

About Us & Contact

The Mission of the 40 developmental asset initiative (CNP40) is to work with individuals and community organizations to both, increase awareness of the 40 developmental assets, and support their taking action on asset building. The primary goal of CNP40 is to engage community members, agencies, and organizations in the Crowsnest Pass to implement the assets as part of their everyday work with children, youth, and families.

Asset development is a Search Institute philosophy that speaks to the relationships, experiences, skills, opportunities and qualities that enable young people to develop into successful and contributing adults. The 40 Developmental Assets have been distilled from a meta-analysis of research on healthy development. The more of these variables present in the life of a young person the greater their chances to thrive in contemporary society.