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TWENTIETH ANNIVERSARY OF THE
PROCLAMATION OF THE
DECLARATION ON SOCIAL
PROGRESS AND DEVELOPMENT

ECONOMIC AND SOCIAL COUNCIL
First regular session of 1989
Agenda item 9
SOCIAL DEVELOPMENT

Implementation of the Declaration on Social Progress and
Development

Report of the Secretary-General

Addendum

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8. Informing the public about United Nations activities to promote social development

1. Public information activities have a critical role to play in educating and informing the general public worldwide about the role of the United Nations in the social field. The wide span of these social issues encompasses human rights, drug control, environment, development, crime, the disabled, the aged, youth, women, homelessness, illiteracy, health care and economic development.

2. Under the restructuring of the Department of Public Information, priority has been given to the promotion of social development issues. Within the Department's Communications and Project Management Division, a section has been created to co-ordinate the Department's activities to promote public awareness of the work of the United Nations on economic and social development and human rights issues. Within this section, project managers develop and implement multimedia information strategies on these issues; organize and promote outreach activities such as briefings, seminars and consultations for the international media and non-governmental organizations; and produce, publicize and distribute public information materials worldwide.

3. To promote the twentieth anniversary of the proclamation of the Declaration on Social Progress and Development as mandated by General Assembly resolution 42/48 and Economic and Social Council resolution 1989/48, the Department has developed and implemented a variety of public information activities.

4. The Department issued the text of the Declaration in the six official languages. Copies of the Declaration were distributed to the media, non-governmental organizations, the general public, Governments and United Nations information centres and services worldwide.

5. Since the principles of the Declaration are directly relevant to a wide range of social issues addressed by the United Nations system, the Department has used the occasion of the twentieth anniversary to launch a new information product that brings together all these social issues. Entitled The United Nations Social Agenda, this pamphlet is targetted primarily to non-governmental organizations. The pamphlet succinctly identifies key issues, the work of the United Nations on these issues, dates and anniversaries relevant to the issues, and suggestions for activities of non-governmental organizations to further the work of the United Nations. The United Nations Social Agenda is being produced every two months in English, French and Spanish and distributed worldwide.

6. The Department targetted The United Nations Social Agenda to specific groups: the media (particularly those focused on development issues), non-governmental organizations, research institutions, educational institutions, libraries and government development agencies. The objective was to reach groups and individuals involved in development issues from the grass-roots level to the policy level. In particular, the distribution of The United Nations Social Agenda was aimed at non-governmental organizations dealing with the specific issues covered in each pamphlet.

7. The Department produced several features that dealt specifically with social issues for distribution to United Nations information centres and services to use in the local press and other local publications.

8. To promote the twentieth anniversary effectively and maximize outreach to non-governmental organizations, the Department issued some guidelines for the United Nations information centres and services on the distribution of information products on social issues that targetted the above groups. The Department also encouraged the centres and services to have the Declaration and The United Nations Social Agenda translated into as many local languages as possible in order to reach the widest possible readership. Prior to publication, the text of The United Nations Social Agenda was sent to the centres and services for translation into local languages and reproduction in their newsletters and local non-governmental organization publications.

9. The guidelines proposed some public information and media activities for the centres and services to undertake in order to observe the twentieth anniversary on 11 December 1989. Specific activities included the collaboration with national Governments to proclaim the day as "Social progress and development day", poster and photo exhibits, film festivals, public discussions, conferences, seminars, lectures and press conferences. The goal was to stimulate meaningful discussion on development issues and, in the spirit of the Declaration, to involve as many non-governmental organizations as possible in the planning and participation of these activities. The Department also suggested creative approaches to generate media coverage.

10. To evaluate the effectiveness of the information products, the United Nations information centres and services were asked to report on the number of people who received the Declaration and The United Nations Social Agenda, the types of target groups that were reached and the various ways they might have utilized the Declaration and other products.

11. The Department organized a briefing for representatives of international non-governmental organizations on the relevance today of the Declaration's principles in the field of social development. The Director for Social Development of the Centre for Social Development and Humanitarian Affairs in the United Nations Office at Vienna conducted the briefing. A similar briefing will be held for the international media based in New York on the occasion of the twentieth anniversary.

12. The Department of Public Information and the United Nations Postal Administration have collaborated and will issue, on the morning of 11 December 1989, the twentieth anniversary of the proclamation of the Declaration, a limited number of complimentary folders containing the first article of the Declaration and the cancellation of a 25-cent stamp. These folders will be presented to the delegates at the General Assembly session, which will observe the twentieth anniversary.

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13. In accordance with its multimedia approach to public information activities, the Department produced various radio and television programmes on social issues. These programmes were distributed to broadcasting organizations worldwide and to the United Nations information centres and services to promote public awareness of the twentieth anniversary.
