Call Search Institute to order, 877-240-7251, or visit www.search-institute.org.

**Activate Sectors and
Invigorate Programs**



IN YOUTH ORGANIZATIONS

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IN SCHOOLS

Powerful Teaching: Developmental Assets in Curriculum and Instruction Shows education professionals how to infuse the assets into their curriculum and instruction and highlights research-based instructional strategies that are consistent with asset building. Includes examples from language arts, social studies, mathematics, science, health education, and visual arts. 300 pages. \$34.95 #751-A33

Pass It On at School! Activity Handouts for Creating Caring Schools Draws from proven ideas and tips from educators and students. Use the handouts again and again to find new ways to take advantage of "asset-building moments" throughout the school day and throughout the school community. 124 pages, \$24.95 #835-A33

The Power of Parents: Parent Engagement in Schools and the Developmental Assets by Maria Guajardo Lucero and Patsy Roybal This book describes how the developmental assets framework offers school communities a powerful resource for strengthening relationships between parents, school staff, and students. 56 pages, \$20 #205-A33

Training: Change of Heart: A Student and Staff Retreat An exciting two-day retreat for students and school staff to begin the process of fostering a more supportive school climate. 2 days. Call for pricing.

IN CONGREGATIONS

Building Assets in Congregations: A Practical Guide for Helping Youth Grow Up Healthy and A Foundation for Success: Congregations Building Assets in Youth video Together, this book and video provide tools, examples, stories, and ideas from numerous faith traditions on how to integrate asset building with the life of a religious institution. Book 176 pages #113-A33, video 30 minutes #129-A33. Set \$29.95 #164-A33

Step by Step! A Young Person's Guide to Positive Community Change This spiral bound workbook is loaded with action ideas and examples for young people who want to contribute to making their world better but don't know where and how to begin. 96 pages. \$19.95 #408-A33

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Great Places to Learn: How Asset-Building Schools Help Students Succeed by Neal Starkman, Peter C. Scales, and Clay Roberts A powerful, positive guide to infusing assets into any school community. Learn the reasons why building assets is important to young people's education and strategies to put that learning into action. 216 pages, \$29.95 #722-A33

"You Have to Live It": Building Developmental Assets in School Communities video This inspiring video lets you see and hear for yourself how students, teachers, principals, and school staff are building assets at school. Use it for instruction, use it for inspiration, and use it to get others on board! 27 minutes, \$24.95 #723-A33

Ideas That Cook: Activities for Asset Builders in School Communities by Neal Starkman Cook up lasting results with kids by using this collection of energizing projects from educators in all 50 states. 168 pages, \$26.95 #729-A33

Training: Building Developmental Assets in School Communities A workshop to describe the connections between the assets and student achievement. Learn how to initiate, increase, and strengthen the asset-building efforts that already exist in your school. 1 day. Call for offerings and pricing.

Networking Congregations for Asset Building: A Tool Kit Find the tools and strategies you need to bring together the congregations in your community for asset building. 205 pages, \$24.95 #172-A33

Training: Integrating Assets into Your Congregation A training for congregations of all faith tradition who want to learn how to re-envision congregational life and youth work from an asset-building perspective. 4 hours to 3 days. Pricing varies, call 800-294-4322.

Influence Civic Decisions



Get the Word Out: Communication Tools and Ideas for Asset Builders Everywhere Features ready-to-use materials, including asset articles and press releases, sample letters, and success stories. 192 pages. \$44.95 #426-A33

Speaking of Developmental Assets: Presentation Resources and Strategies This kit is packed with scripts, outlines, transparencies, handouts, and stories to make it easy for you to tell others about the power of assets. 202 pages, binder, transparencies. \$195 #177-A33

Developmental Assets and Asset-Building Communities: Implications for Research, Policy, and Practice This new resource extends the scholarly base for understanding the connection between young people's healthy development and the development of healthy communities. 244 pages, \$55 #222-A33



Call Search Institute to order, 877-240-7251, or visit www.search-institute.org.