

Values for a BETTER T&T

When and where do we put
VABs into practice?

We are urged to practice
VABs at all times:

- ✓ AT SCHOOL
- ✓ AT HOME
- ✓ AT WORK
- ✓ IN OUR COMMUNITIES
- ✓ IN PUBLIC SPACES

Ministry of Social
Development and Family
Services



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Practicing Good Values
is a way of life!

LOVE
DIVERSITY
DEMOCRACY
Inclusivity | Resilience | Loyalty
PATRIOTISM
Honesty | Respect | Equality



Values, Attitudes and Behaviours
Campaign



Government of the Republic of Trinidad and Tobago
Ministry of Social Development and Family Services

VABs
CAMPAIGN



Be the
CHANGE
See the Change

Values, Attitudes and
Behaviours Campaign

ALUES
ATTITUDES & BEHAVIOURS
www.social.gov.tt

What is VABs?

VABs is an acronym which refers to the Values, Attitudes and Behaviours campaign which the Ministry of Social Development and Family Services has launched.

The campaign aims to build human and social capital through positive shifts in values, attitudes and behaviours. It is intended to reenergize citizens to rally around the core family values which have been lost in many instances and are arguably no longer predominant.

Be the
CHANGE
See the Change

OBJECTIVES

To promote national engagement through messaging for desired change in behaviours

To inculcate positive values in our education system

To encourage simple acts of kindness

To create forums for citizen interaction and knowledge - sharing based on information on VABs

To promote the return of positive morals/values while encouraging healthy lifestyles among citizens

To reduce poverty and other social scourges, by promoting positive values which foster successful living

To translate negative outlooks into positive ones

To reduce the level of dependency on the state and engender a culture of resilience

ASSUMPTIONS

- ✓ All relevant channels are utilized to reach Mass Market
- ✓ Citizens will heed the Call to Action through messages – getting people to think before they act
- ✓ Population is knowledgeable on the need for change
- ✓ Society is motivated and influenced to implement change
- ✓ A more obedient, diligent, resilient and sustainable population is formed
- ✓ A sound value system is created in homes
Society is respectful toward self, the environment, the law & their fellowmen
- ✓ A more unified people with a sense of national pride, civic mindedness and patriotism is formed

