When we talk about values in Adult roles I like to use this website and show some of the commercials after we talk about values.  I then give my students a white piece of paper to "create" their own Value commercial.  It has to have a little saying to go with the value and have Pass it on in it someplace and artwork (I have them hand draw them), then I hang them in the hall.  
  
  
<http://www.values.com/inspirational-stories-tv-spots>