



## The Rocky River Community Coalition for Youth Asset Development

The Rocky River Community Coalition for Youth Asset Development's mission is to support, enhance and enrich the delivery of existing programs and events and to initiate new programs that support the development of positive character attributes in Rocky River youth. The Community Coalition promotes forty concrete, positive experiences and qualities known as "developmental assets," that have been proven to have tremendous influence on young people's lives. [Click Here for a list of the 40 Developmental Assets.](#)

These assets are the "building blocks" for human development. They provide a sense of security, and are resources upon which a child can draw again and again. The more assets a child possesses, the less likely they are to become involved in risky behaviors (drug use, early sexual experience, violent acts, suicide, school failure, etc.). What's so exciting about these assets is that anyone can help build them by simply engaging in a positive manner with youth. The forty assets build youth engagement in the family, school, community, and faith community.

One of the many asset-building activities the Coalition organizes and promotes is Family Game Week. Family Game Week in Rocky River began in 2006 and occurs annually the week of Valentine's Day. Family Game Week encourages families to "Unplug and Connect"—to unplug their televisions, computers, stereos, video games, etc. and spend at least one evening playing a game and having fun together as a family. Studies have shown that spending just 15 minutes of uninterrupted time with your child strengthens parent/child relationships. Family support, positive family communication and time at home are three of the forty assets that are built during family interactions. Save the date for next year's Family Game Week: February 14-20, 2010.

The Rocky River Coalition for Youth Asset Development consists of members representing the following entities: Rocky River City School principals and guidance personnel, the city of Rocky River Recreation Department, Rocky River Public Library, Rocky River Senior Center, Rocky River City Council, Rocky River Police Department, local Social Service agencies, local churches, and community members. The group meets monthly to discuss and plan activities that support, enhance, and enrich the 40 Developmental Assets for our youth. For more information about the Rocky River Community Coalition for Youth Asset Development, contact Jeanne Campanella at 440-241-2608.

