



World Population Day

11th July 2009

As part of our United Nations Global Compact ([UNGC](#)) commitment to respect human rights, Article 13 supports the [World Population Day](http://www.unfpa.org/wpd/) (<http://www.unfpa.org/wpd/>), 2009, which fell on the 11th July, 2009.

This year's World Population Day (2009) theme was focused on building awareness of the importance of a wide range of development issues, including poverty, human rights and gender equality.

Investment into education, child care and public health for women and girls can contribute to the achievement of the Millennium Development Goals (MDGs), through increasing national income, and raising productivity for a healthier economy. Investments by governments have improved child health through immunisation, expanded HIV prevention, brought life-saving drugs to people living with AIDS, narrowed the gender gap in education, and raised school enrolment rates (<http://www.unfpa.org/wpd/2009/en/>).

To do our bit, here at Article 13, in the build up to Saturday, 11th July, we included the World Population Day logo and link, as well as a brief descriptor on our email signatures to disseminate this initiative to our network of clients, associates and in-house team.

A small selection of Article 13 related resources includes:
The Universal Declaration of Human Rights - 60 years on
http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1448

Article 13 case study:
Ketchum - the role of communication in preventing the abuse of human rights
http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1452

For more information please contact Fiona Banyard on fionab@article13.com or call 020 8840 4450. Please also see Article 13's website www.article13.com



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