

Message to Health-Care Providers

Expanding "health" to include "behavioral health" is key for this audience. You can point out the data showing inverse correlations between the level of Developmental Assets young people report having and use of drugs and acts of violence, but you can also extend the discussion to other forms of health—self-esteem, the ability to get along with others, and you can remind them of "lifestyle diseases" (e.g., lung cancer and heart disease)—diseases that perhaps people wouldn't have gotten had they led a healthier lifestyle, starting when they were young. What is often key for audiences like this is to get them to think about what they can do to *prevent* disease and to *promote* healthy outcomes in the language of Developmental Assets; that way, they can more deliberately continue what they've been doing and perhaps fill in some gaps. Finally, you can point out that health-care providers are often primary, trusted sources of information, and as such they have the opportunity to talk to others about building assets as well as building assets themselves.

Messages specific to this audience:

- Health-care providers can promote Developmental Assets as a way to prevent lifestyle diseases.
- Health-care providers can use their reservoir of trust not only to forge positive relationships with young people but also to encourage families to build Developmental Assets.
- Hospitals and other health-care providers are often in good positions to spearhead community events to promote Developmental Assets.

Ways that members of this audience might help build assets:

- Distribute to parents and guardians—in clinics, offices, and anywhere else they meet the public—a list of the 40 Developmental Assets with an explanation of what they mean.
- Train employees in how to have positive interactions and relationships with young people.
- Host a community event focused on health, health care, and the Developmental Assets.
- Publicize the asset framework via advertising, calendars, newsletters, and any other avenues of communication at their disposal.