

Generative Asset-Building: Enhancing Health, Well-being & Healthy Development ... in People and Communities



Asset-building that goes a step further

Generative asset-building offers change leaders and everyday change-makers a practical evidence-based approach for generating a preferred future for our kids and ourselves, for our organizations and our communities.

Putting the principles of generative change-making into practice, then, we purposefully build assets that promote higher levels of health, well-being and healthy development. Sometimes this means identifying, supporting and strengthening existing assets; at other times it means developing new assets. It also means connecting the dots between child & youth development, adult development and community development.

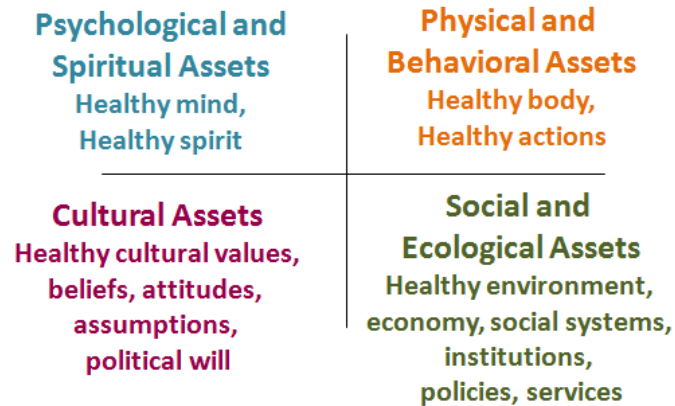
Whole-system asset-building

While they will vary from person to person, and from community to community, the assets that can generate higher levels of health, well-being and healthy development include:

- *Individual:* Assets include encouraging healthy choices, habits, and lifestyle, such as diet, exercise, stress management; supports for psychological, emotional and spiritual health and development; access to sport, fitness and other physical activities; meaningful employment, modifications for physical accessibility; learning opportunities and supports for parents. Individual assets also include a sense of connectedness and belonging, as well as opportunities to contribute, to make a difference.
- *Community:* At the community level, generative assets might include initiatives to foster neighbourliness; programs to support healthy child and youth development; community gardens; comprehensive community initiatives to address critical issues such as poverty, food security and affordable housing; healthy public and private policy; health promotion and prevention initiatives, land-use planning that fosters health & sustainability; diverse cultural organizations and activities, and a broad range of opportunities for ordinary citizens to shape their community through engagement and contribution.
- *Natural Environment:* Assets to generate a healthy environment might include government and community actions to address climate change; community recycling

programs and composting services; carbon-reduction policies and incentives; sustainable planning & design initiatives; sustainable economic development.

Each of these asset-building domains are interconnected; assets in individuals affect assets in communities and the natural environment. And vice versa. By building health-generating assets in one area, we're actually strengthening health, well-being and healthy development, in each of the others.



Generative Asset-Building: Four Perspectives, Four Fields of Action

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