

levels of professional, technical and decision-making positions in the mass communication media;

(b) Publication of more news and editorials about women, particularly about progress and short-comings in the economic, legal, social and political fields, such news to be given the place and the importance it deserves in the light of its subject-matter and not all of it to be placed in sections reserved for women;

(c) Portrayal of the roles and achievements of women from all walks of life, especially in the fields of development, professional work and social welfare, including women in the rural areas;

2. *Recommends* that Member States should encourage the presentation of programmes and the publication of materials which ensure the elimination of sex-role stereotyping in educational and informational activities and the projection of a positive image of men and women;

3. *Requests* that Member States take whatever action is necessary to establish and strengthen co-operative systems for schools and libraries in the production and dissemination of education and information materials for use by television, radio, press, mobile units, community centres and other public facilities in urban and rural areas;

4. *Recommends* that Member States should encourage educational institutions and organizations to make greater use of the mass communication media for formal and informal education, literacy programmes, vocational training, political, civic and cultural education, as well as the formation of new attitudes about the role of men and women in society;

5. *Requests* the United Nations Educational, Scientific and Cultural Organization, with a view to rendering assistance to developing countries which request it, and with the advice of specialists of those countries, to organize seminars which can help countries in improving the image of women and removing stereotyped sex roles in their teaching materials, and to prepare educational materials, with the same objectives, including films and other visual aids for primary schools and literacy programmes;

6. *Suggests* that Member States create committees or councils, composed of men and women in private, governmental and intergovernmental sectors, to advise and meet with policy and decision-making staff of the mass communication media, including particularly the field of advertising, for discussions and evaluations of progress towards changing the image and status of women in the media;

7. *Encourages* governmental and the competent non-governmental organizations, especially in co-operation with those dealing with the mass communication media, to organize workshops and seminars intended to create a greater understanding and public awareness of the potential and actual role of women in their respective societies, and to utilize the mass communication media to project positive and more accurate images of women;

8. *Decides*, taking into account the close relationship between the economic, social and cultural aspects of development and the necessity of the full integration of women in the development process, to appoint a special rapporteur to prepare a study on the impact of the mass communication media on the changing roles of men and women, including action taken by the

public and private sectors at national, regional and international levels to remove prejudices and sex-role stereotyping, to accelerate the acceptance of women's new and expanded roles in society and to promote their integration into the development process as equal partners with men;

9. *Requests* the special rapporteur to submit a progress report to the Commission on the Status of Women, at its twenty-seventh session, and a comprehensive report containing findings, at its twenty-eighth session.

2058th plenary meeting
12 May 1977

2064 (LXII). Reduction of illicit demand for narcotic drugs and psychotropic substances

The Economic and Social Council,

Having considered the report of the Director of the Division of Narcotic Drugs on the study of measures to reduce illicit demand for drugs,⁷² of which the Commission on Narcotic Drugs took note at its twenty-seventh session,⁷³

Considering that efforts to combat addiction to the narcotic drugs and psychotropic substances covered by the Single Convention on Narcotic Drugs, 1961, as amended by the 1972 Protocol Amending the Single Convention on Narcotic Drugs, 1961,⁷⁴ and by the 1971 Convention on Psychotropic Substances,⁷⁵ call for an attack on the problem at the three levels of demand, supply and illicit traffic,

Being of the opinion that the solutions to the problem of reducing demand are multiple, interdisciplinary and, very often, still at an experimental stage,

Convinced that progress can be achieved only through international and interagency co-operation at all levels,

1. *Expresses satisfaction* at the fact that the specialized agencies, in particular the World Health Organization, the International Labour Organisation and the United Nations Educational, Scientific and Cultural Organization, have co-operated in the preparatory work for the report of the Director of the Division of Narcotic Drugs on the study of measures to reduce illicit demand for drugs;

2. *Recommends* that the Secretary-General should publish the report of the Director of the Division of Narcotic Drugs and the papers referred to in paragraph 4 thereof, and should continue that study on the same lines as hitherto, in co-operation with the World Health Organization and the other specialized agencies concerned and with the financial assistance of the United Nations Fund for Drug Abuse Control;

3. *Recommends also* that the publication envisaged in paragraph 2 above should include an introduction outlining the reservations of a technical nature which emerged from the statements of some delegations at the twenty-seventh session of the Commission on Narcotic Drugs.

2059th plenary meeting
13 May 1977

⁷² E/CN.7/602 and Add.1.

⁷³ See *Official Records of the Economic and Social Council, Sixty-second Session, Supplement No. 7 (E/5933 and Corr. 1 and 2)*, para. 48.

⁷⁴ United Nations publication, Sales No. E.77.XI.3.

⁷⁵ See *Official Records of the United Nations Conference for the adoption of a Protocol on Psychotropic Substances, vol. I (United Nations publication, Sales No. E.73.XI.3)*, part four.