

## Communication Campaign Launch “CAIRO + 20: Moving from Promise to Action”

Under the title “CAIRO + 20: Moving from Promise to Action”, the United Nations Population Fund in Honduras launched today communication campaign to raise awareness of the commitments subscribed by the Honduran government during the International Conference on Population and Development (ICPD) in 1994.

The Conference, held in Cairo from 5 to September 13, 1994, aimed at advancing gender equality, eliminating violence against women and ensuring women’s ability to make decisions regarding their own fertility: These objectives are cornerstones of population and development policies.

Using the guidelines of the International Population Conference, the media campaign highlights the commitment and need to implement an ICPD agenda in Honduras, where major inequalities persist and new challenges emerge.

The President of the National Autonomous University of Honduras (UNAH), Julieta Castellanos, journalist—Indira Murillo, singer-song writer Jireh Wilson, Ashanty Crisanto—dancer and performer, and Olympic swimmer, Ana Joselina Fortin, all national and international renowned Honduran women joined their voices in support of ICPD. The communication campaign was designed to increase awareness and advance national and global debates related to population and development issues in the 21st century.

The media campaign has been conceived as a communication tool for advocacy and accountability in regards to the progress and challenges of the Cairo agenda. In addition to traditional communication products, the campaign uses social networks that will ensure a more inclusive and interactive dialogue.



Ana Joselina Fortin, Dr. Hugo González, Jireh Wilson, Indira Murillo



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This first phase of the campaign focuses on highlighting the relationships between ICPD and adolescent pregnancy, family planning, gender-based violence and safe motherhood.

Since ICPD in Cairo, there is evidence of some progress in Latin America and the Caribbean (LAC). Several countries have recognized and included reproductive rights in their constitution. There has also been an increased awareness and evidence on the links between health and sexual and reproductive rights, and development. The Programme of Action (PoA) of the ICPD has supported frameworks and programs focusing on reproductive and sexual health needs of women and youth in the region. Despite these efforts, the ICPD Programme in the LAC remains unfinished.

“In Honduras, the remaining and emerging challenges, including high rates of adolescent pregnancy, high rates of women who lack access to proper education and information regarding family planning, and increased violence against women, are priorities. These are evidences that there is still a long way to go,” reported Hugo Gonzalez, Country Representative of UNFPA in the country.

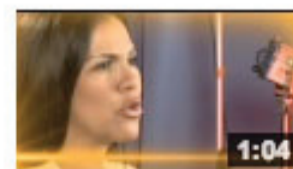
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