

## **People Who Are Already Aware of Developmental Assets**

Sometimes you'll find yourself making a presentation in order to remotivate or sustain previous efforts. For these audiences-which can come from any of the previously mentioned sectors-you need to talk not so much about the assets and the framework as you do about process and successes.

First, point out that there are always some people in the vanguard of change – “early adopters” - and always some people who take a little more time to get on board – “late adopters”. You can explain to participants that their task is to energize the ones who need only to be shown the effectiveness of a movement in order to get on board. Second, you can ask them what they've already done, acknowledge it, discuss what obstacles they're facing and suggest thinking "outside the box" to get more participation. And you can share more in-depth stories about what people have been doing around the country, not only to generate interest in asset building, but also to actually build assets with young people.

Finally, address the possible frustration of people who have been trying to establish asset-building initiatives in their communities: first, by telling them that getting across such messages takes time and continual effort (community change is long-term change); and second, by encouraging them to "live" assets themselves. By actually building assets with young people in their own lives and by being models for those around them, they're increasing the chances of being able to influence others.

You can also discuss the dynamics of change in communities and perhaps help them pinpoint where they may be stuck. For example, consider the following phases of community change (refer to the handout **Phases of Positive Community Change [H30]**):

- **Receptivity:** cultivating openness to change;
- **Awareness:** highlighting the possibility of change;
- **Mobilization:** organizing for change;
- **Action:** making change happen; and
- **Continuity:** ensuring that the change becomes a way of life.

If you can gather the appropriate information beforehand, you may be able to help your audience come up with ideas for moving on to the next phase or going deeper or broader with a current phase.

### ***Messages specific to this audience:***

- Changing norms takes time and a continual repetition of messages.
- Understanding the nature of change in communities may help determine how to further the change.
- Sometimes it takes a new way of looking at a process – and new people -- to reinvigorate the process.

- Networking with other communities who are acting for positive community change can bring understanding, affirmation, and great new ideas.

***Ways that members of this audience might help build assets:***

- When recruiting, include people who are sometimes overlooked as potential volunteers because they're assumed to be too busy, not interested, or "recipients" rather than providers of service. Be sure to include people who are knowledgeable, who have relationships with influential members of the community, and who can "sell" ideas.
- Conduct a youth leadership retreat with high school students.
- Create easy, short-term projects for busy people and long-term commitments for people willing to give more time and energy.
- Plan how to make the asset messages relevant to various segments of the larger community.