

Article #30

The 40 Developmental Assets were assessed in June 2005 using the survey *Me and My World*. Of the children surveyed in our community, 49% report that they experience the asset *Reading for pleasure*.

Asset #25: Reading for pleasure—Young person enjoys and engages in reading for fun most days of the week.

Consider this . . .

Books, magazines, newspapers, and other literature can educate, challenge, encourage, frighten, and inspire us. A love of reading that develops at an early age is likely to last a lifetime.

Try this . . .

Adults:

- Survey young people about their favorite things to read. Make that list available to other youth to encourage them to try reading new things.
- Hold an annual book swap in your school, neighborhood, or community.
- Take regular family trips to a library. Treat getting a library card as a rite of passage.
- Offer young people many choices of things to read, including comic books, fiction, nonfiction, biographies, magazines, and newspapers.
- Start a book club with friends, family, neighbors, or people who share a common interest.
- Encourage youth to help younger students write stories.
- Take a field trip to a publishing house.
- Host conversations with writers/authors
- Volunteer at a library.

Youth

- If you're not really into reading books, try reading a newspaper, magazine, or comic book.
- Share a favorite book with a friend.
- Start a book club with your family.
- Before or after seeing a movie, read the book.

From *Get the Word Out: Communication Tools and Ideas for Asset Builders Everywhere*.
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