



Government of the Republic of Trinidad and Tobago

Ministry of Social Development and Family Services



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“Success as a Ministry is dependent on how many persons we have empowered” says Minister Cox at book launch

Port-of-Spain --- In keeping with the Ministry of Social Development and Family Services’ drive to promote self-sufficiency among the citizenry, Senator the Honourable Donna Cox, Minister of Social Development yesterday, August 15, was pleased to attend the official book launch of ‘*Going All the Way*’, held at Hyatt Regency, Port of Spain. The motivational book, which focuses on encouraging readers to become the best version of themselves, was written by one of the Ministry’s very own Sowing Empowerment through Entrepreneurial Development (SEED) clients, Ms. Lystra Wallace

Through the Ministry’s SEED Programme, aspiring entrepreneurs who are unable to gain access to funding on their own, are provided with much needed support through advocacy, advice and start-up initiatives and funding. These individuals are then supported through a multi-pronged system which provides business training, education and mentorship that maximizes their potential for success. Ms Wallace was supported with funding to assist in printing this personal development book.

Delivering remarks on behalf of the Ministry, Minister Cox took the opportunity to commend the author, Ms. Wallace, stating “Writing a book is no easy task and it is not for the faint-hearted. She made substantial sacrifices, had the strength and patience to sit for long hours, jotted down her thoughts in the proper sequence; edited and re-edited her book in order to come out with something meaningful. Ms Wallace, through her resilience saw this book through; from concept to completion. This is a lesson that we must always complete what we have started.”

According to Minister Cox, “I believe that this book will enrich our knowledge and enhance our understanding of the need to make the right choices when faced with the challenges of life. There is no doubt in my mind it will serve as a good reference document particularly since the thoughts expressed in this book, align with the Ministry’s Values, Attitudes and Behaviours (VABs) campaign, which aims to reinforce core family values which have been lost in many instances and are arguably no longer predominant.” She further added that the use of this book by Ms Wallace in the training programmes she intends to have in various communities, will influence change in values, attitudes and behaviours, empower young people and equip parents and guardians with methods to steer their children on the proper path in life.

As she addressed the audience, Minister Cox also noted that Ms Wallace joins the list of hundreds of persons who can testify that the help they received from the Ministry impacted their lives. “Success as a Ministry is therefore dependent on how many persons we have empowered” said Minister Cox.

In closing the Minister stated that she was encouraged that Ms Wallace has shown other aspiring persons that they too, can find courage to pursue an alternative path to self-sufficiency and re-invest in themselves, through pursuing their dreams.

At the end of the business launch, Ms Wallace expressed her gratitude stating that she was immensely grateful for the support from the Ministry and hopes that readers will feel empowered.

Also in attendance were Former Mayor of Port of Spain, His Worship Mr Murchison Brown; Apostle Sandra Bateau; and the Director of National Social Development Programme, Mrs Patricia De Leon Henry.

The Ministry of Social Development and Family Services remains committed to empowering vulnerable individuals to create a better quality of life for themselves and their families.

END



Minister Cox delivers remarks at the book launch.



Author, Lystra Wallace presents her book to Minister Cox



Author, Lystra Wallace autographs a copy of her book for Minister Cox



Author, Lystra Wallace presents a gift of appreciation to Director of National Social Development Programme, Mrs Patricia De Leon Henry