

Gender Mainstreaming



DEPARTMENT OF PUBLIC INFORMATION (DPI)

Good practice

Radio remains one of the most cost-effective far-reaching traditional media available to DPI and an important instrument in United Nations activities, such as development and peacekeeping. The Department has established partnerships with over 265 radio stations to carry its broadcasts with a potential to reach as many as 180 million listeners worldwide. The UN Radio programme "Women" has been instrumental in getting women's issues on the air all over the world for more than two decades. DPI also ensures the incorporation of women's issues in all other radio programming. Cross-cutting issues relevant to women are given high priority in both coverage and in-depth production of UN radio programmes in multiple languages.

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Recent policy statements:

The Medium-Term Plan for 2002-2005 states that the overall purpose of programme 23 (public information) is to increase awareness and understanding of the work and purposes of the United Nations among the peoples of the world, in order to help build broad-based global public support for the Organization's goals and issues of concern to the international community, including those addressed by major international conferences and the special sessions of the General Assembly. At its 24th session in 2002, the Committee on Information requested the Department of Public Information (DPI) to pay particular attention to the following major issues laid down by the General Assembly using the Millennium Declaration as its guide: eradication of poverty, conflict prevention, sustainable development, human rights, the HIV/AIDS epidemic, the battle against international terrorism and the needs of the African continent. The Department is mainstreaming the issue of the advancement of women in all these major issues.

Programme objectives:

The overall purpose of the Department is to increase awareness and understanding of the work and purposes of the United Nations among the peoples of the world in order to help build broad-based global public support for the Organization's goals, issues of concern to the international community, including those addressed by major international conferences and the special sessions of the General Assembly. On the issue of women, DPI promotes the work of the United Nations to achieve gender equality and advancement of women.

Operational activities:

Activities include media outreach, press coverage of intergovernmental bodies, print products, special events, radio and television programmes, Internet activities and services, electronic transmissions, collaboration with non-governmental organizations, Public Services, lectures and seminars, and media training for journalists, among others.

Promotional activities include publicizing the major international conferences and special sessions of the General Assembly, and "The UN Works" programme, whose aim is to show how the UN's work positively impacts the lives of real people. DPI promotes the impact of the major issues listed above — eradication of poverty, conflict prevention, sustainable development, human rights, the HIV/AIDS epidemic, the battle against international terrorism and the needs of the African continent — on the lives of women. In addition, the Department also undertakes programmes and activities on the issue of women and mainstreams this issue into its many other thematic programmes and activities, such as ageing, disabled persons, the economy, crime prevention and criminal justice, drug abuse prevention, Palestine, peace and security, disarmament, indigenous people, youth and the environment.

Other recent activities:

The Department has appointed three Gender Focal Points, one for each DPI Division. The publication UN Chronicle continues to highlight the progressive role of women. Recent articles have focused on the role of women in peacekeeping forces around the world, as well as on the role of women in battling hunger in developing countries. In a special series on Afghanistan, articles focused on the power and strength of Afghan women and on the role women are playing in the reconstruction of the country. ■