

Media Update

18 July 2016

UNESCO

Press Release

Effective policies on culture and creative sectors urged for Pakistan's socio-economic development

Development cannot be sustainable without strengthening the culture and creative industries

Karachi: Pakistan possesses tremendous opportunities for boosting its rich cultural and creative sectors for socio, economic and sustainable development. The contemporary creative arts scene including audio-visual and performing arts and crafts, music, publishing and interactive media, design and creative services is rapidly emerging and opening new horizons from rural areas to urban cities in the country. Adopting a strong cultural and creative sector policies and placing culture and respect for cultural diversity at the heart of development strategies is key for successful globalization. These remarks were made by Mr. Andrew Senior, UNSECO Consultant and International Expert on Culture and Creative Economy at the opening of the consultation meeting on policies for Pakistan's creative sector which was held in Karachi. A similar consultation took place in Lahore last week, and a third meeting is scheduled for Islamabad later in the week.

He explained that UNESCO has launched a series of consultations to engage key stakeholders such as government actors, representatives of civil society organizations, including women, youth, media and marginalized groups as well as young entrepreneurs to raise awareness, and to discuss key challenges, and opportunities, and make policy recommendations for Pakistan's culture and creative sectors. The purpose of these consultations is also to build support for signing of the 2005 UNESCO Convention for the protection and promotion of diversity of cultural expressions. It is expected that success stories will be collected to demonstrate the creative sector's contribution to economic growth, job creation and social inclusion in Pakistan.

The consultations are organized by UNESCO Pakistan with the support of Centre for Culture and Development with funding from the Government of



Denmark. Both federal and provincial government representatives were also present and engaged in the discussions. The consultations come at a very timely moment as the provincial and federal governments are in the process of drafting culture policies.

Speaking at the opening session, Ms. Sharmila Farooqi, Minister of Culture, Government of Sindh congratulated UNESCO Pakistan for holding the consultative dialogue on Policies for the Cultural and Creative Sectors. She shared that her ministry was committed to engaging with all stake-holders in ensuring that a cross section of people and institutions were engaged in protection, promotion and respect for diverse cultural expression and culture of the province.

“Nations that allow their sense of history, culture and diversity to be lost, are ultimately themselves lost in the history,” Ms. Farooqi said. She informed that her ministry was in the process of articulating a Policy on Culture for the province of Sindh. Endorsing the UNESCO initiative, the Culture Minister said she was delighted to be part of the process and wished for the process to feed and inform policy making on culture in Pakistan.

In his address, Mr. Noor ul Haque Baloch, Secretary Culture Balochistan emphasized that each province needed to articulate its own culture policy by engaging members of general public along with experts and policy makers for deliberation at each level. He highlighted that the policy should be reflected by the lived experience and cultural aspirations of the people. He extended his gratitude to UNESCO for the event and noted to share key messages from the event his department colleagues for consideration in policy making on culture in Balochistan.

The 2030 Agenda for Sustainable Development highlights the important role of culture in relation to education, sustainable cities, food security, the environment, economic growth, sustainable consumption and production patterns, peaceful and inclusive societies. Globally, the creative economy has grown extremely fast over the past twenty years and is today worth an estimated USD 4.3 trillion per year, contributing to 6.1% of the global economy. In Pakistan, total exports of cultural goods have increased from USD 60 million in 2004 to USD 276 million in 2013. It is therefore a very opportune moment for Pakistan to explore how the policies and governance of the culture and creative industries can be strengthened.

Download Event Photographs here: <https://we.tl/ly20DYgdWj>



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UNICEF

Press Release

HIV/AIDS continues to stalk children and adolescents – UNICEF

UN children's agency to showcase successes, innovations at AIDS Conference

DURBAN, South Africa, 18 July 2016 – On the eve of the 21st International AIDS Conference taking place in Durban this week, UNICEF warned that despite remarkable global progress in tackling the HIV/AIDS pandemic, much work remains to be done to protect children and adolescents from infection, sickness and death.

Since 2000, concerted action to prevent mother-to-child transmission (PMTCT) in countries with high HIV/AIDS prevalence has brought the transmission rate down by roughly 70 per cent worldwide. This includes sub-Saharan Africa, the region with the greatest burden of HIV/AIDS infections and deaths. Over the last 15 years, PMTCT programmes have prevented some 1.6 million new HIV infections in children, globally, while the provision of anti-retroviral treatment has saved 8.8 million lives (people of all ages).

But the children's agency said that adolescents are dying of AIDS at alarming rates.

“After all of the saved and improved lives thanks to prevention, treatment and care; after all of the battles won against prejudice and ignorance about this disease; after all of the wonderful milestones achieved, AIDS is still the number two cause of death for those aged 10-19 globally – and number one in Africa,” said UNICEF Executive Director Anthony Lake.

The numbers of AIDS-related deaths among adolescents 15-19 years have more than doubled since 2000. Globally in 2015, there were on average 29



new infections an hour among those in this age group. And while rates of new infections among adolescents have levelled off, UNICEF is concerned that projected increases in their population in the coming years will mean an increase in the overall number of infections.

Girls are particularly vulnerable, making up about 65 per cent of new adolescent infections worldwide. In sub-Saharan Africa, which accounts for about 70 per cent of people in the world living with HIV, 3 out of every 4 adolescents newly infected by HIV in 2015 were girls.

Yet fear of testing keeps many young people unaware of their status. Among adolescents, only 13 per cent of girls and 9 per cent of boys were tested within the last year. A new poll conducted on U-report, UNICEF's mobile-based reporting tool, shows that some 68 per cent of 52,000 young people surveyed in 16 countries said they did not want to be tested, both because they were afraid of an HIV-positive result, and because they were worried about social stigma.

Meanwhile, new infections among children due to transmission at birth or during breastfeeding have decreased dramatically since 2000, dropping by 70 per cent in the period. But the children's agency called for stepping up efforts to eliminate the transmission of the virus from mother to child.

Lake, speaking after a visit to the Prince Mshiyeni Memorial Hospital in Kwa Zulu Natal province, South Africa, stressed the urgent need for innovation and renewed political will to reach the children still being left behind. In 2015, half of new infections among children (0-14 years), occurred in only six countries: Nigeria, India, Kenya, Mozambique, Tanzania and South Africa.

"The undeniable progress we have made in the last three decades does not mean that our struggle is over," Lake said. "The battle against AIDS will not be over until we redouble prevention and treatment efforts; until we reach those young lives still being denied the progress that millions before them have enjoyed; and until we end the stigma and fear that prevent so many young people from getting tested."

Notes to editors:

- On the first day of the conference, Monday 18 July, UNICEF is chairing a session on innovation, with panellists from UNITAID and MTV Shuga, among others. The session will showcase the potential of mobile applications such as 'Mom Connect', successfully used in South Africa

to link pregnant women and mothers to health care, to prevent mother-to-child transmission of HIV and to improve the health of mothers and children living with HIV.

- Also on 18 July, UNICEF is heading a session on South Africa's achievements since 2000 towards the elimination of mother-to-child transmission of HIV
- Other UNICEF events include sessions on improving paediatric HIV outcomes; integration of health services; innovation in testing; and policy options to reach adolescents and young people in sub-Saharan Africa
- U-Report is a mobile-based platform that connects young people to their governments and UNICEF in real-time to report on what is happening in their communities. Currently, there are 2.1 million U-reporters around the globe.

About UNICEF

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere. For more information about UNICEF and its work visit: www.unicef.org

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UNODC

Media Advisory

The 2016 World Drug Report highlights support for the comprehensive, balanced and integrated rights-based approaches as reflected in the outcome document which emerged from the UNGASS.”

Media Launch of World Drug Report 2016

At Shamadan I Hall, Serena Hotel Islamabad, 20 July 2016 at 11:45 AM United Nation’s Office on Drugs and Crime’s is launching its one of the flagship publications, the World Drug Report 2016 at 11:45 AM on 20 July 2016 at the Shamadan I Hall, Serana Hotel Islamabad. This event will include a presentations focusing on 1) drug challenges in Pakistan, Government's efforts to mitigate the drug menace, Pakistan's representation in UNGASS and 2) and the global overview on drugs according to World Drug Report 2016, by the Representative UNODC, Mr. Cesar Guedes.

Mr. Ajaz Ali Khan, Secretary Ministry of Narcotics Control, Major General Nasir Dilawar Shah, Director General Anti Narcotics Force will be participating.

The *World Drug Report 2016* is published in the wake of the landmark moment in global drug policy, the special session of the General Assembly on the world drug problem. It provides a global overview of the supply of and demand for opiates, cocaine, cannabis, amphetamine-type stimulants (ATS) and new psychoactive substances (NPS), as well as their impact on health. It also reviews the scientific evidence on polydrug use, treatment demand for cannabis and developments since the legaliza- tion of cannabis for recreational use in some parts of the world. It also focuses on the mechanisms of the inter- action between the world drug problem and all aspects of sustainable development through the lens of the Sustain- able Development Goals.

We cordially invite you to attend the media launch of Report at At Shamadan I Hall, Serena Hotel Islamabad, 20 July 2016 at 11:45 AM followed by lunch.

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