

# FINAL REPORT

63<sup>rd</sup> Annual United Nations  
Department of Public Information/  
Non-Governmental Organizations Conference



Melbourne, Australia  
30 August to 1 September 2010



United Nations

In partnership with the United Nations Department of Public Information,  
the NGO/DPI Executive Committee, and the Australian Government



Australian Government

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**Organized by the United Nations Department of Public Information  
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Dear Colleagues,

I must admit, the announcement that the 63<sup>rd</sup> UN DPI/NGO Conference would take place in Australia triggered a sense of trepidation in all of us. What would we do about the distance and the 14-hour time difference? Fortunately, despite these obstacles, this year's Conference, titled "Advance Global Health: Achieve the MDGs", was a great success due to old fashioned hard work and commitment.

Without a doubt, the topic of choice was right on the mark because the fate of nations, indeed of mankind, is inseparably linked to the health of their peoples. When governments invest equally in the health of their citizens, they reap significant returns.

You will agree that achieving the Millennium Development Goals — the MDGs — is essential for peace, for economic stability, and for addressing human rights, equality and equity.

With more than 1,700 participants representing 260 NGOs from 70 countries, the Conference Centre was a font of fruitful discussions and ideas about advancing global health and achieving the MDGs. I was enthused by the high degree of collaboration demonstrated by the NGOs of Australia and the Asia-Pacific Region. Their zeal about improving the health of their near and distant neighbours contributed greatly to the ultimate success of the Conference.

It was also a delight to watch the students and youth participants take an active role in the proceedings and insist on equal partnership with other NGOs and the UN in this campaign.

We were encouraged by the plenary speakers and Roundtable and Workshop panelists who called attention to the many developments critical to achieving the MDGs by 2015. We were also heartened to hear that NGOs see human rights as a fundamental component of all the MDGs.

The Conference culminated with the adoption of the Declaration, which outlined specific tasks for civil society, the UN and governments. Then, moved by the inspiring proposal by Tim Costello, CEO of World Vision, delegates also unanimously agreed to support his request for governments to proclaim a two-year moratorium on Pakistan's debt repayment in view of the devastating floods that were wreaking havoc on its people and land.

The energy generated by speakers and panelists, as well as the representatives of civil society, surely served as the needed momentum to reinvigorate the push for achieving the MDGs by the suggested target date of 2015.

I would like to express our deepest appreciation and thanks to the Federal Government of Australia, the Victorian State Government, and the Melbourne City Council for the enthusiasm with which they embraced this Conference and the unwavering and generous support which they extended to it. Without their contributions, and dedicated commitment, the convening of this event in Australia would have been impossible.

I would be remiss if I didn't express a word of thanks to all of the members of the Conference Planning Committee in New York and Australia — as well as all NGOs — for their selfless dedication and efforts to make this Conference a success.

I would also like to single out two individuals for their tireless work on behalf of the Conference. First, our thanks to Phil Batterham, the Convener of the NGO Focal Group of



Australia, who left no stone unturned as he strove to promote the Conference around the globe but more specifically to regional NGOs and the Australian public.

Second, I would like to extend our sincere thanks and appreciation to Eric Falt, former Director of the DPI Outreach Division, who was the leader and driving force behind the past three UN DPI/NGO Conferences. His encouragement and creativity pushed the DPI staff and Planning Committees to organize these successful Conferences. He will certainly be missed as we move forward.

On behalf of all my DPI colleagues — whose support was indispensable to the success of this Conference — I look forward to our continuing productive cooperation with civil society as we travel to our next conference destination.

**Maria-Luisa Chávez, Chief**  
NGO Relations, Outreach Division  
Department of Public Information

## Letter from the Chair of the 63rd Annual United Nations DPI/NGO Conference

Through cooperation and collaboration of the NGO community, the United Nations Department of Public Information / Non-Governmental Organizations Cluster, the Australian Government, the Australian Convener, and Planning Committee in Melbourne and New York, and donors who enabled delegates and speakers from developing nations to attend, we planned and implemented a very successful Conference.

The Vision Statement provided a definition and philosophical approach to foster global health. The statement helped us set goals and priorities in planning and implementing the Conference which included: preventing disease, identifying skills and resources needed to design and implement programs, and measures to evaluate their quality and sustainability. Topics and discussions also included human rights, human dignity and security, climate change, and nuclear disarmament; and their roles in fostering global health and achieving the MDGs. Therefore, the Conference emphasised the multidisciplinary, multifaceted issues in fostering global health; *not just managing disease*.

In spite of world economic conditions, and difficult travel and distances, we had one of the largest numbers of delegates, if not the largest number, at any UN DPI/NGO Conference. More than 50 workshops discussed issues and possible solutions to the underlying social determinants of health such as education, poor nutrition, substandard housing, contaminated water and lack of sanitation, and gender inequalities. Approximately 50 exhibits amplified the work being done in these areas by the NGO community. The four Roundtables brought together world experts who shared best practices in fostering global health and achieving the MDGs.

Highlights of the Conference were the sensitive and beautiful Indigenous welcome, the outcome Declaration which has been forwarded by the Australian Government to the United Nations President of the General Assembly for circulation. The Declaration is based on the values of social justice, equity and quality health care for all people. It calls on all governments, agencies, corporations and individuals to deliver on their human rights obligations by committing the financial and political will necessary to achieve the MDGs — as a moral imperative. Another memorable moment was the introduction of a statement on “Strengthening humanitarian response to severe floods in Pakistan”, written by several NGOs and unanimously approved by the delegates. The statement was delivered to the UN Secretary-General to be shared with Member States, by Kiyo Akasaka, UN Under-Secretary-General for Communications and Public Information.

Thank you to all who made this Conference possible and successful. A special thank you to my colleagues of the NGO community for providing me with this extraordinary opportunity to serve you as Chair of the Conference, and help educate the world community that health is more than managing disease, and reminding everyone that we have the ability, and skill, to eliminate the social determinants which are the root causes of illness.

**Mary Norton**

Chair, 63rd Annual UN DPI/NGO Conference  
Felician College



# Conference Overview

>> “I’d like to begin by acknowledging the traditional owners of the land we are meeting on today, the Wurundjeri people of the Kulin nation, and pay respects to their Elders and Ancestors”

With these traditional words, the 63rd Annual United Nations DPI/NGO Conference began in Melbourne, Australia. Titled “Advance Global Health: Achieve the MDGs”, and held 30 August–1 September 2010, the Conference became the largest UN event ever held in that country.

The Conference, held at the state-of-the-art Melbourne Conference and Exhibition Centre, that is located on the banks of the Yarra River, was organized jointly by the UN Department of Public Information, the NGO/DPI Executive Committee and the Australian Government.

A total of 1,731 representatives from 260 NGOs and 70 countries, as well as representatives of academia, media, the UN system and Member States participated in this year’s Conference. The three-day gathering was acclaimed as a true example of successful partnership between the United Nations and civil society to raise awareness about global health and the MDGs. It was also a tribute to the important role of civil society in the United Nations system.

This was the third time that the DPI/NGO Conference was held outside United Nations Headquarters in New York City. The first one was the 61st Annual Conference, which was dedicated to “Reaffirming Human Rights for All”, and was appropriately held in Paris, France, where the Universal Declaration of Human Rights was adopted six decades earlier. The second, titled “For Peace and Development: Disarm Now”, was held in Mexico City.

By taking the Annual DPI/NGO Conferences away from UN Headquarters, regional NGOs were given the opportunity to associate themselves with DPI. Consequently, the 2009 association process in Latin America and the Caribbean brought in 66 NGOs. Forty-three non-governmental organizations based in Mexico were newly associated in time for the Conference. More than three-quarters of the attendees at the Conference also hailed from Mexico and the region.

This year, as the Conference moved to Australia, DPI/NGO Relations associated 41 NGOs in the Asia-Pacific region, including: Australia – 32, Fiji – 1, Philippines – 5, Tonga – 1, Vanuatu – 1.

The Conference took place 10 years after the eight Millennium Development Goals were adopted and five years before their achievement will be assessed. Speakers at the Opening and Closing ceremonies as well as the Roundtable sessions and Workshops pointed out that despite mixed results in achieving the MDGs, an international re-dedication to meeting the goals is justified. They underscored the need to address global health as a world community and come up with solutions that will benefit all, equally.

This theme wove persistently through all of the Conference’s sessions. Addressing the inequities that exist in health care both within and between countries was deemed indispensable to advancing global health and achieving the MDGs. The global community was encouraged to recognize the need for fair and equal access to health care and global investment in good health.

The Roundtable discussions reflected the major concerns of the NGO community: from what role they should play in helping to achieve the MDGs, to looking at the impact that migration, climate change, urbanization and globalisation and people living longer will play on global health outcomes. They singled out as important the need to have some consensus on the strengthening of what they called “an integrated and systems approach” – that is governments, civil society, the private sector and the medical community working together to achieve global health and MDGS.



It was pointed out that a critical element of achieving global health is the need to address the issues of the poor and the marginalized. These groups must be assured of participation in the planning of health care and unfettered access to quality health care wherever they live. Poverty will not be addressed properly if the poor continue to be excluded from basic essential care.

MDG 4 and 5 (Reduce Child Mortality and Improve Maternal Health) were also top of mind for many of the speakers as well as NGOs. MDG 4 stresses the need to reduce child mortality by two thirds between 1990 and 2015 but, as the panelists of Roundtable Four noted, how can this happen if indigenous children are not properly identified in vital statistics and administrative data on the extent to which children under five are immunized against deadly childhood diseases such as measles?

The global community must also do much more to ensure that every minute of every day a woman somewhere in the world does not die from preventable complications in pregnancy and childbirth. Maternal mortality across the developing world continues to be unacceptably high and this is firmly tied to poverty, gender equality, illiteracy, nutritional taboos and being subjected to harmful traditional practices such as female genital mutilation and child marriage. In order to meet the targets of achieving safe motherhood by reducing the number of maternal deaths by three-quarters by 2015, women must obtain professional care at delivery and have the right to immediate and quality obstetric care in the case of complications.

Simultaneously, speakers said, women must have equal access to education. As one speaker from Africa noted, if you give a boy education, you educate the man, but if you give a girl education, you educate a woman, a mother and society.

While the MDGs were the focus of the Conference, human rights were their palpable underpinning. The belief that the eight MDGs are grounded in human rights resounded throughout the sessions, exhibits and events.



With her image projected on a large screen, Mary Norton addresses the delegates.

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**Navanethem Pillay**, UN High Commissioner for Human Rights, said human rights and development are consonant and mutually reinforcing objectives.

According to her, a human rights approach to eliminating conditions of underdevelopment helps identify and combat inequality and social exclusion at their roots. Adherence to human rights creates a level playing field for everyone to enjoy a life of dignity and rights, she said. “This approach bolsters accountability by clarifying the duties and responsibilities of Governments, donor countries and non-governmental organizations regarding action taken or omitted”

Critical to achieving the health-related MDG goals also means operating in a fully functioning health system with access to quality and affordable health care. As the cost of health care escalates, speakers said it becomes imperative to keep costs to the consumer affordable. It is also extremely urgent, particularly in countries where the health systems are already weakened by decades of neglect, to find the means to tackle this issue globally in order to reduce the life expectancy gap of 40 years between rich and poor countries.

Beyond calls for helping marginalized groups, women and children around the world, speakers from Australia’s Indigenous communities highlighted the lack of attention that their peoples have been receiving not only in Australia but around the world.

**Mick Gooda**, Aboriginal and Torres Strait Islander Social Justice Commissioner of the Australian Human Rights Commission, and **Barbara Flick Nicol**, an Australian Aboriginal health activist, among others, pointed out that the poor state of Indigenous health in Australia was a human rights abuse. They said the Australian Government overlooked what came to be known as the “other country” within its borders while it looked to provide aid overseas.

In addition to the communicable diseases cited in the MDGs, speakers and delegates spoke of the need to include non-communicable diseases and lifestyle habits that threaten health in projects to advance global health.

Referring to a “tsunami” of chronic non-communicable diseases, **Sir George A. O. Alleyne**, Chancellor of the University of the West Indies and UN Special Envoy for HIV in the Caribbean, said: “These diseases represent an epidemic of gigantic proportions and the call to address them nationally, regionally and globally, and dispel the myths that enshroud them has an urgency that can no longer be ignored. There is good evidence that it will be extremely difficult to achieve the MDGs if we do not confront the challenge of the non-communicable diseases”

The active participation of numerous NGO youth representatives was a welcome development at the Conference. This was acknowledged in speakers’ remarks, as well as by **Kiyo Akasaka**, UN Under-Secretary-General for Communications and Public Information, who said:

**LEFT: Tim Costello**, CEO of World Vision, proposes a motion to delay Pakistan’s debt repayment for two years due to the devastating floods.

**RIGHT: NGOs** from around the world filled the MCEC’s plenary hall.



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“I have also been thrilled by the energy and enthusiasm of all the participants and speakers in particular the young people who have joined us and actively participated in our conference. We are all heartened by your strong desire to become involved in improving the lives of millions of children, mothers and people in need”

Christopher Varney, former Youth Ambassador of Australia and one of the closing keynote speakers, passionately called on the UN and the global NGO community to tap youth as equal partners in the global campaign to achieve the MDGs.

Delegates take advantage of one of two Internet Cafes located in the Melbourne Convention and Exhibition Centre.

“Young people in particular play a vital role in the UN family. Whilst the UN serves all people and places, it ultimately facilitates a better world for today’s youth and future generations. Similarly, the biggest supporters behind the UN are children and young people, since our un-

burdened mind makes us the most capable of sharing its dream for humanity. In this way, the face of the UN is that of the world’s young people and its future belongs to us”, Mr. Varney said.

On the final day, the Conference attendees were given the opportunity to formally vote for the adoption of a Declaration, which had been distributed to the attendees and discussed in advance. Despite a handful of “nay” votes, the document was ultimately adopted.

The document states in part: “We, the people gathered here at the 63rd Annual United Nations DPI/NGO Conference, are in support of the Secretary-General’s appeal for action and we call upon all governments, agencies, corporations and individuals to deliver on their human rights obligations to over a billion people living in poverty, by committing the finances and political will necessary to achieve the MDGs”

During the Closing Ceremony, **Mary Norton**, Chair of the Conference, gave copies of the Declaration to Mr. Akasaka, who would pass it to the UN Secretary-General, and **Phil Batterham**, Convener of the NGO Focal Group in Australia, who would present it to the Australian Government. It was hoped that the document would be included in the proceedings of the MDG Summit at UN Headquarters in New York City. Ultimately, the Declaration was circulated as an official document (A/65/525) of the General Assembly on 19 October 2010.

Following the adoption of the Conference Declaration, **Tim Costello**, CEO of World Vision, made an impassioned plea on behalf of flood-ravaged Pakistan. He called on the NGO community and the governments of the world to reaffirm their support to the conference theme, global health, and to universal human rights, by assisting those displaced by the floods.

“Pakistan is at present spending \$3 for servicing its debt for every dollar it spends on health, the theme of this conference. I propose that we, representing the global community of NGOs, call on the governments of the world to implement a two-year debt repayment moratorium with no

“Young people in particular play a vital role in the UN family. Whilst the UN serves all people and places, it ultimately facilitates a better world for today’s youth and future generation”

— Christopher Varney





accrued interest to allow Pakistan to have the resources to assist those displaced by the floods,” Mr. Costello said.

At the concluding ceremony, Mary Norton announced that, indeed, “the conference participants overwhelmingly agreed to support a two-year moratorium on debt repayment for Pakistan which is suffering from a national disaster of epic proportions”.



Participants of the 63rd UN DPI/NGO Conference were treated to several demonstrations of Aboriginal song and dance.

The Conference featured four Roundtables, which were organized as interactive discussions, during which the moderator asked several questions of the panelists, who in turn gave responses to the questions. These responses formed the core of the roundtable discussions and were later enhanced by questions and comments from the floor.

Additionally, the NGOs organized a record 55 workshops and also some 50 exhibits. The exhibition space added a meaningful and interactive component to the Conference, where NGOs could advocate on

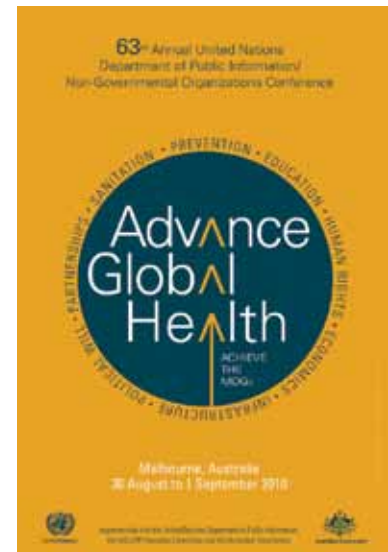
behalf of their work and network. This arrangement also allowed for a greater youth involvement, including a Youth MDG Village.

The Conference was accompanied by several public events that were linked to the themes of global health and poverty. They were organized across Melbourne by civil society in an effort to raise awareness of health issues.

Throughout the three-day gathering, NGO delegates from around the world were treated to several demonstrations of Aboriginal and multicultural song and dance. The Conference stage was adorned with Indigenous interpretations of the eight MDGs that were carved into rock-like formations.

Documents, speeches, news and other material pertaining to the Opening and Closing Ceremonies, Roundtables and Breakout sessions of the Conference can be accessed at <http://www.undpingoconference.org>.

The visual identity for the Conference, as well as the Conference at a Glance, the Final Report, on-site banners and signage, satchel and other collateral designs were created by the Outreach Division, Department of Public Information.



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# Summary of Plenary and Roundtable Presentations

## Conference Opening Session

In his remarks at the Opening Ceremony, **Kiyo Akasaka**, UN Under-Secretary-General for Communications and Public Information, thanked the Australian Government, the Victorian State Government and the Melbourne City Council for the opportunity to convene the Conference in their country. He also acknowledged the presence of Senator Helen Kroger.

“We have come to Australia in recognition of this country’s strong support and rich and varied contributions to the United Nations since its very founding in 1945”, Mr. Akasaka said. “And we have come to the beautiful city of Melbourne in recognition of its history, culture and care for its citizens, as well as for its embrace of those from around the world”.

Describing global health as “the most important and most pressing issue in the world”, Mr. Akasaka noted that “The fate of nations is inextricably linked to the health of their peoples”.

He said the United Nations and its partners are currently working with the Government and people of Pakistan to alleviate the massive human, health and economic challenges faced by the country in the wake of the latest destructive flood. Specifically, some 20 million people are facing an emerging health crisis, with mounting cases of water-borne and communicable diseases.

“In nations across the world, it is clear that investments in health yield significant returns. Study after study shows that investing in good health is cost-effective; that investing in women and children reduces poverty; and that investing in health stimulates the economy”, Mr. Akasaka pointed out.

Health is at the very core of the Millennium Development Goals, he continued, and achieving them “is essential for peace, for economic stability, and for addressing human rights, equality and equity”.

With the MDG Summit less than a month away, Mr. Akasaka said, this Conference is a “crucial opportunity” for the participants’ voices to be heard at that forum.

“It is an opportunity for all of you to find ways to narrow the differences between public health policy and pledges — and the often harsh reality of peoples’ every day lives. And it is an opportunity to mobilize action for health — where it matters most, in the local districts and communities”, he said.



**Kiyo Akasaka**, Under-Secretary-General for Communications and Public Information, welcomes the participants to the Conference.



In his welcoming remarks on behalf of the Australian Government during the Opening Ceremony, **Bob McMullan**, Parliamentary Secretary for International Development Assistance, said his country is an appropriate venue for hosting this DPI/NGO conference because it is “the only major developed economy almost completely surrounded by developing countries: The Pacific Islands to our east, Indonesia, East Timor and Papua New Guinea to our north, the Indian Ocean and Africa to our West.



**Bob McMullan**

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“Some of the most vulnerable and fragile countries in the world are in our neighbourhood. Their progress towards the Millennium Development Goals (MDGs) is mixed.”

Mr. McMullan continued: “We have made great progress, for example in reducing malaria in Vanuatu and Solomon Islands and reducing maternal mortality in Nepal. But while this is welcome, it is not enough.

“Our region, the Asia Pacific, is home to two-thirds of the world’s poor. Maternal deaths in the Asia Pacific account for almost half of the global total. Yet the region attracts only one-third of total global aid. This conference is an opportunity to bring our collective ideas and experience to bear on global development challenges”

Mr. McMullan said the Conference offers Australia and its neighboring countries an opportunity to raise awareness of the unique circumstances, needs and challenges of the Asia-Pacific region.

Noting that the theme of the Conference — “Advance Global Health: Achieve the MDGs” — is very timely and important, Mr. McMullan said the key message is that the global community is not doing enough to achieve MDG 5 (Improve Maternal Health), MDG 4 (Reduce Child Mortality) and MDG 6 (Combat HIV/AIDS, Malaria and Other Diseases).

“Nor are we giving sufficient attention to the rise of important non-communicable diseases which are not directly covered by the MDGs but will impact on health outcomes throughout the developing world”, he said.

The 2010 MDG Summit will be an excellent tool for assessing progress in achieving the MDGs, Mr. McMullan said. There have been successes as well as setbacks, he said, among he listed rising food and oil prices and the global economic crisis.

“The test for the international community is to identify ways we can move faster to meet the MDG targets by 2015. We each have an important role to play in advancing this agenda. Achieving the Millennium Development Goals requires a collective effort. Governments can set policies and determine where to allocate funds and resources. But our decisions are shaped by many factors and players. And collaboration can result in more effective aid and greater harmonization”, he said.

Turning to Australia, Mr. McMullan said his country is “committed to being a good international citizen and improving the lives of people less fortunate than ourselves throughout the world, but particularly in the Asia-Pacific region”

NGOs from around the world attended the Conference.



“We have committed to increase our aid spending to 0.5 per cent of our gross national income and we are on track to achieve that. It is important to note that at the recent election this was a bipartisan commitment”, he said.

Additionally, Mr. McMullan said, Australians are generous in their donations and in 2008 donated more than \$800 million to aid and development organizations. He added that Australians are avid volunteers and the Government’s aid program supported 1,200 volunteers last year, a number that he expects to increase in upcoming years.

Mr. McMullan said Australia’s aid is mainly focused on Asia and the Pacific, a region where about 642 million people live in extreme poverty and more than 1 billion people live on less than \$2 a day.

“Too many die or become ill from easily preventable or treatable diseases. And these are big challenges, even where we are making progress. Maternal mortality rates in Nepal, Bangladesh, Cambodia, Indonesia and Burma have dropped significantly but remain high. They have increased in Afghanistan, Fiji and Laos and remain persistently high in Papua New Guinea”, he said. “In eleven countries in our region, at least one in 20 children dies before the age of five of conditions and diseases such as pneumonia, diarrhea and malnutrition. We are also gravely concerned about the prospects for HIV in PNG in particular”, he said.

Furthermore, Australia is developing a global aid program with projects beginning west of the India Ocean, Africa and Latin America and the Caribbean, Mr. McMullan said.

“In particular, we recognise that the MDGs won’t be achieved if we don’t make more progress in Africa. Australia is therefore increasing its assistance to Africa, in areas where we have particular skills and expertise. We already have a track record of providing funding, for example, to the Fistula Hospital in Ethiopia and UNICEF programs for children who are orphaned as a result of AIDS”, he said.

Australia is also doing more in the areas of maternal and child health, water and sanitation and agriculture, he added.

In order to coordinate aid and maximise its impact, Mr. McMullan explained that Australia works in partnership with the United Nations, partner governments, civil society and others to extend the reach and scope of our aid programs. He said that his country has nine partnership agreements with UN development and humanitarian agencies. It instituted Pacific Partnership for Development agreements with 11 Pacific island countries and it has strategic partnership agreements with several major Australian NGOs.

“Partnerships enable us to implement longer-term activities that build capacity and deliver sustainable outcomes”, he said. “Most importantly, our partnerships with the developing countries in which we work ensure that Australia’s development activities are consistent with their own priorities and development plans”.

Global partnerships provide Australia with new and positive ways to work bilaterally, regionally and multilaterally to advance the MDG agenda and to meet the needs of developing country neighbours, Mr. McMullan said.

“This Conference comes at an important time. It is an opportunity to talk through big issues facing global health and your response to these challenges. It provides a platform to share ideas which can be taken to the MDG Summit. But it must also be an opportunity not just for words but for action”, he concluded.

“The test for the international community is to identify ways we can move faster to meet the MDG targets by 2015. We each have an important role to play in advancing this agenda. Achieving the Millennium Development Goals requires a collective effort”  
— Bob McMullan





UN Secretary-General **Ban Ki-moon**, in his video message at the Opening Ceremony, thanked the Australian Government and the City of Melbourne for hosting the 63rd UN DPI/NGO Conference. He also said advancing global health is a fundamental part of the MDGs and NGOs are essential to advancing global health.

*The full text of his remarks follows:*

I thank the Government of Australia and the City of Melbourne for hosting this important conference.

We see again Australia's strong support for the United Nations.

And we see again why the vibrant, multicultural city of Melbourne has so much to offer the world.

Thank you for coming together to advance global health and the achievement of the Millennium Development Goals.



We, at the United Nations, not only value your activism — we depend on it.

North and South; indigenous peoples; small island developing states — we need to hear your voices. And we need you now more than ever.

In just a few weeks, world leaders will meet in New York to push for greater progress on the MDGs.

There have been gains on many fronts — including greater access to HIV treatment, and considerable success in controlling malaria, tuberculosis and neglected tropical diseases.

But we still have some distance to go.

Meeting our commitments on health is central to meeting all of the MDGs.

That is why I welcome your focus on women's and children's health.

This is the area where we are most behind. Yet evidence shows this is also where we can get the biggest return on our investment.

Simple measures can make a huge difference

We have the know-how to build strong health systems.

We have the resources to ensure that women have access to the services they need, when and where they need them.

And we have the Global Strategy for Women's and Children's Health, which brings together all stakeholders — Governments, NGOs, foundations and the private sector.

Partnership will be crucial if we are to end preventable deaths.

Your role is invaluable.

You have a unique presence on the ground, in communities.

You understand, like no one else, the daily challenges faced by the most vulnerable.

Secretary-General Ban Ki-moon addresses the assemblage via video message.

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You have the passion and networks to spread our messages far and wide.

Thank you for joining forces. Advancing global health is essential to the MDGs, and you are essential to advancing global health.

I wish you all the best for a successful conference. And I look forward to working with you to keep the promise of the MDGs.



**Navanethem Pillay**, UN High Commissioner for Human Rights, in her videotaped remarks shown during the Opening Ceremony, referred to the Conference as being very timely since it articulates “a vision in which human rights and development are seen as consonant and mutually reinforcing objectives”

Ms. Pillay noted that economic growth is insufficient for the progress of the MDGs. She said “where economic expansion in some countries has alleviated poverty, this positive result has been uneven and has often left unaddressed structural conditions of discrimination and inequality that condemn far too many people to a life of hunger, illness, and vulnerability”

According to her, a human rights approach to eliminating conditions of underdevelopment helps identify and combat inequality and social exclusion at their roots. Adherence to human rights creates a level playing field for everyone to enjoy a life of dignity and rights, she said. “This approach bolsters accountability by clarifying the duties and responsibilities of Governments, donor countries and non-governmental organizations regarding action taken or omitted”, Ms. Pillay explained.

The High Commissioner for Human Rights elaborated by saying that from a human rights approach, the inclusion of rights-holders is a key component of effective policies. She said the most vulnerable elements of society must be engaged as proponents as well as engineers of change.

“This not only makes policies and programs truly representative of those they seek to assist, but it also empowers individuals and communities to claim their entitlements and rights”, she said. “Available information indicates that Governments, which have explicitly linked their human rights obligations to the development of MDGs policies, have made the greatest advances. Health policies, which purposefully reached out to the poor and the most marginalized and gave them access to care, exemplify such progress”

Ms. Pillay unequivocally pointed out that several international human rights instruments categorize health as a human right. Health must be pursued in tandem with all other human rights, she said.

Article 12 of the International Covenant on Economic, Social and Cultural Rights describes it as “the right of everyone to the enjoyment of the highest attainable standard of physical and mental health”, she said.

Furthermore, human rights are a fundamental element of the MDGs, she continued. They are included in the principles of curbing extreme poverty; offering education opportunities to all; removing gender inequality; reducing child mortality; improving maternal health; combating



**Navanethem Pillay, UN High Commissioner for Human Rights, discusses human rights and the MDGs in a video address.**

HIV, malaria and other diseases; ensuring environmental sustainability; and developing global partnerships. “None of these goals can be achieved without consideration of the full range of human rights, including the right to health”, Ms. Pillay said.

Citing MDG 5, Improving maternal health, Ms. Pillay said: “The World Health Organization estimates that up to 98 per cent of the annual 500,000 deaths related to pregnancy and childbirth complications could be prevented with low-cost, targeted interventions, policies and services, all of which have been known by the medical profession and health systems for decades. Despite this knowledge, maternal health remains the least successful of the eight goals. Failure to achieve progress on this vital goal indicates a failure to implement key human rights principles, such as equality and non-discrimination, meaningful participation and accountability”.



“None of these goals can be achieved without consideration of the full range of human rights, including the right to health”

— Navanethem Pillay

She further pointed out that the four key drivers for preventing maternal deaths depend on the exercise of rights, including access to health care, equal access to education, and equal economic opportuni-

ties, and states must help women attain these rights.

“Let me emphasise that civil society is an indispensable partner for the achievement of this and all other Millennium Development Goals. You insist that human rights be placed at the centre of policies designed to fulfil the goals and to save lives. Your help, ideas, energy and passion remain crucial to this endeavour”, Ms. Pillay said.



**Michel Sidibé**, Executive Director of UNAIDS, as the UN’s key spokesman on AIDS, said in his remarks at the Opening Ceremony that “The story of the AIDS movement is a story of people’s outrage and their passionate call for social justice”.

Beginning three decades ago as a grassroots movement, today former small activist groups are organized into NGOs that have demonstrated that HIV prevention could be rolled out on a large scale. The efforts of these NGOs have broken through the “conspiracy of silence” and given a face to the minorities afflicted by this epidemic, Mr. Sidibé said.



Michel Sidibé

“You pressed your governments and international organizations, including the UN, into action. You helped to mobilise the global resources for AIDS from \$300 million in 1996 to over \$17 billion last year. NGOs, especially civil society, have transformed the AIDS response, and in the process, have transformed the global architecture of health as a human right”, he said.

Mr. Sidibé credited the AIDS movement’s activists with attaining for people living with HIV a seat at the table where “policy is made and resources allocated”. He said these NGOs have successfully championed the idea that universal access to HIV prevention, treatment, care and support is not a luxury but it is a right, “and it is time to make it a reality for every human being”.

Continuing with his praise of accomplishments of NGOs, Mr. Sidibé said “NGOs tackle the work that governments will not do, cannot do, or don’t do well. You provide care and support to people in remote rural areas. To the criminalised and those on the margins of society. To stateless people and refugees in times of humanitarian crisis”.

Among their achievements, he listed the creation of the Global Fund and the requirement that each country take its fair share and keep its commitment.



“Now I am going to ask you to do more. I am calling on NGOs to lead the next big step forward. I am asking you to help the world exploit the leveraging affect of AIDS. To make investments and momentum for AIDS into a bridge for producing larger health and development outcomes. Only with the leadership role of NGOs can we take AIDS out of isolation and fully integrate the AIDS response with the MDGs;” Mr. Sidibé said.

Mr. Sidibé expressed his belief that HIV is not a disease in isolation but rather it is part of the global fabric of human health, human rights and human livelihoods.

“MDGs 3, 4, 5 and 6 are one indivisible set. It is time to harness the capacity and passion and expertise built over the last 30 years of the global AIDS response to achieve these broader health and development goals. And I would suggest that unless we harness that expertise and transfer those lessons, then we will not achieve the MDGs by 2015;” he said.

In order to hasten achievement of the MDGs, Mr. Sidibé said UNAIDS is reaching beyond its traditional NGO partners and building partnerships with women’s rights groups, human rights organizations, young people, maternal and child health advocates, those working for better sexual and reproductive health services, people living with TB, migrant workers, and other groups.

According to him, the response to the AIDS crisis has contributed to maternal, newborn and child health goals. “The Secretary-General’s Joint Action Plan for maternal health is exactly the sort of cross-cutting initiative we, at UNAIDS, have embraced;” he added.

“The UN family will work closely with all of our NGO allies to redouble our service delivery efforts towards all of the health MDGs. We will not be successful without your networks, capacity, expertise and passion,” Mr. Sidibé said.

“I am calling on NGOs to lead the next big step forward. I am asking you to help the world exploit the leveraging effect of AIDS;”

– Michel Sidibé



Referring to his address at a recent AIDS conference in Vienna, Mr. Sidibé concluded: “I described a new vision of where we are ultimately heading: our goal is nothing less than zero new infections, zero discrimination and zero AIDS-related deaths. We will reach zero only by harnessing the dynamism, creativity, reach and skills of NGOS, and coming together as one entity – as one energy”.



**Barbara Flick Nicol**, an Australian Indigenous health activist, in her speech at the Opening Ceremony, was both critical of the Australian Government for its mishandling of Aboriginal health issues and her own Aboriginal communities for not doing enough to help themselves, and said:

“Many of you might be wondering how it is that a developed nation as wealthy as ours can be facing such appalling health statistics among my people, with a gap in life expectancy between Indigenous and non-Indigenous people of 15 years. There are great variations in this national statistic”.

Ms. Nicol related that in one Indigenous community, where she had worked, the life expectancy for men was 38 years.

“So it should come as no surprise that we have our own particular version of the MDGs, called Closing the Gap;” she said.

While this name change was spearheaded by the Australian NGO community, Ms. Nicol explained it was not her intent to distract from reaching the goals but rather she wanted to elaborate on the means of getting there.



Barbara Flick Nicol

ACHIEVE THE MDGs





“In Australia, we’ve seen how easy it has been for such targets to become bureaucratized, and for the intended beneficiaries to be disenfranchised in the process. It is not the amount of money or the number of organizations or programs that count, when at the heart of these targets are the choices that people make, and the barriers and incentives that they face”, she said.

Shunning a litany of failures, Ms. Nicol reassured the NGOs in attendance that there are positive examples of success to draw on. She said Aboriginal women are increasingly overcoming inequality and gaining access to power and positions of decision since they are the ones who will prepare the next generation. An organization called Mookai Rosie Bi Bayan, with which she has worked, provides specialist ante-natal and post-natal care of mothers and babies, many of whom are forced to travel from remote communities to have their children in the northern Australian town of Cairns. In central Australia, she said, Arrernte women have successfully wrestled child birth practices back from what she called “male-dominated white thought and practice”, through the Alukura women’s health and birthing centre which integrates modern clinical services with traditional birthing practices.

Ms. Nicol pointed out that many of Australia’s Aboriginal peoples are discovering a so-called middle path of both holding their family and culture strong, while pursuing aspirations for economic development. However, she cautioned, they face a range of structural barriers.

“On Cape York, many people aspire to own their homes, and can afford to do so, but they face a range of legislative impediments around land tenure and governance. Others are finding their aspirations for enterprise development frustrated by environmental protection legislation

called Wild Rivers, like the people with farms in the vicinity of Hopevale in Cape York Peninsula, northern Queensland”, she said.

While economic opportunities are opening up through mining and other native title benefits, government documents continue to record birthplace as the city and not the community/clan group that the child is from. This policy, unfortunately, leads to internal arguments when people try to establish their connection to their tribal lands, or country as the Indigenous peoples refer it, she said.

“Many of you might be wondering how it is that a developed nation as wealthy as ours can be facing such appalling health statistics among my people, with a gap in life expectancy between Indigenous and non-Indigenous people of 15 years”

— Barbara Flick Nicol

“The point I’m trying to make here is that many of my people are struggling to overcome structural barriers within a dysfunctional system, which directly relates to the strength of Australia as a developed nation and its highly organized legislative and bureaucratic processes. I suspect that communities in less developed countries do not face the same range of stringent structural impediments”, Ms. Nicol said.

Nonetheless, Ms. Nicol said she did not want to suggest that all of the problems being faced by the Aboriginal communities are structural.

“There is no excusing parents who allow nine-year-old kids to wander the streets at night. It won’t matter how many millions of dollars are poured into Aboriginal health if we are drinking, smoking and fighting our lives away. In the Northern Territory, there are reports of malnutrition in some communities, despite welfare payments and the presence of well-stocked community stores. So for NGOs entering such troubled places, you will face the dilemma of whether you should provide emergency relief and directly feed children through, say, a breakfast program, or whether you should strengthen families by forming, say, a play group for children, and then using that vehicle to help mothers to feed their children more nutritious foods”, she said.

Ms. Nicol suggested that NGOs that plan to work in those communities should opt for tackling the latter scenario because “at the end of the day, you can’t live our lives for us”



She concluded: “We have to take care of ourselves and our families by nurturing them and accessing good health practices to ensure strong and healthy children. We have to claim our own future in this country, and not wait for governments or for NGOs to define it for us. Regardless of how far behind we may find ourselves in reaching the Millennium Development Goals, we have to start with the things inside us. The lore of our ancestors, the teachings of our grandparents, our connection to our tribal lands, and us leading the way forward into the generations to come — these things are at the heart of us achieving the MDGs.”



In her remarks at the Opening Ceremony, **Mary Norton**, Chair of the 63rd Annual UN DPI/NGO Conference, welcomed the delegates, noting: “We have come here today, from every part of the world, to share a common mission, to advance global health — and foster achievement of the Millennium Development Goals. To accomplish these objectives, we — NGOs, civil society and governments — need a commitment to values of social justice, equity, and quality health care for all people.”

Mary Norton said that despite a high degree of interconnectivity among peoples, disparity in health outcomes and inequity persist, contributing to deaths due to poverty, hunger, and economic constraints, as well as, lack of political will and adequately trained health professionals.

“Let us consider one of the most basic of needs, potable drinking water. Today 6,000 people will die from contaminated drinking water. Can you imagine the staggering numbers that have died since we started planning this conference in January?” she said.



Mary Norton

Mary Norton pointed out that since the 1978 Declaration of Alma-Ata, the broad-based concept of health has included literacy, nutrition, housing, contaminated water and sanitation.

“If we accept this view then the health millennium goals are not just 4, 5 and 6. Rather, all the Millennium Development Goals contribute to improving health for all people, because they address the root causes of ill health,” she said.

Mary Norton called on the delegates to be mindful of those parts of the global society whose voices will not be heard at the Conference, including: “colleagues and friends who have given their lives in service of the underserved and marginalized, as well as, those who will die; women bringing new life into the world, others from preventable and treatable illness and lack of trained health professions, and those from natural and manmade disasters”.

“Let us consider one of the most basic of needs, potable drinking water. Today 6,000 people will die from contaminated drinking water. Can you imagine the staggering numbers that have died since we started planning this conference in January?”

— **Mary Norton**





## Roundtable One

# The Role of the NGOs and Civil Society in Helping to Achieve the MDGs

## Introductory Highlights

Roundtable One was moderated by: **Dr. Padmini Murthy (United States)**, representative of the Medical Women's International Association to the United Nations; and panelists included: **Sakena Yacoobi (Afghanistan)**, Founder of the Afghan Institute of Learning (AIL); **Sue Ndwala (Australia)**, representative of World Vision; **Ruth Bamela Engo-Tjega (Cameroon)**, Chief Executive and founder of the African Action on AIDS (AAA); and **Dr. Aleida Guevara (Cuba)**, consultant paediatrician at the William Soler Children's Hospital in Havana.

Some of the key points covered in the discussion included the significant and diverse roles of NGOs and civil society in achieving the MDGs. Also discussed were the most effective ways, in which NGOs and civil society can articulate their positions with their governments to influence government policies, while addressing the need for services to improve the health and well-being globally. Lastly discussed was how programmes can be designed and improved in a way so that progress can be tracked and evaluated, enabling the recognition of rights and wrongs and thus, identifying how to better achieve the MDGs.

During the question-and-answer portion, the key points that were raised included:

- with challenges facing the advancement of global health, can NGOs still remain aloof of politics;
- with regards to posting pictures of vulnerable people on NGO websites – where should the ethical line be drawn between exposing the realities on the ground and exploiting the vulnerability of individuals of those who are helped;
- the important role of leadership within NGOs and civil society.

A major conclusion of the Roundtable was that NGOs and national governments must work together in order to achieve the MDGs.

## Summary of Discussion

**Sakena Yacoobi** spoke about the difficulties the Afghan government has in providing education to Afghan's youth (i.e. lack of resources). It is in this field, where her NGO plays a vital role as it educates and trains people, empowering them and, in turn, improving their lives. Ms. Yacoobi pointed out that 60% of the Afghani population are women and therefore it is vital that women are educated. Seeing that men play a central role in improving gender equality, they are also included in her programmes such as training, education and leadership classes. In an effort to reduce child mortality, Ms. Yacoobi's NGO also trains women in health services. This allows them to deliver quality health care to women in their homes, which is still the more traditional method for women in Afghanistan to receive health care. It is important, as Ms. Yacoobi acknowledged, for NGOs to work side-by-side with governments in order to provide quality programmes.

**Sue Ndwala** began her comments by discussing the important role and great work NGOs have done in achieving the limited progress towards the MDGs. NGOs have filled the gap of

providing primary health care that are often ignored by governments, by working on various levels of society, including family and community. However, she noted, that NGOs can never fill the gap and that governments have to step up and do their part in achieving the MDGs. Lastly, based on her personal experiences working for World Vision in the Pacific Islands, she said the lack of resources in health facilities results in a desperate need for renewed efforts to improve MDG 5 – Improving maternal health.

**Ruth Bamela Engo-Tjega** stated that NGOs like to think of themselves as watchdogs in ensuring that each country’s taxes go towards the achievement of a minimum common level of compassion. She continued by saying NGOs also ensure that more money is earmarked to education and healthcare. Additionally, NGOs must make sure that the process of reaching the MDGs is owned by the community to ensure sustainability. Her final point indicated that NGOs must create the type of leadership in the community that makes sure that the communities are capable of defining the process, making it sustainable. Ms. Engo outlined the main challenges



Participants of Roundtable One, from left, are: Dr. Padmini Murthy, Sakena Yacoobi, Sue Ndwala, Ruth Bamela Engo-Tjega, and Dr. Aleida Guevara.

in achieving the MDGs. She said communities do not own the process, and that people in her country, for example, do not understand what the MDGs are. She emphasised that communities should own the MDGs and have pride in achieving them. Another challenge is the fact that there is too much bureaucracy – counting things and counting people. She said that a challenge of bringing the MDGs closer to the people was removing the donor mentality and ensuring that governments, NGOs and local communities are working together so that humankind has a minimum common humanity level.

**Dr. Aleida Guevara** spoke of her experiences in Cuba, and, particularly the work that has been achieved in reducing infant mortality. In 1959 Cuba had an infant mortality rate of 60 out of 1,000. The statistic has now been reduced to 4.8 per 1,000. She said this has been achieved because communities worked together. One of the main points Dr. Guevara raised pertained to education. She said the standard of education of all people is very important so they can learn about what is going on in their surroundings and make decisions on how they should act. In essence, a good standard of education will result in a good standard of living. She added that it is easier to prevent disease than it is to cure it. In Cuba, for example, that is why a child has 13 vaccinations and a pregnant woman has a minimum of 10 consultations. Health is a right that people have, and the life of a human being is non-negotiable, she said. It has to be accessible to all individuals and must be a priority of all states or countries regardless of their ideology. The future of humanity depends on the standard of health of their people. Dr. Guevara described her work with a newly formed Latin American organization called ALBA (Bolivarian Alliance of the Americas). The first part of the project deals with a literacy program for the people

“Don’t ask what has to be done, do what has to be done.”  
— **Dr. Aleida Guevara**



of Latin America. It was realized that there was a large number of people who could not read or write. This was based not on their lack of the intellectual capacity, but on the fact that they could not see. A programme called Miracle Operations was initiated in which more than 2 million individuals who suffered from cataracts in Latin America were operated on. Free surgery gave the people the ability to learn to read and write. ALBA is working with doctors from every part of Latin America, Africa and Asia. Another program now under way identifies whether people suffer from a disability of a motor nature or intellectual one. She concluded by stating that, while Cuba is a poor country, it has achieved beautiful and great things with respect to society, medicine and education.

## Question and Answer Period

Participants discussed the main challenges that NGOs are facing in achieving the MDGs, including what it takes to be a successful NGO and the importance of leadership with clear visions. It was recommended that NGOs make more of an effort to work together (i.e. share resources) so they can achieve more and remain effective in overcoming most of NGO challenges. Participants expressed the view that NGOs and civil society should be independent, responsive and willing to co-operate with national governments.

## Conclusion

The panelists and attendees agreed that for the MDGs to be achieved, a close, successful working relationship between NGOs and national governments must occur. Without this relationship, the MDGs will not be reached.

*The rapporteurs for this Roundtable were Liam Darmody and Oliver Squires.*

NGOs approach the microphone to pursue issues raised by panelists.







Participants of Roundtable Two, from left, are: Dr. Cathey Falvo, Thelma Narayan, Justin Mohamed, Dr. Claudio Schuftan and Jane Freemantle.

## Roundtable Two

# Equity, Rights and Progress towards the MDGs

## Introductory Highlights

Roundtable Two was moderated by: **Dr. Cathey Falvo (United States)**, a representative of the International Society of Doctors for the Environment. The panelists included: **Justin Mohamed (Australia)**, Chair of the Aboriginal Community Controlled Health Organization; **Jane Freemantle (Australia)**, a paediatric epidemiologist, focusing on working with Aboriginal children and communities; **Thelma Narayan (India)**, Director of the Centre for Public Health and Equity (CPHE) of the Society for Community Health, Awareness, Research and Action (SOCHARA) in Bangalore; and **Dr. Claudio Schuftan (Chile)**, a specialist in paediatrics and international health and active member of the Steering Group of the People’s Health Movement (PHM).

Among the key points raised were the need for a human rights approach to advancing global health, as well as accurate data collection and a global partnership.

## Summary of Discussion

**Dr. Falvo**, introducing the panel and topic, stated that “the goals need to focus on the needs of those most vulnerable, the health and well-being of the poor and least served, rather than a population as a whole. We are mainly focusing on MDG 8 (Develop a Global Partnership for Development) that rarely gets discussed.” She raised questions for the panelists to answer regarding the purpose of data collection, training for communities and whether the current approach to data collection is adequate. She asked: “Who and what do we count; how do we use it to obtain the best outcomes”?

**Ms. Freemantle** explained that a human rights discourse is needed. She indicated that data collection is difficult in some communities, as some people do not identify themselves

as Indigenous. In that case, she said, linking the data can be inaccurate. “However, we do not want to think, no data or inaccurate data, so no action. Save the children: Every child should be counted, no child shall be invisible”, Ms. Freemantle said.

**Mr. Mohamed** pointed out that “often people have come in, grabbed the data, then left” and that the role of communities in data collection is imperative in achieving meaningful outcomes. Indigenous Australians are the most researched people in this country, yet, there is minimal action.

**Ms. Narayan** agreed that civil society needs to be involved in data collection. She also stated that data is not enough, adding that social empowerment of communities to determine their own health is crucial. “In India, 40 per cent of children under 5 are malnourished and this has not changed. A strong Right to Food campaign is now in place in India. Data goes out to justify the funding, however it also needs to be utilised in the community”

**Dr. Schuftan** expressed the view that “Achieving the MDGs will only modestly help global health. Passion is not enough. So many words, so many promises” He believes that civil society’s input is vital in this debate as the programs addressing the health needs of women and children need to be seen through a human rights lens, with an increased demand on duty bearers. “When someone has a right, someone else had an obligation. We must mobilise the rights-holders and act politically. We need iron laws regarding the MDGs – the MDGs suffer from donor over influence, technological over emphasis and lack of long-term systematic steps. They encourage quick fixes and average outcomes for an undefined population. Human rights violations are the common link between the poor and the rich. Human rights are a common link for all MDGs”

Dr. Falvo stressed that accurate data is vital as incorrect data can alternate the outcome: “We are measuring mortality, but we need to address sanitation, equality etc. How do we measure equality? By whose standards? We do not want to go around in circles.”

“Inequalities do not kill people. It is those responsible for those inequalities that kill people”  
— **Dr. Claudio Schuftan**

## Questions and Answers

The panelists, in response to comments about the role of youth, encouraged more involvement and agreed that more attention needs to be given to the beneficial role that youth can play.

Furthermore, the panelists said there needs to be a greater commitment from all players and stakeholders, especially leaders. Specifically, Mr. Mohamed stated that four years ago in the Australian Aboriginal health sector, the health of Indigenous people was not a big focus, but giving the people a voice has helped.

An audience member expressed scepticism about the advantage of talk that is followed up with inactivity, to which Ms. Freemantle said that people need to begin to work together. Ms. Narayan observed: “Governments are bailing out banks when people are dying around the world. Whenever there is oil, you can be sure there will be conflict”

In response to a question about linking data collection and implementation, Mr. Mohamed said communities need to be addressed and the affected people need to be involved. Ms. Freemantle agreed that the best data in the world will not be beneficial without community engagement.

Dr. Schuftan, in addition to encouraging the introduction of human rights into the MDG discussion, said the media have an important role to play, however their engagement is difficult. Continuing in this vein, he said MDGs need to be sustained, not merely attained.

“After 2015 we will only have achieved islands of improvements in a sea of human rights violations. We support poverty reduction but we do not just have to bring up the poor, we need to bring down the rich,” he said.

Ms. Freemantle stated that media should be involved in the MDG dialogue, however, she expressed the importance of publishing stories about good news.

Mr. Mohamed, offering an example of success stories involving community empowerment, described 150 Aboriginal health services in remote Australia where communities set up their own clinics in their own areas. He said people often think they can help but they actually end up learning much more. “Give people the resources. Do not go in to ‘fix your problems’ but learn together.” Ms. Narayan explained that governments working with civil society through social activists have created a lot of momentum in some areas.

Ms. Freemantle, commenting on an observation that women are being seen almost exclusively as reproductive beings, agreed the emphasis is excessive but added that reproductive statistics are important in dealing with population data.

“We must work with good data and support people in communities to collect the best data!”  
 — Jane Freemantle



*The rapporteurs for this Roundtable were Margaret Campion and Mariska Sprague.*



Dr. Claudio Schuftan continues his discussion in an intimate post-roundtable setting.



## Roundtable Three

# Strengthening an Integrated and Systems Approach to Achieving the Health MDGs

## Introductory Highlights

This Roundtable was moderated by **Tim Costello (Australia)**, CEO, World Vision Australia; and panelists included **Shichuo Li (People's Republic of China)**, President, China Association Against Epilepsy (CAAE); **Samina Naz (Pakistan)**, Health Coordinator, Grass-Root Organization for Human Development (GOHD); and **Kenneth Ndubuisi Okoh (Nigeria)**, Founder, Queens World Network.

Some of the key issues raised by the panelists included possible mechanisms toward promoting an integrated and systems approach to achieving the health MDGs, issues related to governance and funding, and the significant role of houses of worship, and the media.

The audience noted that increased collaboration and coordination among non-governmental organizations (NGOs) is essential and that increased partnerships being formed across different sectors — including governments, private health sectors, financial institutions, pharmaceutical companies, NGOs and civil societies — should be encouraged.

The Roundtable attendees concluded that an integrated and systems approach requires the involvement and cooperation with many different sectors in order to achieve the health MDGs.

## Summary of Discussion

The Roundtable focused on the vital role of an integrated and systems approach to achieving the health MDGs. The impact of associated obstacles within national health systems, coordination between organizations, and issues surrounding accountability and funding were also addressed, along with the significance of an integrated and systems approach in situations of disasters. Particular attention was given to the current floods and disaster stricken areas in Pakistan as

Participants of Roundtable Three, from left, are: Tim Costello, Shichuo Li, Kenneth Ndubuisi Okoh and Samina Naz.



**Mr. Costello** stated he is “personally shocked by the compassionate blind spot the world has showed to Pakistan”

**Mr. Li** acknowledged that in order to achieve the health MDGs, not only developing, but also developed countries can play a vital role. Mr. Li urged developing countries to create a mechanism for cooperation among government sectors, NGOs and international donors to implement “holistic, integrated, evidence-based health policies”. Whilst developed countries’ main task is to provide more efficient technical and financial support to developing countries, he also stressed the importance of prioritising the health MDGs according to their real needs, rather than being “donor-driven”. As integrated approach requires the involvement of partnerships between organizations, Mr. Li suggested that the UN Department of Public Information (DPI) set up a taskforce that integrates the World Health Organization (WHO), as the coordinator, with global health investors in policies, priorities and performance.

**Mr. Okoh** began his observations by talking about gender equality and highlighted the significance of education for girls. Regarding African leaders, he said it is important to hold governments accountable to their pledge of agreeing to pursue the MDGs, and governments should be held responsible for the funds they receive. Additionally, the ongoing cases of corruption must be addressed in order to achieve the MDGs. In raising the major issue of funding, he explained that NGOs should have an idea of what they aim to achieve, and how they will achieve it, before receiving funding. It also has to be ensured that funding reaches its desired destination. Mr. Okoh urged NGOs to be proactive and design measures to utilise local services (such as businesses), thereby reducing the reliance on international donors for funding.

**Ms. Naz** said she witnessed the devastating effects of the current floods in Pakistan, in particular its significant impact on maternal and child health, which undoubtedly increased maternal and childhood mortality rates. Ms. Naz outlined extensive lists of common acute and long-term effects the current floods have had on individuals and their families, health and access to health services, society, and infrastructure. She described the unique role religious places such as mosques can play by acting as community health centres in providing basic health amenities. Furthermore, mosques can offer public-respected members (such as imams) health training enabling them to promote awareness of health issues. Therefore, she said, “mosques are providing a new way of thinking to approach health issues”. Media is also a powerful tool, and Ms. Naz urged collaboration among civil societies, NGOs, international donors and governments to extend accessibility of media (such as FM radio) to rural and remote areas. Partnerships among media, civil societies and NGOs can raise awareness on different health issues and MDGs, she said.

“Globalisation has a big impact on human health. For example, one health emergency that happened in one place could spread around the whole world very quickly”

– Shichuo Li



“If you educate the boy, you educate the person. If you educate the girl, you educate the mother, the family and the whole society”

– Kenneth Ndubuisi Okoh



## Questions and Answers

Voices from the audience brought new perspectives into the discussion that focused on ways to collaborate among different sectors, and the challenges in achieving the health MDGs. Mr. Costello opened the discussion by stating that collaboration should occur within a broader range, such as involving private health sectors and pharmaceutical companies.





Other concerns included how NGOs can work better in partnerships with other sectors to maximise progress in achieving the MDGs. The audience also recognized the importance of working in collaboration with the government. It was pointed out that in order to build a sustainable health system, NGOs should support the government and its health system instead of establishing parallel systems. Additionally, the role of financial institutions and environmental departments in helping achieve the health MDGs was emphasised. The global financial crisis contributed to additional burdens being placed on already poor countries. Mr. Li noted that globalisation and climate change could enhance the spread of disease, stating that:

“Globalisation has a big impact on human health. For example, one health emergency that happened in one place could spread around the whole world very quickly”

Other comments voiced in the general discussion included issues regarding gender equality and its ability to enhance efforts to achieve the MDGs. It was further emphasised by Mr. Okoh that education of girls is crucial because: “If you educate the boy, you educate the person. If you educate the girl, you educate the mother, the family and the whole society”

Participants also raised the issue of the current flooding disaster impacting Pakistan and it was agreed that there is still a huge, urgent need that should be addressed.

*The rapporteurs for this Roundtable were Zexi Allan and Chai-Yin Lo.*

## Roundtable Four

# Achieving the MDGs in Our Changing World

### Introductory Highlights

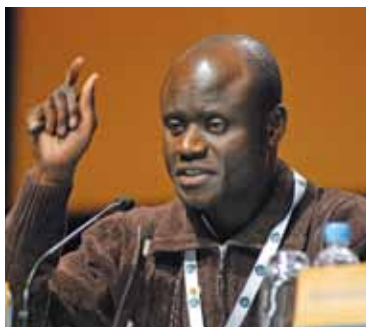
This Roundtable was moderated by **Lindy Joubert (Australia)**, Director of the UNESCO Observatory Multi-Disciplinary Research in the Arts; panelists included **Jamesa Wagwau (Kenya)**, Education Editor for New Vision; **Dharmapriya Wesumperuma (Sri Lanka)**, East Asia/Pacific Regional Head of Programmes at HelpAge International; **Dr. Sue Wareham (Australia)**, Australian Capital Territory Branch Coordinator and member of the Management Committee for the International Campaign to Abolish Nuclear Weapons; **Dr. Caleb Tyndale O. Otto (Palau)**, former hospital Administration Specialist and Health Planner for the Government of the Trust Territory of the Pacific Islands and former Senator of the Palau National Congress.

The discussion was based on the perspective that developing countries, in particular, are currently experiencing immense demographic changes with sharp increases in the numbers of young people and older persons as well as increased globalisation and urbanisation.

A major conclusion of the Roundtable was that no one can predict what the world will be like in 2015 or beyond, but NGOs must keep working towards achieving the MDGs.

### Summary of Discussion:

**Mr. Wesumperuma** said flexibility among all stakeholders is required to ensure long-term sustainability of the MDGs. He noted that countries without the capacity to respond to the global financial crisis suffered more than others. He described how NGOs influenced governments to



Participants of Roundtable Four, from left, are: Lindy Joubert, Jamesa Wagwau, Dharmapriya Wesumperuma, Dr. Sue Wareham, and Dr. Caleb Tyndale O. Otto.



invest their stimulus packages in pro-MDG initiatives (for example, expanding social pensions). Given that the population is aging, Mr. Wesumperuma emphasised that the health and welfare of older people should be included in the MDGs. In developing countries, older people tend to be the primary caregivers, who use their pensions to support the entire household. He also stressed that the discrepancies between commitments and actions in achieving MDGs after 2015 must be evaluated and eliminated.

**Mr. Wagwau** provided insights into how the media can play a critical role in achieving the MDGs. He explained that the media are valuable because they can both report critical information from the field to policy makers and relay news from policy makers to remote communities. He suggested that the media should be used to bring the MDGs into the public domain as many governments and local communities have never heard of them or do not understand them. Finally, he predicted that in the future, the world will become more dependent on information and advancements in technology for its survival, but warned that keeping developing countries up to speed will be a critical challenge to achieving the MDGs.

**Dr. Otto** focused on three issues that he believes hamper the achievement of the MDGs in the Pacific. The first issue, he said, was poor governance within these countries and the influence of corrupt officials who have hindered development of the nations and the achievement of the MDGs. Furthermore, he stressed that modernisation and globalisation are leading to exploitation of the poor by transnational industries. He contended that climate change was an issue that Pacific Islanders were contributing to in their own way through land clearing and environmental damage. He then talked about the positive impact of sports in his region and its ability to unite and bring people together with a common interest.

**Dr. Wareham** stated that the role of health workers in the preservation of peace is a significant factor in the attainment of health for everyone. She outlined the dire consequences of armed conflict on communities as well as on physical, psychological and public health. She pointed out that only 10 per cent of current global military spending is required to achieve the MDGs and how a shift in priorities to justice and peace needs to be guided by NGO advocacy. She highlighted

NGOs sought additional information about many issues raised by the panelists.





the interconnectivity among the major global health issues including peace, nuclear weapons, economics, environmental sustainability and poverty. Since the issues are so closely linked, Dr. Wareham suggested that if justice prevails, real progress can be made on the MDGs.

Dr. Wareham also pointed out the differences between the economics of health care and warfare. “If we want peace and if we want health care for all, we are going to have to be able to pay for them”, she said.

According to Dr. Wareham, current annual military spending is approximately \$1.46 trillion. She cited the Strathmore International Peace Research Institute’s 2007 conclusion that \$135 billion would be needed to achieve the MDGs — not just work towards them but to achieve them.

“That is less than a tenth of annual global military spending to achieve the MDGs. I think we need to remember those figures, and when we talk about the attainment of health for all, we need to realise that we can do it, but we just need to get our priorities right”, she said.

“In Australia the issue of Aboriginal health would be a really important one for us given that the health indices for Aboriginal Australians are among the worst in the world. So I think looking in your own backyard is probably a good place to start”  
— Dr. Sue Wareham



## Questions and Answers

Participants raised a variety of questions dealing with the Roundtable premise that developing countries were experiencing vast and swift shifts in population dynamics. Three participants asked similar questions regarding the involvement of individuals as well as youth in the achievement of the MDGs. It was acknowledged that young people need to be engaged and they do have a vital role in creating a culture of peace in the world through education. It was stated that there are ways for young people to help while staying close to home.

“In Australia the issue of Aboriginal health would be a really important one for us given that the health indices for Aboriginal Australians are among the worst in the world. So I think looking in your own backyard is probably a good place to start”, Dr. Wareham said.

Another major concern related to the lack of action on climate change since this is an issue that will affect those in the developing world most of all.

“The big nations will have to start preparing themselves for climate change refugees. Because there is no question about it that some of our islands are going to be swallowed by the sea. We can build rafts for ourselves but I do not think they are going to last a lifetime”, Dr. Otto said.

Audience members also raised concerns about countries that spend large sums of money on war, thereby creating more poverty as well as a cycle of fear. Additionally, several NGOs asked about their role in the changing world. “Before, in the Pacific, we used to just be connected by these vast oceans. Now we are connected by airways and computer bytes, so there are lots of changes taking place”, Dr. Otto explained. In these shifting circumstances, he said “Assistance has to be mutually agreed on and from the heart”

*The rapporteurs for this Roundtable were Lauren McShane and Sarah Gregor.*

Mary Norton,  
Conference  
Chair, presents  
the Conference  
Declaration to Phil  
Batterham, Convener  
of the NGO Focal  
Group of Australia,  
who is to present  
it to the Australian  
Government.



## Closing Ceremony

**Kiyo Akasaka**, UN Under-Secretary-General for Communications and Public Information, in his remarks at the Closing Ceremony, admitted that he was “struck by the amazing range of issues and interests that have been expressed and so vividly displayed”. He also said he was “thrilled by the energy and enthusiasm of all the participants and speakers, in particular the young people who have joined us and actively participated in our Conference. We are all heartened by your strong desire to become involved in improving the lives of millions of children, mothers and people in need”.

Having attended the Roundtables and workshops, Mr. Akasaka acknowledged that in addition to learning a lot, he heard some critical views of the MDGs at the Roundtables.

“This is not the time to question the validity of the MDGs, themselves, but rather a time to roll up our sleeves and do what is necessary to attain them and beyond that, to look at the question of ensuring that they are sustainable after 2015”.

— **Kiyo Akasaka**

“While I understand the sentiment of frustration expressed over the lack of sufficient improvement in some regions, I strongly believe that the most urgent task for us is to help quicken the pace of progress. This is not the time to question the validity of the MDGs, themselves, but rather a time to roll up our sleeves and do what is necessary to attain

them and beyond that, to look at the question of ensuring that they are sustainable after 2015”, he said.

Praising the Conference’s Declaration, he said he believes the Conference’s aspirations are embodied in it. Mr. Akasaka said the document would be a major contribution to the MDG Summit.

Concluding his remarks after the speakers had delivered theirs, Mr. Akasaka said “The United Nations appreciates your dynamic energy, creativity, and continued commitment. Together, let us make a difference for global health, the MDGs and a better world”

“Many of you will go back to the battleground of the fight against poverty, malnutrition, diseases, inequality and discrimination, to save children, pregnant mothers, refugees and people in dire need. We wish you all the best, good health, and the continuation of your good work.”

Finally, Mr. Akasaka announced that the UN received a commitment from the Government of Germany and the City of Bonn to host the Conference in 2011.

“We are very grateful for their generosity. We have with us a three-member delegation representing the Government of Germany and the City of Bonn and two representatives of the United Nations Volunteers programme, which is headquartered in that city. They have come to Melbourne to begin their work in preparation for our Conference next year. So until then farewell, farewell. We will meet again next year in Bonn,” he said.



Kiyoo Akasaka



**Mick Gooda**, Aboriginal and Torres Strait Islander Social Justice Commissioner of the Australian Human Rights Commission, in his remarks at the Closing Ceremony, reminded the audience of the importance of taking global action on global issues such as poverty. Furthermore, he underscored the importance of the Millennium Declaration and the Millennium Development Goals, and their underlying human rights principles, in this endeavor.

“The message is getting louder and louder, and not just in the halls of UN institutions: that poverty and inequity are human rights issues, of universal concern,” Mr. Gooda said.

Referring to Barbara Flick Nicol’s remarks in the Opening Ceremony, Mr. Gooda elaborated on an Australian NGO initiative called Close the Gap Campaign for Aboriginal and Torres Strait Islander Health Equality. He said the campaign was inspired by the same line of thinking that created the Millennium Declaration and the MDGs.

“It was based on the fundamental recognition that the poor state of Indigenous health in this country was a human rights abuse,” he said.

Quoting Ms. Nicol’s comment about the life expectancy gap of 10-17 years for Australian Aboriginals, Mr. Gooda said there is a host of other statistics, such as significantly higher rates of chronic and communicable diseases and poorer infant and maternal health, that link the Close the Gap Campaign to the MDGs. He expressed his belief that that kind of inequity is being experienced by Indigenous communities around the world.



Mick Gooda

In Australia, Mr. Gooda said the poor state of Indigenous health became invisible because Aboriginals are “2.5% of a population that enjoys some of the best health and longest life expectation in the world.” As a result, he said, the Australian Government overlooked what came to be known as the “other country” within its borders while it looked overseas.

“It looked outward; it saw its main role was providing aid to others, the poor countries ‘over there’,” he said. “But like the MDGs, the idea of the Close the Gap Campaign was to bring this inequality to an end in as short a time as possible, with an unprecedented national effort to achieve Indigenous health equality guided by a national plan incorporating ambitious, yet realistic, measurable targets”



Mr. Gooda said the goal of the campaign is to close the 10-17-year life expectancy gap between Aboriginal and Torres Strait Islander and non- Indigenous Australians within a generation, by 2030.

“And this broad goal would encompass sub-targets relating to the subject matters of MDGs 4, 5 and 6 — in relation to reducing child mortality, improving maternal health and combating disease. The campaign aims to do this through the adoption by Australian governments of a comprehensive national plan of action that is properly resourced and that has the goal of achieving health equality for Indigenous peoples here by 2030”, he said.

Mr. Gooda explained that the campaign’s approach is similar to that of the MDGs. It is based on empowerment, it is respectful of culture, and it is aligned with a human rights framework, with a particular, but not exclusive, focus on the right to health, he noted. The implementation of the campaign would be handled by the Australian Government in cooperation with the Indigenous peoples and their representatives, which is essential to any poverty alleviation effort, he said.

“Working together is another theme that has come through so strongly in this conference. And like so many of the initiatives highlighted here, the Close the Gap Campaign is essentially a group of Australian NGOs working together and offering leadership”, he said, adding that so far 140,000 Australians have pledged their support for the campaign.

According to Mr. Gooda, the hallmark of the campaign is the “Close the Gap Campaign Statement of Intent”, which was signed by former Prime Minister Rudd, the Minister for Health and Ageing and the Federal Opposition Leader in 2008. Comparing this statement to the Millennium Declaration and the MDGs, Mr. Gooda said it contains goals and principles for

>>> “So the message I leave you with is one of hope and empowerment. Do not underestimate what you can do, and do not leave it up to governments. Poverty, whether absolute or relative, whether within our nations or outside, is everyone’s business.”  
— **Mick Gooda**

Local children performing during the rousing finale of the Conference.



bringing Indigenous health inequality to an end in a short period of time.

“Since the bulk of our state and territory governments have also signed up, it is truly a national document”, he said.

However, while the campaign has raised some \$5 billion in funding for branded programmes aimed at alleviating poverty and improving health among Indigenous Australians, Mr. Gooda said significant elements of the campaign, such as the national planning process, have not yet started.

“But there is no doubt that the Campaign has made an enormous difference, bringing billions of dollars of resources to Indigenous health, and fundamentally re-framing the conversation in this country, just as the MDGs have done internationally”, Mr. Gooda said. “So the message I leave you with is one of hope and empowerment. Do not underestimate what you can do, and do not leave it up to governments. Poverty, whether absolute or relative, whether within our nations or outside, is everyone’s business. And with tools like the Millennium Declaration and the Millennium Development Goals, we can make the difference”



**Jamie Clout**, Deputy Director General, Corporate Enabling Division, AusAID, speaking on behalf of the Australian Government during the Closing Ceremony, thanked the United Nations, the Planning Committee in New York and the Australian NGO Focal Group and attendees for contributing to the success of the Conference.

Mr. Clout said: “The Australian Government wants to thank our counterparts in the United Nations, and the countless NGOs in Australia and abroad who have worked together in new partnerships for the last year to bring this event together with so much success.”

He also said: “It has been the honour of the Australian Government to host Advance Global Health, and to host you — the many visitors to Australia and Melbourne. We hope that you have, over the last three days, made many new friends, as we have. We also hope that, as we have, you have learned, shared and been inspired to advance global health and achieve the MDGs”



Jamie Clout



In her videotaped message to the Conference, shown during the Closing Ceremony, **Her Royal Highness Princess Muna al-Hussein** of Jordan voiced support for the Conference’s approach of emphasising health, not managing disease, which sets the tone for dialogue among the social sciences. Simultaneously, this promotes inter-disciplinary collaboration and emphasises transnational health issues of economic development, human rights, human security and dignity, climate change, and disarmament, she said.

Despite the interconnectivity of peoples and the abundance of high technology for treating disease and prolonging life, Princess Muna said “gaps in health outcomes and inequity keep getting wider”

Princess Muna elaborated: “In addition, people living in poverty face problems beyond those targeted by the MDGs. The World Bank estimates that one-third of people living in poverty, in developing countries, die prematurely from non-communicable diseases, because they are more exposed to different risk factors coupled with health services that are less responsive to their needs”

“In developing countries, people lose their lives because of poverty, poor nutrition, inadequate education, lack of skilled health care providers, poor sanitation and contaminated drinking



water. Less than half of the women in some developing regions are attended to by skilled health personnel when giving birth. Life expectancy can vary as much as 40 years between developed and developing countries.”

Emphasising the need to focus more attention on MDGs 4 and 5 — reducing child and maternal mortality — she suggested that proper nutrition and adequate sanitation is a critical aspect of reducing childhood pneumonia and diarrhea, and consequently mortality.

“I support your notion that global health is not just management of disease, rather it places a priority on improving, and achieving, equity in health care for all”

— **Her Royal Highness Princess Muna al-Hussein of Jordan**

“Inequalities in maternal care still persist. Maternal mortality is the highest in regions where care by skilled health care providers, adequate supplies and equipment is the lowest. More than one-third of maternal deaths, which are due to hemorrhage, could be prevented, or managed, through a range of interventions administered by skilled health care providers”, she said.

Princess Muna advised that governments would be more successful in achieving the MDGs if they incorporated human rights principles into their national strategies. Additionally, NGOs should be part of the process of monitoring and evaluating the national strategies to achieve the MDGs.

“I support your notion that global health is not just management of disease, rather it places a priority on improving, and achieving, equity in health care for all. Further, we need to generate and develop methods to evaluate outcome data. Achieving global health and the MDGs requires addressing the challenging multi-faceted issues in a multi-disciplinary way”

“The responsibility rests heavily upon governments, who must increase their efforts to provide better health and education services, and to empower women in efforts to save the lives of children and prevent maternal death, during, or as a result of, childbirth”

“I believe that you — civil society and non-governmental organizations — in collaboration with governments and policy makers are vital agents for a positive change in global health and achieving the MDGs”, she concluded.



**Sir George A. O. Alleyne**, Chancellor of the University of the West Indies and UN Special Envoy for HIV in the Caribbean, speaking at the Closing Ceremony, related that after listening to the presentations at the Roundtables and workshops and interacting with global NGO healthcare activists, he realised what is the essence of global health.



**Sir George A.O. Alleyne**

“Practitioners of or advocates for global health have to be committed to the idea that it means the health of all the people of the globe and it is reduction of health inequities globally that is the nub and the pith of the actions to achieve that health. The inequalities that now exist within and between countries shame human conscience and I am comforted that this Conference is wedded to the idea that there is a moral imperative to reduce those inequalities that are iniquitous and unjust. I hope that, especially the young among you, will take this as an inescapable charge and challenge”, he said.

The inequities that he sees exist in all MDGs because, he noted, all of the MDGs are “indissolubly interconnected”. He said he was also heartened to see cooperation among NGOs that are theme specific as well as their ability to overcome “disciplinary reductionism that has bedeviled many social efforts”.



However, he cautioned: “But even although we embrace the interconnectedness of the MDGs and the notion that collectively they point to improvement in human wellbeing, let us be clear that there is no fixed hierarchy or sequence to them. It is not necessary for there to be achievement of the non-health MDGs before health can improve. It is essential that we keep our eyes fixed on the need to reduce or eliminate poverty, but let us be equally firm in the conviction that we do not all have to be rich before we become healthy. There can be significant improvement in global health that is not inextricably linked to an increase in national wealth”

Calling himself a believer in the principle that one of the essential human rights is everyone’s access to sanitation and social measures necessary for the protection and restoration of health, Sir George said he was buoyed to hear the participants support this point of view.

“The observance of that right is essential for providing the systems and technologies needed for advances across the world in the achievement of the MDGs”, he said.

Another key link in the discussion, according to him, is global and international health. He said there can be no reduction in inequities in the MDGs without international action in health.

“The demonstrated commitment of this gathering would convince any doubter that international must no longer be coterminous with inter-governmental, and there are other actors in the countries — in the nations of the world, which must cooperate among themselves to achieve the MDGs. The principal actors in our nations, which must cooperate at the national level and across national boundaries, are of course governments, private sectors and civil society”, Sir George said.

As an expert in the fight against AIDS in the Caribbean, Sir George noted the simultaneous presence of a “tsunami of chronic non-communicable diseases (NCDs) in that part of the world”

He said: “These diseases represent an epidemic of gigantic proportions and the call to address them nationally, regionally and globally and dispel the myths that enshroud them has an urgency that can no longer be ignored. There is good evidence that it will be extremely difficult to achieve the MDGs if we do not confront the challenge of the non-communicable diseases”.

Sir George acknowledged that these diseases are a heavy burden on women and not only affect mostly the poor. He said they represent a major reason for families to fall into poverty or fail to escape from it. “The commonality of risk factors for these diseases, such as smoking, physical inactivity and inappropriate diet is well established and the corrective action needed implies modification of the external enabling environment by governments”, he said.

In conclusion, he emphasised the following points:

- Achieving global health with the emphasis on reducing inequity is a major task, but measurable progress is through addressing all the MDGs.
- The necessary genuine international cooperation has to be rooted in a pluralist approach.
- Global health and the essential health goals of the MDGs will not be achieved without addressing the non-communicable diseases.
- A major underlying concern must be a realignment of our health systems — a reconceptualising of primary health care with emphasis on chronic care and universal coverage with access to sanitation and social measures to which all citizens have a right.

“The inequalities that now exist within and between countries shame human conscience and I am comforted that this Conference is wedded to the idea that there is a moral imperative to reduce those inequalities that are iniquitous and unjust”

— Sir George A. O. Alleyne



Chris Varney  
addresses the  
Conference on  
behalf of youth.



**Christopher Varney**, former Australian Youth Ambassador, speaking during the Closing Ceremony, said while the three-day Conference is concluding, the fight for global health and the MDGs should go on with “renewed devotion.” With delegates departing the Conference possessing clarity of the questions that need to be asked in this campaign, Mr. Varney asked them if their hope is great enough to achieve the MDGs.

“75,000 children died a preventable death during our Conference program. Will we ensure that the world corrects the causes of their loss,” Mr. Varney asked.

Sharing with the audience that he has drawn hope from the youth attending the Conference, Mr. Varney said young people have demonstrated that they are equal partners in implementing the MDGs and reducing climate change.

“Our call, as young people, especially in this the International Year of Youth, is that in all decision-making processes we will be celebrated, not tolerated; mentored, not ridiculed; included, not excluded; inspired, not disappointed. I think we all leave this Conference champions for that message,” he said.

Mr. Varney offered several of examples of inspirational young people that he has encountered on his travels around the world who have given him reason to hope for a better future.

He said an 11-year-old girl named Simran expressed her wish for a future free of extreme poverty by citing the Native American proverb: “The world was not given to us by our parents; it was lent to us by our children.”

“One of the most extraordinary youth advocates I met on my travels was a young man named Daniel. Dan lives with cerebral palsy. For him, this means he cannot use his legs and will be wheelchair bound for the rest of his life. Despite having enormous challenges with his own health and mobility, when you ask Dan what he hopes for, the first thing he says is for a world where poverty ceases to exist,” Mr. Varney recalled.

In Northern Tanzania, he met a mother who was told her infant was suffering from a grave illness.

“This mother, Salome, was bent over her newborn son, Jeremiah, her fingers trembling as the doctor said her baby had malaria. Jeremiah’s chances were slim because he was already



undernourished. In Salome’s community, many children under the age of five were dying as a result of HIV/AIDS, malaria, diarrhea and under-nutrition. We know that these killers of children are being further exacerbated by climate change”, he said.

“I cannot tell you whether Salome’s baby lives. The shocking inequity is that I can leave my brief window into Salome’s reality and return to relative perfect health care. But I can tell you that seeing Salome, sitting in an overly simple medical clinic, so limited next to the hospital wards I have seen my parents run, I knew that her motherhood should be a moment for joy, not fear. Looking at Jeremiah, who was born with dignity and with rights, I knew that his freedoms should not be burdened because poverty denies him basic medicines and a simple insecticide-treated net.”

Turning to NGOs and UN campaigns, Mr. Varney drew attention to the “Making Health Global” effort, saying it is an example of how NGOs bring UN principles to everyday people. He said NGOs and the UN have always worked as a fellowship and youth plays a vital role in the UN family.

“Whilst the UN serves all people and places, it ultimately facilitates a better world for today’s youth and future generations. Similarly, the biggest supporters behind the UN are children and young people, since our un-burdened mind makes us most capable of sharing its dream for humanity. In this way, the face of the UN is that of the world’s young people and its future belongs to us”, he said.

Mr. Varney pointed out that he and his peers are privileged to have grown up under the UN Convention on the Rights of the Child, which he called one of the greatest achievements of this fellowship.

“Yet a lack of accountability makes the Convention only an aspiration for millions of children. What we have in the MDGs is a blueprint to make the Convention more of a reality. Where the Convention talks about a child’s right to health in Article 24, the MDGs provide us with Goals 4, 5 and 6 to give these rights greater force”, he said.

As for hope and the vision of young people, Mr. Varney concluded by saying:

“On the road ahead, there will be people who will say there are too many problems with global health, please tell them that we are talking of promises, not problems; a promise to every child and every mother;

“There will be people who will say that the Millennium Declaration is unrealistic, tell them about the countless children whose realities have been transformed by its words;

“There will be people who will say the United Nations is a waste of time, tell them that its true worth can be measured by the things they cannot see — the uncountable horrors its benchmarks have prevented;

“There will be people who will say that your hopes are too high, tell them that you would rather be filled with hope, than riddled with fear. Tell them you choose to be guided by light, rather than accepting of darkness;

“These people will have their opinions. So let us here resolve that we will do everything possible to empower every cynic to become an actor and every government a real partner; thus ensuring that when 2015 dawns on our world, it will bring a new morning for children’s health.”

“These people will have their opinions. So let us here resolve that we will do everything possible to empower every cynic to become an actor and every government a real partner; thus ensuring that when 2015 dawns on our world, it will bring a new morning for children’s health.”  
— Christopher Varney



**Jeffery Huffines**, chair of the NGO/DPI Executive Committee, in his remarks during the Closing Ceremony, thanked the organizers of the Conference, specifically noting:

“We have benefited enormously from the strong partnership between Australian civil society and the Australian Government through AusAID, all of whom have given so generously of their time, energy and resources to help make this conference possible. During this time of great political uncertainty as a consequence of the recent elections, it is clear that the commitment of the Australian Government to work in partnership with civil society to realise the ideals of the United Nations shall endure regardless of the party or coalition in power”, Mr. Huffines said.

Noting that despite the Internet, nothing will ever replace “good, old-fashioned face time,” Mr. Huffines pointed out that “During these last three days new and continuing partnerships

among and between NGOs, UN, governments and donors have been forged and strengthened to advance global health and achieve the MDGs. The Conference has also demonstrated that children and youth should always be at the center of our public life because it is they who offer the greatest scope for innovation, have fresh courage to inspire us all, and who are capable of an amazing amount of voluntary energy and effort”

Mr. Huffines observed that the level of debates surrounding the adoption of the Conference Declaration was inspirational. While the Declaration, itself, which constitutes the NGOs’ contribution to the MDG Summit, “will have meaning only to the extent that each of us takes responsibility to advocate on its behalf with our respective governments and constituencies”



**Jeffery Huffines**

In conclusion, Mr. Huffines also said that the Department of Public Information and the NGO/DPI Executive Committee had conducted “very productive consultations” with the German delegation from the City of Bonn, the host of next year’s 64th Annual UN DPI/NGO Conference, and the UN Volunteers program. He then revealed that “based upon a review of the inputs on the proposed theme of the Conference that the Executive Committee had received from NGO colleagues, a consensus is emerging on the theme of ‘Sustainable Societies: Responsive Citizens’ with the understanding that the Conference shall take place in early September”



In her closing remarks, **Mary Norton**, Chair of the 63rd UN DPI/NGO Conference, recognised that through dialogue, knowledge and skill, the participants adopted an outcome document based on collaboration and not allowing “the perfect to be the enemy of the good”



“As we approach the end of the Conference, we must keep in mind our work is just beginning”  
 – **Mary Norton**

Mary Norton also noted that the delegates agreed to a separate statement that called on the governments of the world to declare a two-year moratorium on debt repayment for Pakistan.

Turning to the participants, she said, “Now I exhort you to urgently and appropriately, transmit our collective recommendations to your country governments for inclusion in the MDG Summit to be held in New York 20-22 September 2010. As we

approach the end of the conference, we must keep in mind our work is just beginning”

After thanking UN and Australian officials and the members of the Conference Planning Committee, Mary Norton presented copies of the Declaration to Mr. Akasaka and Mr. Batterham to present to UN Secretary-General Ban Ki-moon and the Australian Government.



# NGO Declaration: Advance Global Health: Achieve the MDGs

## 63rd Annual United Nations DPI/NGO Conference

This Declaration is agreed by the 1,731 participants, representing over 260 Non-Governmental Organizations from more than 70 countries, who met in Melbourne, Australia, from 30 August to 1 September, 2010.

### Recognizing that:

- “All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood” (Article 1 of the Universal Declaration of Human Rights, 1948)
- The Millennium Development Goals are basic to human rights, to human development, and to equity; achieving the MDGs is a moral imperative.
- The Millennium Development Goals, all of which affect the health of populations, are significantly off-track for the poorest and least politically powerful people, despite progress in many countries and the increased efforts of the international community.
- Significant health challenges, targeted by the MDGs remain. They include:
  - One billion people do not have access to adequate and appropriate food
  - 2.6 billion people around the world lack access to an improved sanitation facility
  - Eight out of 10 people who are without access to safe drinking water live in rural areas
  - Almost 9 million children die before the age of five; uncounted more have preventable disabilities
  - At least 340,000 women die each year of pregnancy-related causes, including the lack of trained health care professionals during childbirth
  - Millions of people die prematurely of non-communicable diseases, as well as TB, malaria and complications of AIDS, every year
  - An estimated 420 million people in developing countries have a disability; 267 million worldwide have preventable visual impairment
  - Human induced environmental degradation causes short and long term health threats, including climate change
- Most major physical and mental health problems of people in low-income countries can be prevented or treated by well-informed individuals, families and communities; international and national efforts must do much more to support family and community-based strategies.





- Communities have a right to a voice and significant influence in policy and programs that affect their health and well being.
- Informed citizens play a critical role in monitoring and improving the quality, effectiveness, and sustainability of health and other services.
- Financial constraints are being experienced by many countries as a result of the global financial crisis and budget priorities. This is not an excuse to reduce efforts to achieve the MDGs.
- The UN Secretary-General has appointed an Advocacy Group to build political will and mobilize global action to achieve the Millennium Development Goals.
- We, the people gathered here at the 63rd Annual United Nations DPI/NGO Conference, are in support of the Secretary-General's appeal for action and we call upon all governments, agencies, corporations and individuals to deliver on their human rights obligations to over a billion people living in poverty, by committing the finances and political will necessary to achieve the MDGs. We call on parties at all levels to:
  1. Ensure that national health and nutrition plans prioritize integrated and evidence-based health promotion, illness prevention and treatment services for all people.
  2. Actively support, encourage and resource community voices to be heard through active representation in program planning, implementation and evaluation; always including representation of women and men, children, youth and older persons, indigenous peoples, the disabled and marginalized groups.
  3. Ensure that all agencies, including donors, involved in health promotion and healthcare delivery, prioritize the formation and strengthening of national health systems to deliver sustainable and equitable health improvements. Provide additional assistance where required to achieve equity in health related outcomes.
  4. Ensure gender equality, empower women and expand programs to end violence against women.
  5. Ensure governments respect and implement existing international covenants and agreements that will make major improvements to health such as the Framework Convention on Tobacco Control, the International Code of Marketing Breast Milk Substitutes, and WHO's Global Recommendations for the Retention of Health Workers.
  6. Change international financial and trade systems so they create equality of opportunity for people in resource-poor countries — fair trade not free trade and trade that maximizes health and well-being before profits.
  7. Ensure urgent needs for financing are met, such as the replenishment of the Global Fund for AIDS, TB and Malaria, and the Global Alliance for Vaccines and Immunizations.
  8. Significantly expand support for international and developing country NGOs. Coordinate activities among organizations, donors and governments to achieve maximum efficiency and effectiveness in support of services for the most vulnerable.
  9. Advocate for the conversion of military spending to greater expenditures on: training and retraining health workers, teachers, and infrastructure for the health and education sectors.

To achieve the objectives outlined above, the citizens of the world depend on the political will and moral commitment of governments and parties at all levels.

In conclusion, it is unacceptable that so many children and adults in low income countries continue to suffer preventable illness, disability and premature deaths each year. The world knows how to prevent and treat most of the causes and has shown that well-focused efforts can significantly reduce levels of suffering. The MDGs can be, indeed must be, achieved by 2015.

This Declaration highlights the central role that individuals, families and communities must play in fostering global health. It compels all governments and health actors to respect the rights of communities while also maximizing the effectiveness, efficiency and sustainability of their work by leveraging community knowledge and support.

We thank the people and Government of Australia, the State of Victoria, and the City of Melbourne, for their warm welcome and hosting of the 63rd Annual United Nations DPI/NGO Conference.



**Cathey Falvo, co-chair of the Committee of Experts, Mary Norton, chair of the Conference, and Phil Batterham, Convener of the NGO Focal Group of Australia, acknowledge the adoption of the Conference Declaration.**

ACHIEVE  
THE  
MDGs

Members of the  
Business and  
Professional  
Women of  
Australia are  
ready with  
material on  
women's  
empowerment.



## ANNEX I

### Exhibits

The unveiling of a spacious NGO exhibit area at this year's UN DPI/NGO Conference added a meaningful component for the attendees as it allowed for further engagement, interaction and communication among civil society, UN agencies and Conference participants.

The vast space of the Melbourne Exhibition and Convention Centre allowed for no less than 50 exhibits, covering global health issues such as mental health, HIV/AIDS and pandemics, child and maternal health, education and social justice, community based health promotion, reproductive health and family planning, spiritual wellbeing and particular health needs relating to children, women, and Indigenous populations.

National, regional and international non-governmental organizations from countries such as Australia, Brazil, France, Indonesia, Israel, Malaysia, New Zealand, Switzerland, Thailand and the United States, were among the wide range of diverse and passionate NGOs sharing their best practices with their colleagues.

The Conference theme was reflected in art presentations and DVD screenings. A range of events such as focus groups and information sessions on how to enhance the theme of global health furthered the opportunity for dialogue and the sharing of information, knowledge and experiences. Weary participants could have taken advantage of meditation workshops and yoga sessions.

The exhibit area allowed for an interactive and informative environment, in which NGOs could advocate their work and communicate with current and potential supporters, as well as with other NGO representatives. "This is a great opportunity to increase interest in our campaigns and to introduce young people to our ambassador/youth program," a World Vision Australia exhibitor observed.

Exhibits and Events Sub-Committee Co-Chair Jackie Shapiro described the exhibits as an extremely visible and successful part of the Conference, stating "our view, as Co-Chairs, is that

the exhibits are a very important opportunity for NGOs to display their many and varied contributions to advancing the conference theme”

Because the exhibits were situated directly outside the Plenary Hall, which also served as the area for lunch and coffee breaks, exhibitors were rewarded with high levels of interest and attendance in their displays. “Exhibitors were particularly satisfied that they could speak with so many conference participants about their work and network with other groups about shared efforts”, Ms. Shapiro said.

As participants collected brochures and informational material, the setting offered an opportunity for a more informal interaction, during which exhibitors were eager to answer questions, elaborate on their activities and explain how to get involved. A representative from the Business and Professional Women Australia noted that “Participation gives us the opportunity to further learn how to deal with our members and we also have the opportunity to give information about how our NGO works”

“Exhibitors were particularly satisfied that they could speak with so many conference participants about their work and network with other groups about shared efforts”

— Jackie Shapiro



The exhibits gave an overview of the diversity and scope of NGOs’ efforts to advance global health and achieve the MDGs, as well as to familiarise themselves with what other NGOs are doing to contribute to the issues and themes discussed at the conference.

Exhibit and Events Sub-Committee Co-Chair Yuru Chou was very pleased with how the generous space created a networking platform where more than 50 NGOs could come together to brainstorm about challenges ahead. “Hope lies in mutual help, and I have seen wonderful exchange of encouragement and building of partnership all around the exhibit booths. This is the best example I have seen that demonstrates UN/NGO partnership and its role in developing friendly relations among nations and promoting social progress, better living standards and human rights”

The events and exhibits segment allowed for the establishment of partnerships for potential collaboration on future projects among UN agencies, NGOs, donors and participants. In addition to strengthening the network among NGOs, the exhibits component constituted “an opportunity, within the organization, to feel unified, and to see and meet colleagues from overseas”, stated an exhibitor from Save the Children Australia.

In line with the Conference theme, the exhibits component proved a significant contribution to the “need to harness the energy of those passionate about these topics and, through collaboration, help them understand their role and responsibility to utilise this knowledge”



The vast exhibit space at the Conference was abuzz with NGO activity.



The Youth MDG Village not only informed Conference participants about students' views of the MDGs but also served as a meeting place for young participants.



## ANNEX II

### YOUTH ACTIVITIES AND EVENTS

This year's Conference witnessed an extensive involvement of youth, as they participated in and contributed to all components of the event while organising their own activities in order to connect youth participants and take advantage of common aspirations.

The interest, dedication and voice of youth reaffirmed the vital role young people expect to play in the UN family and further acknowledged that young people can, and need to, be engaged in the campaign to advance global health and achieve the MDGs.

This high level of involvement prior to and throughout the Conference was recognised by Kiyo Akasaka, UN Under-Secretary-General for Communications and Public Information, at the Closing Ceremony as he commended the energy and enthusiasm of all participants: "In particular the young people who have joined us and actively participated in our conference. We are all heartened by your strong desire to become involved in improving the lives of millions of children, mothers and people in need"

Christopher Varney, 2009 Australian Youth Representative to the United Nations, expressed the same spirit of optimism as he addressed the participants during the Closing Ceremony: "I have drawn great hope from the example of the young people present. At this Conference, young people have so clearly shown that we are an equal partner in implementing the MDGs and reducing climate change"

The overall emphasis on youth leadership was greatly appreciated by young participants: "We were very grateful for the opportunity to further develop our youth leaders through the two spots allocated in each delegation. I think the UN is becoming increasingly creative with how it promotes and engages young people and I thought this was reflected throughout the Conference", said one Youth Sub-Committee member.



## MDG Youth Village

The wide-ranging youth involvement was also reflected in the exhibits area, where the “Millennium Development Goals Youth Village” was organized by the Australia and New York members of the Youth Sub-Committee of the Conference Planning Committee. Students from Fordham University, Pratt Institute, University of Wisconsin, New York University, Princeton University, Manhattanville College and Fairleigh Dickinson University in the United States, as well as Monash University, University of Melbourne and RMIT University in Australia, worked in partnership to create a participatory exhibit, capturing the essence of the MDGs.

Through innovative multicultural and multimedia designs, the Youth Village supported the Conference’s approach of emphasising health, not solely managing disease, telling the story of the MDGs through a young person’s perspective. The interactive eight-booth exhibit included video presentations and informative posters. In relation to the International Year of Youth, fact sheets on multiple issues, including youth and climate change, youth and hunger, youth and participation were distributed. Additionally, information from youth NGOs that deal with the MDGs, a book of highlights related to the Youth Pre-Conference Event held in June 2010, in New York, and a “wall of messages” from the Mexico Youth Conference held earlier this year showed what youth around the globe is advocating.

As the informative and interactive MDG stations were widely used by young people at the Conference, Mr. Varney emphasised one strength in particular: “I think youth delegates were able to make the space their own. From my experience in youth empowerment, this sense of ownership is really important and powerful”

The Youth Village functioned as a meeting space for youth to network, interact with new, interested supporters and promote youth participation and ideas. Leona Lam, Australia Youth Committee member and booth production focal point, encouraged all “to make the time to check out these awesome contributions, and evidence of youths and upcoming organizations demonstration of tenacity, creativity and passion”

“We are all heartened by your strong desire to become involved in improving the lives of millions of children, mothers and people in need”  
**— Kiyo Akasaka**



Student-  
participants  
of the  
Pre-Conference  
event in  
New York City.



When Kelly Roberts, Co-Chair of the Youth Sub-Committee from New York, came up with the concept of an exhibition designed and led by youth from both Australia and the United States, she hoped it would provide an opportunity for them to share their ideas and views about the MDGs in a creative way.

“I could not have been more pleased with the concepts these students came up with and collaboration with Australia to make New York’s vision a reality at the Conference. It was a true testament to the power of collaboration”, Ms. Roberts said. “There is also a great synergy of talent, passion, and skills among NGOs and youth that should be tapped to each other’s benefit”

## Morning Sessions

With an aim of bringing together the significant number of youth participants, Morning Youth Sessions were organized by Australia’s Youth Sub-Committee Co-Chairs Mr. Varney and Patrick Ip, and Youth Sub-Committee member Nick Allardice. The 90-minute sessions took place throughout the duration of the Conference. They were intended to build a network of committed young advocates for change, to equip them with ideas and inspiration, and align them around a core set of activities and goals. In addition to providing breakfast, the gatherings offered a highly interactive and communicative venue, where youth were offered the opportunity to share experiences about effective MDG actions and together create tangible ideas for future activity.

“We were fortunate during the breakfasts to have a perspective from the World Youth Conference (WYC) in Mexico. Collaboration between these two conferences was especially important given that we are currently in the International Year of Youth”, expressed one of the breakfast organizers. “The public program Making Health Global also proved successful as it saw a large proportion of young people learn where we are at in achieving the MDGs and what they can do leading up to 2015”

“This public work is critical in ensuring that everyday young people can access the UN’s principles and take up the UN’s mantle in their own way”, Mr. Varney, the Youth Sub-Committee co-chair, observed.

Kelly Roberts (right), Co-Chair of the Youth Sub-Committee, meets with Daniel Wiggins of Pratt Institute, designer of the MDG 5 Maternal Health booth.



ACHIEVE THE MDGs



## Pre-Conference

The Second Annual Youth Pre-Conference, in preparation for the 63rd Annual UN DPI/NGO Conference, was held on 16 June 2010 at the Permanent Observer Mission of the African Union to the United Nations in New York City.

The purpose of the Pre-Conference, which was organized by Jo Anne Murphy of Farleigh Dickinson University, Chair of the Second Annual Youth Pre-Conference; David W. Gethings, Program Coordinator; and members of the Advisory Committee, was to highlight the theme of the main Conference, with emphasis on informing and engaging youth between the ages of 18-24.

More than 80 students from the New York City area attended the Pre-Conference where they heard representatives from the United Nations, NGOs, and academia, speak on the issue of global health.

Student-participants of the Pre-Conference event in New York City.

Attendance was at full capacity for the event, which opened with introductions by Ambassador Tete Antonio, Permanent Representative of the African Union to the United Nations, and Ambassador Gary Quinlan, Permanent Representative

of Australia to the United Nations. Also speaking were Maria-Luisa Chávez, Chief of NGO Relations, Outreach Division, DPI, and Co-Chair of the Conference Planning Committee, and Mary Norton, Chair of the 63<sup>rd</sup> UN DPI/NGO Conference.

“The Youth Pre-Conference heightened the awareness of our youth that the time is now for their proactive engagement as partners with the UN and NGOs in creating solutions to the world’s big problems. Participating youth and young people everywhere were challenged to focus on global health issues in their own communities and beyond, linking their efforts with the global thrust for achievement of the Millennium Development Goals. The level of enthusiasm, commitment and creativity demonstrated by youth attending the Pre-Conference and those as far away as Australia was truly impressive”, observed Ms. Murphy.

Posters about global health designed by youth were on display throughout the event. The attendees were also treated to a video message and world premiere of an original musical composition in honour of youth committed to advancing global health and achieving the MDGs, titled “Anthem of Humanity”, by composer Jonathan Beaudette.

Each of the speakers contributed personal stories and information on global health, while calling for youth to step up and become active. Upon the conclusion of the event, the participants were asked to submit their ideas to create a Youth Impact Statement.

The Statement stated, in part: “We recognize that good health is a prerequisite to the fulfillment of all other rights. We consider the youth to be a vital part of the society, with the capacity, energy and passion to make great contributions to finding solutions for the most dire global threats.

“We hereby call upon all youth to be informed and take action. We are not the hope of tomorrow, but rather the hope for today”.

A webcast of the Pre-Conference is available online at [www.NGOyouthpreconference.com](http://www.NGOyouthpreconference.com).

Impromptu encounters took place with NGOs throughout the Conference venue.



## ANNEX III

### MEDIA SUB-COMMITTEE REPORT

#### Media Strategy

The Media Strategy for the Conference in Australia proved challenging from the start. First the media landscape in Australia was different from anything we had experienced thus far in taking the Conference on the road. The local organizing team was keen to facilitate a wider media and NGO interaction, and was prepared to secure local funding to create a team to do this. Consequently we had to factor in not only a large mainstream media presence at the Conference but also prepare for NGO media interest, which to date had been minimal but would be greater in Australia.

The media strategy was affected by two important issues: the question of whether the UN Secretary-General would attend and secondly the timing of the Australian elections. In the end the Media Sub-Committee of New York and Australia, with input from the UNIC Director Australia, decided that scenarios would be built into the Media Strategy to reflect both plans if the UN Secretary-General should participate and if the elections were to be held closer to the date of the Conference than had been anticipated. Working with these elements, the Media Sub-Committee of New York and Australia, with input from UNIC Australia, put together a Media Strategy, which would achieve the following goals:

- Attract global and regional [specifically Asia/Pacific] attention to the issue of global health and the MDGs from the perspective of the NGO community and civil society.
- Expose the public to the issues at stake in light of the September 2010 high-level Summit on the MDGs.
- Give a platform to the NGO Community, particularly those of the Asia/Pacific region, to have their views and concerns on global health both heard and disseminated through this international forum.

- Target marginalized groups — particularly youth, Indigenous populations, the disabled and women’s groups — so that they could examine the role they can and should play on global health matters and achieving the MDGs.

## Outreach

**Key messages** were developed to help promote the Conference, utilizing international, local and regional news media with special emphasis on reaching out to the countries of Asia and the Pacific as well as New Zealand. Important messages reflected in all products and material included the fact that global health is an essential objective contained within all of the Millennium Development Goals; that better health care is an outcome when girls achieve primary education as educated mothers place a higher value on health care for their children and are more likely to seek health care (MDG 2); and that empowering women and providing access to contraception was important to reducing maternal and child mortality (MDGs 4, 5). Other key messages of the Conference included the need to view global health as a human right (MDGs 1, 7) and necessary for achieving human security as it was a critical means of protecting woman and girls from gender-based violence, rape, trafficking in women and girls, sexual exploitation, and forced marriages all significant risk factors in HIV transmission. (MDG 6)

### Multi-media Approach

The Media Sub-Committee agreed on a multi-media strategy, which would have at its core an understanding of the Australian media and finding ways in the midst of the local elections to publicise the Conference locally, regionally and internationally. The New York Sub-Committee members focused on placing articles about the Chair of the Conference in major nursing magazines as well as Catholic publications [since the Chair is both a former nurse and affiliated with the Catholic Church]. Attempts were also made to place material on both the Conference and its Chair in local New Jersey publications with wide circulation both within the state and outside.

[See Annex V]

The Australia Sub-Committee members, meanwhile, met with heads of key media organizations in Australia bearing in mind the profile of the Australia media, which they described as “relatively small but with concentrated ownership and a strong public broadcaster with local, regional, national and international reach in television and radio.” Account was also taken of the fact that though Australia has less news by comparison with global hubs such as New York, London, and Beijing, it also has a highly multicultural and internationally connected population. This would therefore lay the groundwork for significant opportunities for media coverage of the Conference.

Our Australian team also made clear that there was a substantial NGO media presence in Australia and that thought needed to be put into designing of a public programme which would allow for the participation of the ordinary Australian citizen in the Conference either through new media opportunities offered by Facebook, Twitter and Flickr or the ability to participate in local public events in Melbourne. They invested heavily, bringing in professionals to work with NGO volunteers to maximise their impact and forming partnerships with other public organizations such as the Australian Football League [AFL], the Melbourne Writers Festival, Parks Victoria and Victoria Market to run attractive events. The public programme included a number of civic events in the lead up to the opening of the Conference including a football match — the last of the season before the final — at the world renowned Melbourne Cricket Ground (the MCG) and a church service at the main St. Paul’s Cathedral in Melbourne, both on the Sunday before the Conference opened. The annual Melbourne Writers Festival and a visit to the famous Victoria

Market, where the theme of the exhibits focused on ending poverty were also included. These events would widen the scope and outreach of the Conference and bring in new audiences, in particular young people

### Target Audiences

Various key audiences were identified and strategically targeted, the major one being the Australian public and audiences in the region, particularly the Pacific. Young people interested in promoting both health issues and the MDGs as well as Indigenous communities were also key constituencies to reach out to. The Media Strategy was put in place gradually and accelerated during the last month leading up to the Conference.

In addition to traditional media, emphasis was placed on using the Conference website as well as new media, including YouTube and Twitter, to publicise the Conference. The international press at UN Headquarters was engaged through press releases and other targeted outreach, while the main thrust of the media efforts was focused on the international media based in Canberra with UNIC Australia as the main focal point. As has become customary, the Visual Identity, which reflected the traditional earth tones of Australia, was displayed in posters and all printed materials including signage at the Conference site. Some 1,000 24x36-inch posters in English were distributed globally through UNICs to advertise the Conference; while 3,000 satchels with the Conference logo as well as a 44-page detailed directory titled “Conference at a Glance,” giving information on the Conference schedule and venues, were produced for distribution at the Conference. This proved very useful for those attending the Conference.

UNIC Australia was instrumental in attracting the interest of the diplomatic community and over 150 accredited journalists (both national and international) to the Conference. Media accreditation was overseen by UNIC Australia with support from the DPI/NGO Cluster.

Journalists from around the world filed their stories about the Conference from a well-equipped Media Room.



## Student Journalists

A major improvement this year was the reorganization of the student journalist programme. This year the 21 student journalists, both international and Australian, who attended the Conference, were strategically integrated into the Conference. The programme, which was coordinated by Judy Kuriansky, the main UN representative for the International Association of Applied Psychology, was supported by Australian volunteer editorial staff led by Michael Krien, editor for the web/Australian student team. He assisted the young journalists in producing material on the Conference for use in various media outlets, including school magazines and local media.

Through a letter sent out from the Conference media team, NGOs were also encouraged to cover the Conference through their newsletters, magazines and feature programmes as well as through NGO media outlets. Guidelines were designed for advising all media as to how the media rooms would be set up and utilized, identifying the key focal points within the media team from whom they could obtain information.

## Media Briefings

For the first time we established two media rooms: one, which would carry all the official press conferences and media encounters and the second, which would serve as an interview/press room for NGO media. The daily media briefings would either be led by the Conference Media Focal Point or the UNIC Director while the Australian Media Coordinator would be in charge of the NGO Media Press Room. One staff member from the media team would serve as a liaison between both press rooms to ensure that there was an effective two-way flow of information and dissemination of material between both media groups taking place.

## Activities

Press releases were issued at important milestones in the Conference planning process as well as each day of the three-day Conference.

The Conference was very comprehensively covered by two press officers, one from the Public Information Office in New York, who produced eight press releases in English. All releases produced at the Conference were re-disseminated to the Pacific region and within Australia by both UNIC Australia and the Australian sub-committee team. A UN Radio officer also covered the Conference in English and French, producing some 19 news and feature items: 11 in English, five in French and one each in Arabic, Portuguese and Spanish. Interviews were also done in English and French prior to the Conference with the English and French units of UN Radio, promoting the meeting in the various regions which they serve including Asia and the Pacific. The DPI/NGO Cluster also generated four press releases, three of which were disseminated by the UN press service. The Australia Sub-Committee issued five media bulletins, 11 Conference press releases and 50 releases from NGOs and other organizations.

In addition to the backgrounder prepared for the media, both international and regional, the media team arranged daily briefings for journalists before the Opening and Closing ceremonies, each Roundtable and many of the workshops. This allowed access for journalists to the main participants and speakers in each of these events. Two press conferences were held: one at the end of the Opening session featuring the Under-Secretary-General for Communications and Public Information, Kiyo Akasaka, Michel Sidibé, Executive Director of UNAIDS, Australian Parliamentary Secretary for International Development Assistance, Bob McMullan, Barbara Flick Nicol, Aboriginal health activist, and Mary Norton, Chair of the 63<sup>rd</sup> UN DPI/NGO Conference. The other was held at the end of the Closing session. The main participants included



Under-Secretary-General for Communications and Public Information, Kiyo Akasaka, Sir George Alleyne, Chancellor of the University of the West Indies, Tim Costello, CEO, World Vision Australia, Phil Batterham, the Convener of the NGO Focal Group in Australia, Jeff Huffines, Chair of the NGO/DPI Executive Committee, and Mary Norton, Chair of the 63<sup>rd</sup> UN DPI/NGO Conference. Both press conferences were moderated by Director of the Outreach Division Eric Falt.

## Coverage

As is customary, coverage was provided by UN Radio in English, French and other official languages. The English press service produced nine press releases and the NGO Relations website carried up-to-date information on the activities of the Conference. As mentioned earlier in this report, this year for the first time, because of the active NGO media interest within the NGO community in Australia, DPI/NGO cooperated with Australian NGOs to come up with an interesting partnership to serve the wider public, greater information on the Conference. DPI allowed the NGOs to link a public site designed especially for the Conference under the URL [www.Makinghealthglobal.com.au](http://www.Makinghealthglobal.com.au). to its official Conference website. The purpose of the public site was to allow those who could not attend the annual Conference, which is opened mainly to NGOs affiliated with either DPI or ECOSOC, to follow its proceedings or participate in some of the many side events including which were organized in support of the Conference [see Annex V for details on the public programme]. A children's summit was also held on the Opening Day of the Conference on the same theme of global health and the MDGs. This was aimed at high school-aged youngsters and involved speakers from the Conference, including the Under-Secretary-General for Communications and Public Information. Mr. Akasaka had a unique opportunity to interact with these youngsters on a very personal level, participating in their song and dance tribute to the MDGs which was televised locally. There was also an opportunity for young people to meet an iconic Australian footballer, Harry O'Brien, and discuss with him issues of health and the MDGs.

These events were broadcast to the general public through the public website [Makinghealthglobal.com.au](http://Makinghealthglobal.com.au) that also carried integrated Twitter, Facebook and Flickr links. The public could also then link to the DPI Conference website for actuality from the Conference.

Among the achievements of the coordination between the public programme and the official website were the fact that the Twitter and Facebook campaigns, led by a group of young Australians, reached nearly 100,000 people with tweets from hundreds of people.

The Conference also attracted some 150 journalists in Australia and from the Pacific region, which generated some 300 stories on Television, Radio and Print. Australian national television and radio [Australian Broadcasting Corporation [ABC], Special Broadcasting Service, [SBS] and Channel Ten] also provided daily coverage of the three days of the Conference. In addition to the mainstream media there was a number of NGO media, which generated some 40 press releases and many stories from interviews with key speakers at the Conference. Interviews were conducted both by NGO media and mainstream media, with DPI providing daily briefs to the media on what to expect each day. Speakers were also interviewed prior to making their contributions. DPI's efforts with television, radio, press and website coverage were greatly enhanced by these initiatives, in which many of the youth from the Youth Sub-Committee of the Conference as well as student journalists from 15 countries were actively involved. This successful experiment between UN media and NGO media certainly brought more people to the Conference through the use of new media in a creative and novel way. The Conference also attracted regional attention as staff from UN agencies in the region joined our media team and with the assistance of UNIC Canberra helped to daily re-disseminate information on the Conference to the Pacific region.





Journalists participated in numerous press conferences.

The same group of young people, who designed and manned the NGO public site, came to New York to attend and cover the MDG Summit, held from 20-22 September 2010 at the UN Headquarters. They were able to get daily coverage of the Summit to the NGO community in Australia and the Pacific and to continue to take forward the message of the recent UN DPI/NGO Conference and its attendant Declaration.

## International Student Journalists Programme

This year, with the assistance of the Media Coordinator from Australia, this programme was revamped to allow the 21 international and student journalists who attended the Conference to participate in almost the same way as mainstream journalists. The students were recruited by Judy Kuriansky and her team of interns, using a developed list of hundreds of universities around the world. The program recruits students under 25 years old with experience in journalism and topics related to the Conference theme. Eighteen students were accepted from among other countries China, Mexico, Singapore, India, Trinidad and Tobago, Japan, and the United States. While the Australia team recruited some 10 students, there were seven Australian students from three universities who were accepted to the ISJ team because they had language skills and could report back to their native countries in their own language, allowing for wider dissemination on the Conference worldwide. Students' field of studies include communications, women's issues, political science, international relations as well as (given the topic of the 2010 Conference) health, psychology and social sciences. All had interest and/or specific knowledge of the MDGs. They were given a background briefing to prepare them for coverage of the Conference and were allowed to attend the daily press briefings, ask questions and interview participants. They worked in teams, doing written reports, electronic reports (radio and video) or social media. These efforts on the ground were coordinated by a young Australian freelance journalist, Tamzin Byrne, who acted as the Australian coordinator of the International Student Journalists Programme. The work of the student journalists was published on a blog at <http://globalhealthstudents.wordpress.com/>



Student journalists' assignments covered all the media targeted, including campus media outlets and community and national outlets. Some media products were produced on site, others occurred immediately after the Conference, and still others are works in progress. A review of the activities of the Student Journalists prepared by Judy Kuriansky and Akane Okoshi Wilson, Senior Assistant to the International Student Journalists Programme, and can be seen in [Annex IV](#).

## Conclusions:

- In general this was one of the most successfully covered Conferences since taking the annual meeting out of New York. The Conference coverage was international, regional and national as witnessed by the number of published press world wide and radio and television interview space generated in Australia and the region. Coverage by mainstream media and NGO media was supplemented by the tremendous response to new media efforts on Facebook, Twitter and Flickr as promoted on the public events website at [www.Makinghealthglobal.com.au](http://www.Makinghealthglobal.com.au). Critical to the success of the media efforts was the space opened up for public events, which was well thought out and executed and should be made a permanent part of our Conference going forward. The important aspect of this is keeping those parts of the Conference that are "UN" separate and distinct from those parts that are not and at the same time having the flexibility to link related websites and share information.
- Early consultations with media professionals in the host country and UNIC are critical to creating an informed and effective Conference Media Strategy. This is what made the Media Strategy successful, as those who worked on it could take ownership of its implementation.
- Having a number of skilled media resource people in the host country on the Media Sub-Committee was invaluable to having the public programme run smoothly and yet dovetail with the overall dissemination efforts to get the widest media coverage possible to Australia, New Zealand and the Pacific. It also facilitated strong in-country media support backed up by UNIC Australia.
- The Conference website, though established earlier for this Conference and was essential to getting out information on travel, visa and registration to the potential participants, should be established at least two months earlier, some six months in advance of the Conference to be most effective.
- Although all are agreed that the International Student Journalists Programme is a good one for reaching out to the university student population, it needs to be revisited with a view to making the nomination process more transparent, involving the host media team in an agreed selection process and agreed well in advance of the Conference on an agreed set of outcomes. Coordination and communication among the media team in Australia and New York was strong and cohesive and this led to a well coordinated and implemented media strategy. The hope would be to replicate many of the lessons learned in Bonn.

**(A detailed list of Conference coverage can be found in Annex VI.)**

## Interactive Media Report

The official, comprehensive website of the 63rd Annual UN DPI/NGO Conference was launched in English on 14 May 2010 at <http://www.undpingoconference.org/>. The website was updated regularly with new information about the Conference for NGOs and other civil society actors worldwide to interest them in attending. It was designed with the same motif as the Visual Identity of the Conference. Initially, the website opened with practical information about the Conference, including the most important travel and visa information. This was followed by more important content on the Conference itself including the programme and biographies of speakers participating in the Conference.

During the three days of the Conference, the website featured up-to-date information on the detailed programme of the Conference and the various events that took place each day. This information was updated hourly. The website also provided information on keynote speakers, including those participating in the Roundtables and the 54 Workshops under the section titled Conference. All media coverage was updated incorporating all articles and media contributions from both the mainstream and NGO media as well as coverage of the public events. All documents including press releases whether emanating from the official Conference Officer or the Conference Officer preparing material for audiences in the Pacific, or those from the public programme, as well as statements from key participants were uploaded and updated in real time. Radio clips as well as the audio of interviews in different languages were also uploaded as soon as they were made available. Other media resources, such as the webcast and the photo galleries, were imported from our partners at MakingHealthGlobal.com.au, the website of the group managing the Public Programme. Special thanks to Eric Falt, former Director of the Outreach Division in DPI, who personally supervised all the work performed on the website while in Melbourne.

### Media Team

#### Department of Public Information, New York:

Gail Bindley-Taylor Sainte, Media Coordinator for the Conference  
 Anne Riccitelli, NGO representative of the Media Sub-Committee, New York  
 Fannie Mullin, NGO representative of the Media Sub-Committee, New York  
 Maha Fayek, Radio Officer  
 Elizabeth Flanders, Press Officer

#### UNIC Canberra:

Christopher Woodthorpe, UNIC Centre Director  
 Julia Dean, National Information Officer Canberra Australia  
 Carole Betito, Information Assistant UNIC Canberra  
 Reama Biumaiono, (UNDP Fiji) Conference Officer  
 Ben Farrel, (UNHCR) Conference Officer

#### Australia:

Phil Batterham, Coordinator of the Public Programme  
 Niall Byrne, Media Centre Coordinator  
 Tony Parkinson, freelance  
 Sarah Brooker, Science in Public  
 Tim Thwaites, Science in Public  
 AJ Epstein, Science in Public  
 Margie Beilharz, Science in Public  
 Michelle Kovacevic, Science in Public  
 Rohan Byrne, Science in Public



## Media Team (continued)

### Volunteers:

Matt Bird, PhD student, Murdoch Childrens Research Institute  
Ellen Cho, Amnesty International  
Alexis Cooper, Office of the Chief Scientist for Australia  
Anny Huang, Federation of Medical Students' Associations  
Janita Nelson, World Vision Australia  
Jessica Perrin, CARE Australia  
James Shirvill, freelance  
Frank Peppard, freelance  
Bill Pheasant, World Vision Australia  
Lynette Phuong, UN Association & Australian Red Cross  
Li Zhao

### Web/networking team:

Patrick Ip, University of Chicago  
Peter Willis, Bio21 Institute  
Wayn Wong, Lucid Creations

### Student writers:

Elyce Behrsin  
Craig Butt  
Lauren Jones  
Roselina Press  
Iona Salter  
Elisa Scarton  
Isabelle Tolhurst

### Photography:

Marc Coulson  
Marc Buckner

### International student journalism team:

Judy Kuriansky, Coordinator  
Akane Okoshi Wilson, Senior assistant  
Tamzin Byrne, Australian coordinator



Attendees check the press board for media stories about the Conference.

## ANNEX IV

### INTERNATIONAL STUDENT JOURNALISTS PROGRAMME

Students in the journalism programme produced material for print, radio and video. Videos were posted by Chinese students Shu Cheng and XiWei Zhou from Renmin University of China. A video interview was also conducted by Katherine Milne and Courtney Blashki of the Royal Melbourne Institute of Technology (RMIT) with the Founder and CEO of Shree Public Charitable Trust, Visvesvar Harsha Mathigodu, which explored the theme “The Basic Human Right of Food”. Articles included coverage of the Roundtables by Amitoze Nandha of RMIT; a profile of UNAIDS Executive Director Michel Sidibé by Smith College student Anna Roberts; and a profile about Lyn Dimer’s urgent call for equal health care for indigenous people written by Smith College student Julia Dobner-Pereira. College of Staten Island student Kyle Jeremiah also conducted an interview with Sir George Alleyne, UN Envoy for HIV/AIDS in the Caribbean.

Numerous workshops were covered by the student journalists: Singaporean student Tharuka Prematillake wrote about the role of media in achieving the MDGs and was able to obtain the views of many of the workshop speakers. University of Hartford student Nidhi Sinha provided coverage of Workshop 53: “The role of family in advancing global health and achieving the MDGs”; while Joanna Karabatsos of Monash University covered the workshop on “Improving Global Health Through Education of Mothers and Grandmothers” in her article “Educating mothers and grandmothers to improve global health”.

Other coverage outcomes included Smith College student Katherine Oberwager’s coverage of the workshop on “Incorporating Gender into Health Care and its Effects on Global Health and Achievement of the MDGs”; Joanna Karabatsos article about the workshop “Primary Health Care: Prioritizing Women and Children Delivers MDG Goals” and Fordham University student Akane Okoshi Wilson’s piece on “Starting from the Inside—Global Health and Individual Commitment”.



College of Staten Island student Kyle Jeremiah produced an article on “Pressuring Governments: The Key to Achieving the MDGs”; while Smith College student Julia Dobner-Pereira interviewed Conference Workshop speaker Debbie Kilroy for a piece titled, “A Call for Outreach by Australia’s Aboriginal People”. Ms. Dobner-Pereira also authored an article, which looked at the Psychology For Global Health booth at the exhibit hall and the importance of including mental health in the global health agenda.

### Personal Blogs and Facebook Postings

Students also posted photos and information about their participation at the Conference on site blog on their personal Facebook sites and Twitter accounts. These are seen by their network. Information about the Conference and the Australian students’ participation was sent to student lists and posted on a student website. Other blog postings were posted on college blogs. For example, Mietta Kyrios of Melbourne University posted three entries on a blog under the theme “Globalisation” for her university’s community: “Those who are left behind” posted on 1 September, “NGOs v. The Pharmaceutical Companies” posted on 5 September, and “Global standards of development and why we’re just not there yet” posted on 11 October 2010. The blog has an audience of 20,000.

A **Facebook** group was created to connect the international student journalists (ISJs), alumni, and institutions of journalism around issues of Conference as well as opportunities to cover the meeting.

**Articles already published in school publications** include articles with ISJ student bylines as well as pieces written about the Conference and the participation of the ISJs.

*Indiana Daily Student*, **the newspaper of Indiana University**. A column in the Indiana Daily Student, written by South African student Brad Zehr, for the “Writers Abroad Column” entitled “The ‘Coke-vaccine’ question,” addressed the issue raised at the Conference about reaching marginalized communities with vaccines. The article appeared in a print version and also posted online on the newspaper website <http://idsnews.com/news/story.aspx?id=77375>.

**The Maharaja Sayagirao Gayekward University official newspaper of Faculty of Journalism and Communication**. “*What’s Up Youth*” was an article written by Nidhi Sinha about the power of youth to make a difference in society and how youth will contribute to the UN to achieve the MDGs.

*Voice*, **University of Melbourne**. An article titled “Hold the Front Page” about an ISJ’s experience at the Conference, written by Mietta Kyrios, was published in her school newspaper at the University of Melbourne, and posted on the newspaper website, and also published in the Tuesday edition of “The Age” newspaper which has a circulation of 220,000 (<http://voice.unimelb.edu.au/volume-6/number-10/hold-front-page>).

### Articles Written about the Conference, Featuring ISJs’ Participation

“*CSI Today*”, **College of Staten Island, City University of New York**, campus newspaper. A story was published and posted online on 7 October, titled “CSI Students Attend UN-Sponsored Conference in Australia”, which included interviews about the Conference by ISJs Qimei Luo from China and Kyle Jeremiah from Trinidad and Tobago.

“*The MUSSE*”, **Campus publication from the University of Melbourne**. An article, titled “University staff and students part of the 63rd UN Conference on Global Health” that featured commentary by an ISJ, Mietta Kyrios, was published in the campus newsletter, “The MUSSE”, which is read by 35,000 students and 7,500 staff, and posted on its blog on 8 September (<http://blogs.unimelb.edu.au/musse/?paged=2>).

## Campus Radio

**91.9 WOZQ-FM in Massachusetts:** Smith College student Katherine Oberwager discussed the Conference on a radio show, RealTalk and Tunes with DJ “S” and DJ “K” that aired on 91.9 WOZQ-FM on 10 October. The show ran 10:00 P.M.- midnight and is broadcast throughout the Pioneer Valley, with coverage reaching several campuses in the region, consisting of what’s called the five-college community: Smith College, Amherst College, University of Massachusetts/ Amherst campus, Hampshire College and Mount Holyoke College.

**Vallabh Vidya Nagar Campus Radio 90.4 FM in India:** Nidhi Sinha from India reported on the Conference in several radio reports over the month of September, aired on the Vallabh Vidya Nagar Campus Radio 90.4 FM in India on “The Role of local NGOs in helping the UN achieve the Millennium Development Goals.” The audience for this radio show is estimated at 1,500-2,000.

**WSIA 88.9 FM College of Staten Island** campus radio station, carried sound bytes about the Conference.

## International Reports in Print, Radio and Internet

Several reports were done by students in their native languages.

**Spanish monthly newspaper, “Talento Tec”:** Jesus Franco, an ISJ student from Mexico City at Tecnológico de Monterrey, Campus Ciudad de México, Morton College (who participated in last years’ Student Journalist Programme in Mexico City as a newsletter editor), wrote an article about the Conference, titled “Global health: what does my country matter?” for a Spanish monthly newspaper called the “Talento Tec” that has an estimated readership of 8,000 people.

**Serbian Special Broadcasting Service (SBS) radio.** An ISJ with Serbian origins, Stevan Stankovic from RMIT University was interviewed by the Serbian Special Broadcasting Service (SBS) radio, for both national and local stations, on programmes which aired on 4 September and 15 September. Consistent with SBS radio’s mission to provide multi-cultural programming, Stevan discussed the MDGs such as poverty and its impact on health, as well as health issues important to the Aboriginal community.

**Greek monthly newspaper “Νέος Κόσμος”.** An ISJ student of Greek origin from Monash University, Joanna Karabatsos, wrote an article in Greek about the Conference, the MDGs, and the importance of global health in “Νέος Κόσμος;” a Greek newspaper published weekly throughout Victoria.

**Asian Media and Information Communication Center (AMIC)** [alternative media portal’s “Asian Voices” monthly programme] An ISJ from Sri Lanka studying in Singapore, Tharuka Prematillake, from Ngee Ann Polytechnic, Singapore, produced a 26-minute radio feature based on interviews recorded at the Conference for the Asian Media and Information Communication Centre (AMIC) alternative media portal’s “Asian Voices” monthly programme (<http://www.amicaltmedia.net/>). The programme was also downloaded and broadcast by eight other radio stations in the Asian region. [http://amicaltmedia.net/uploaded/audios/20100920161004Asian\\_Voices\\_sample.mp3](http://amicaltmedia.net/uploaded/audios/20100920161004Asian_Voices_sample.mp3)

**Chinese “YOUKO”**, a video site posting equivalent to You Tube, featured an interview of Kiyo Akasaka, Under-Secretary-General for Communications and Public Information, that was conducted by and posted by ISJ XiWei Zhou from Renmin University of China. [http://v.youku.com/v\\_show/id\\_XMjE3NjUxNTQ0.html](http://v.youku.com/v_show/id_XMjE3NjUxNTQ0.html)



## Live Presentation on Campus

**Navarachana School in India:** Indian student, Nidhi Sinha, made a presentation on the Conference to the Navarachana School in India to inform students about the important health issues discussed at the Conference. This was done in the week immediately after the Conference.

## Work in Progress

**Documentary:** Two students are working on a documentary covering the major highlights of the three-day Conference. Several students have submitted articles to their school newspapers, which are expected to be published in, for example, the *Sophian* at Smith College in America, the Monash University newspaper and Monash University's magazine "Lot's Wife."

A **newsletter** is under production that includes longer versions of the blog postings, as well as other articles that were completed after the Conference. This is similar to the newsletter produced after the 62nd UN DPI/NGO Conference in Mexico City that was posted on the official DPI website.

**Campus Magazine Article.** Solstice, College of Staten Island magazine. An article about the Conference, and a review of the General Assembly with comments from campus international studies professors will be published by Kyle Jeremiah, for this new campus magazine, to be launched in two weeks.

**Campus Presentations:** Several students have plans to make presentations at their school about the Conference.

**College of Staten Island:** Two ISJs from the College of Staten Island were scheduled to give a presentation to their campus on 27 October about the DPI/NGO Conference.

**The Eastern Communication Association** in Arlington, Virginia, 13-17 April, 2011. Nidhi Sinha will present a research paper on Gender Equity and Women's Empowerment at the Intercultural Communication Panel organized by Program Chair Dr. Jack Banks from the University of Hartford.





Kiyo Akasaka, Under-Secretary-General of Communications and Public Information, with Tim Costello, CEO, World Vision Australia, promoted the MDGs during a football match at the Melbourne Cricket Ground.

## ANNEX V

### MAKING HEALTH GLOBAL PUBLIC EVENTS

#### Vision

*There was a time when we were all connected.*

All the world's continents were once joined.

All of humanity originated from one place.

Like the continents, we gradually drifted apart. We spread to the ends of the earth — a diversity of cultures, languages and traditions emerged.

We now stand at the dawn of a new age. Advances in communication, travel and co-operation between governments have shrunk our world and connected us anew.

We all share a warming atmosphere. We all share in the global economy.

Our fates, our futures, our challenges and our dreams are intertwined.

*In 2010 once more, we are all connected.*

#### Content

Crucial to the vision of the Melbourne Conference was a desire to bring the messages and voices of the NGOs to everyday people. To this end, an innovative and exciting series of events was run alongside the 63<sup>rd</sup> Annual UN DPI/NGO Conference. These events were designed to involve and engage the public with the themes being discussed and ran from 27 August to 5 September.

Public events ran under the banner of *Making Health Global: We Are All Connected* — recognizing that in the 21st century humanity is linked in both good health and bad health. Events



approached global health and the Millennium Development Goals from a number of different angles, ensuring that there was a way for all sections of society to be involved.

Linked to the *Making Health Global* program was a large body of outreach work that took the messages of the Conference to thousands through the Making Health Global website ([www.makinghealthglobal.com.au](http://www.makinghealthglobal.com.au)), Twitter and Facebook. Stories, photos and videos all added to the experience and the production of innovative and exciting content quickly became a signature of the Melbourne Conference and its website.

## Highlights

### *Making Health Global at Queen Victoria Market*

Each Saturday, more than 40,000 Melbournians pass through the iconic Queen Victoria Market close to the city centre. On Saturday the 28th, before the Conference, these 40,000 shoppers were challenged, excited and interested by a series of installations relating to the themes of the Conference.

Installations included a Wishing Tree where passers-by could make a wish for the MDGs, an interactive stall highlighting issues of infant mortality and a series of carnival games focused on issues of water and sanitation. Organized in partnership with the market, the **MAKEPOVERTYHISTORY** coalition, *Making Health Global at Queen Victoria Market* was a great success.

### *Millennium Development Goals Church Service*

Events continued on the Sunday, 29 August, with a moving church service at St Paul's Cathedral focused on the Millennium Development Goals. Against the striking backdrop of the cathedral at the heart of Melbourne, those who attended the services heard from prominent members of the Australian NGO community.

Mary Norton, Chair of the 63rd Annual UN DPI/NGO Conference and Maria-Luisa Chávez, Chief of DPI/NGO Relations and Co-chair of the Conference Planning Committee, also read two scriptural lessons.

Faith leading to action was a key theme throughout the service that also included a selection of African music from the World Vision Freedom Choir and the extinguishing of candles as a motif for the children who die each day from preventable diseases in the developing world. Attendees went away moved and inspired.

### *Australian Rules Football meets Making Health Global*

From one great Melbourne cathedral to another, events moved on the Sunday to the Melbourne Cricket Ground, home of cricket and Australian Rules Football in Melbourne. Organized with partners the Australian Football League and World Vision, a pre-game event highlighted the themes of the conference in an unusual setting.

Spectators were treated to remarks by Kiyoko Akasaka, Under-Secretary-General for Communications and Public Information, Tim Costello, CEO of World Vision Australia, and Jim Stynes, President of the Melbourne Football Club, before the game kicked off. The event was a wonderful example of the ability of the Making Health Global programme to bring the Conference themes to new audiences and break down barriers.

### *Harry O'Brien Speaks to the Youth at the Conference*

Continuing the theme of involvement from Australia's football community, star player Harry O'Brien presented to the youth delegates of the Conference during lunch on the first day.

Mr. O'Brien, who was born to a Brazilian mother and Congolese father and has spent time travelling in both countries, spoke of his experiences of poverty and about how his life's purpose had been fundamentally altered by traveling in the developing world. He challenged the youth delegates at the conference to see the common connections that bind humanity and to recognize that we are all connected. Mr. O'Brien's talk was moving and powerful — all went away feeling inspired to continue act on the themes of the conference.

### *High Resolves Initiative Takes the Stage*

Shadowing the official Conference program was the annual student conference of the High Resolves Initiative — a non-for-profit educational initiative that motivates high school students to view themselves as purposeful global citizens. The student conference brought together a diverse range of students from schools all over Melbourne and followed the format of the UN DPI/NGO Conference.

The students had a chance to interact with each other and to discuss the Millennium Development Goals. They also heard from speakers from the Conference and took part in a "flashmob," a choreographed dance to innovatively raise awareness of the urgent need to recommit to achieving the MDGs. At the end of the student conference, an outcome document was present to Kiyo Akasaka.

Paul Kelsey, Managing Director of High Resolves, commenting on his group's involvement in the Conference said: "We are very proud to have recently become formally associated with the UN DPI/NGO Relations. We are also very excited to be able to get these bright motivated teenagers out into the real world for a day to tackle some of the most significant global challenges head on. These young leaders hold the key to a better future for all"

### *Health at Whose Cost? Writers on Poverty and Health*

*Making Health Global* partnered with the annual *Melbourne Writer's Festival* to deliver a series of six events focused on the global health and the Millennium Development Goals. One of these events, *Health at Whose Cost? Writers on Poverty and Health* — a collaboration between the Melbourne Writer's Festival, Melbourne Conversations and the One Just World Forum series — was held on the Tuesday evening of the Conference.

Speakers included Papua New Guinean Minister for Community Development Dame Carol Kidu, Australian scientist Sir Gus Nossal, author Angela Savage and Conference speaker Sakena Yacoobi. There was barely room to stand in the auditorium and the speakers did not fail to engage the audience, talking from personal experience and calling on ordinary citizens to do more.

Key to this event, and indeed to all the *Making Health Global* events, was a message of hope and recognition of the importance of dialogue between all people, if we are to achieve our goal of halving global poverty by 2015.



## ANNEX VI

### COVERAGE OF THE 63<sup>rd</sup> ANNUAL DPI/NGO CONFERENCE

#### United Nations Press Releases and Media Advisories

**“Advancing Global Health Essential to Achieving Development Goals, Civil Society Essential to Advancing Global Health, says Secretary-General in Message”**

31 August 2010. New York

<http://www.un.org/News/Press/docs/2010/sgsm13078.doc.htm>

**“As DPI/NGO Conference Opens in Australia, Secretary-General Says Advancing Global Health Essential to Development Goals, Civil Society Essential to Global Health”**

30 August 2010. New York

<http://www.un.org/News/Press/docs//2010/ngo703.doc.htm>

**“Concept of Unified Governance System for Global Health Informs Debate on Ways to Achieve Health-Related Development Goals, as DPI/NGO Conference Continues”**

31 August 2010. New York

<http://www.un.org/News/Press/docs/2010/ngo707.doc.htm>

**“Investments in AIDS Must Be Maintained: UNAIDS Executive Director at End of Australia Visit”**

31 August 2010. New York

[http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStoriesarchive/2010/20100831\\_FS\\_EXD\\_Australia\\_visit.asp](http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStoriesarchive/2010/20100831_FS_EXD_Australia_visit.asp)

**“Melbourne, Australia, to Host Sixty-Third United Nations DPI/NGO Conference”**

16 February 2010. New York

<http://www.un.org/News/Press/docs/2010/ngo692.doc.htm>

**“Millennium Development Goals Moral Imperative, but Largely Off-Track for Poorest, Least Politically Powerful People, Says Declaration at DPI/NGO Conference”**

1 September 2010. New York

<http://www.un.org/News/Press/docs/2010/ngo708.doc.htm>

**“Non-Governmental Organizations at UN Conference in Australia Discuss Ways to Upend Intractable Challenges to Global Health, Redefine Relationships with Governments”**

30 August 2010. New York

<http://www.un.org/News/Press/docs//2010/ngo704.doc.htm>

**“Panel Debates Equity of Millennium Development Goals amid Entrenched Disparities in Health, Life Expectancy, as United Nations DPI/NGO Conference Continues”**

31 August 2010. New York

<http://www.un.org/News/Press/docs/2010/ngo706.doc.htm>

**“Time to Roll up Our Sleeves and Do What Must Be Done to Achieve Millennium Development Goals, Says Communications Chief as DPI/NGO Event Concludes”**

1 September 2010. New York

<http://www.un.org/News/Press/docs/2010/ngo709.doc.htm>

**“Advancing global health essential to the MDGs: Ban tells Melbourne DPI/NGO meeting”**

30 August 2010. New York

<http://www.unmultimedia.org/radio/english/detail/100730.html>

**“UN DPI/NGO Conference and NGO Declaration ‘Advance Global Health: Achieve the MDGs’”**

2 September 2010. New York

[http://www.wunrn.com/news/2010/09\\_10/08\\_30\\_10/083010\\_un2.htm](http://www.wunrn.com/news/2010/09_10/08_30_10/083010_un2.htm)

**“UN DPI/NGO Conference in Australia to Attract Unprecedented Number of Workshops, Wide Range of Round Tables on Global Health Goals”**

20 August 2010. New York

<http://www.un.org/News/Press/docs/2010/ngo702.doc.htm>

**“UNAIDS Executive Director Highlights Australia’s Role in the Pacific AIDS Response”**

27 August 2010. New York

[http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStories/archive/2010/20100825\\_EXD-Australia.asp](http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStories/archive/2010/20100825_EXD-Australia.asp)

**“Unprecedented Number of Non-Governmental Organizations from Asia-Pacific Region Join United Nations Department of Public Information”**

7 July 2010. New York

<http://www.un.org/News/Press/docs/2010/ngo701.doc.htm>

#### PRESS CONFERENCES

**“Press Conference Introduction to Conference”**

30 August 2010. Melbourne

<http://webcast.viostream.com/Player/Default.aspx?viocast=2915&auth=8666cfc0-a488-44e0-91d7-b7bea99dd99b&enableCache=True>

**“Press Conference Harry O’Brien”**

30 August 2010. Melbourne

<http://webcast.viostream.com/Player/Default.aspx?viocast=2916&auth=c561233e-d0c7-47de-8645-e54060320a8a&enableCache=True>

**“Press Conference Roundtable 1”**

30 August 2010. Melbourne  
<http://webcast.viostream.com/Player/Default.aspx?viocast=2917&auth=34a516c1-89d2-4172-8955-c4d12779cf45&enableCache=True>

**“Press Conference Roundtable 2”**

31 August 2010. Melbourne  
<http://webcast.viostream.com/Player/Default.aspx?viocast=2919&auth=0e616e7b-347c-4bfb-a8b6-b8145d976961&enableCache=True>

**“Press Conference Roundtable 3”**

31 August 2010. Melbourne  
<http://webcast.viostream.com/Player/Default.aspx?viocast=2924&auth=56f2e680-8111-4b26-b073-3aa3c240cae6&enableCache=True>

**“Press Conference Roundtable 4”**

1 September 2010. Melbourne  
<http://webcast.viostream.com/Player/Default.aspx?viocast=2928&auth=87a3398d-c85a-45ea-9cb8-d7551b2f461a&enableCache=True>

**“Press Conference End of Conference”**

1 September 2010. Melbourne  
<http://webcast.viostream.com/Player/Default.aspx?viocast=2935&auth=0c2116a5-a1f0-48cc-ac55-e6198cd8dbde&enableCache=True>

**UNICs • UNIS • UNRIC**

**UNRIC Brussels, Press Review – Benelux Media**

<http://unhq-apps-01.un.org/dpi/nmu-archive.nsf/ac/2010-09-03EEFI-88XMVK>

**UNIC Jakarta, “Melbourne to Host Sixty-Third United Nations DPI/NGO Conference”**

[http://www.unic-jakarta.org/Melbourne%20to%20Host%20Sixty\\_Third%20United%20Nations%20DPI\\_NGO%20Conference.html](http://www.unic-jakarta.org/Melbourne%20to%20Host%20Sixty_Third%20United%20Nations%20DPI_NGO%20Conference.html)

**UN MEDIA OUTLETS**

**UN NEWS SERVICE**

**“UN’s Annual Conference with Civil Society Groups to Spotlight Global Health Issues”**

16 February 2010. New York  
<http://www.un.org/apps/news/story.asp?NewsID=33784&Cr=akasaka&Cr1=&Kw1=melbourne&Kw2=health+&Kw3=>

**“Joint UN-NGO Conference in Australia to Focus on Global Health”**

29 August 2010. New York  
<http://www.un.org/apps/news/story.asp?NewsID=35755&Cr=MDGs&Cr1=>

**“Ban Hails Role Played by Civil Society in Advancing Global Health”**

30 August 2010. New York  
<http://www.un.org/apps/news/story.asp?NewsID=35759&Cr=Health&Cr1=>

**“UN Conference for Civil Society Hears Calls for Greater Support for Marginalized Groups”**

31 August 2010. New York  
<http://www.un.org/apps/news/story.asp?NewsID=35783&Cr=Health&Cr1=>

**“UN-Civil Society Forum Issues Call to Action to Improve Health of Millions Worldwide”**

1 September 2010. New York  
<http://www.un.org/apps/news/story.asp?NewsID=35793&Cr=health&Cr1=>

**UN RADIO**

**“Australia Hosts NGO Conference on Global Health” (Interview with Gail Bindley-Taylor Sainte of DPI/NGO Relations)**

27 August 2010  
<http://www.unmultimedia.org/radio/english/detail/100569.html>

**“Melbourne Committed to MDGs Heart and Mind”**

27 August 2010  
<http://www.unmultimedia.org/radio/english/detail/100567.html>

**“DPI/NGO Conference: A Crucial Opportunity to Hear the Voice of Civil Society”**

<http://www.unmultimedia.org/radio/english/detail/100803.html>

**“Advancing Global Health Essential to the MDGs: Ban Tells Melbourne DPI/NGO Meeting”**

30 August 2010  
<http://www.unmultimedia.org/radio/english/detail/100730.html>

**“Australia Raises Awareness for Global Health”**

30 August 2010  
<http://www.unmultimedia.org/radio/english/detail/100726.html>

**“Guevara: Indigenous Voices Need to Be Heard”**

31 August 2010  
<http://www.unmultimedia.org/radio/english/detail/100886.html>

**“UNAIDS Chief Highlights Unique Role of NGOs in Defeating HIV and AIDS”**

31 August 2010  
<http://www.unmultimedia.org/radio/english/detail/100925.html>

**“UN-Civil Society Forum Calls for Urgent Action to Improve Global Health”**

1 September 2010  
<http://www.unmultimedia.org/radio/english/detail/100955.html>

**“Indigenous Australian Children also Lagging Behind on the MDGs”**

2 September 2010  
<http://www.unmultimedia.org/radio/english/detail/101021.html>



**“Advancing Global Health: NGOs Put the World on Notice”**

17 September 2010. New York  
<http://www.unmultimedia.org/radio/english/detail/101905.html>

**“Best of Melbourne Conference – UN Radio’s 15 Minute Documentary”**

17 September 2010  
<http://www.unmultimedia.org/radio/english/detail/101905.html>

**IN ARABIC**

منتدى الأمم المتحدة والمجتمع المدني يدعو إلى اتخاذ إجراء عاجل لتحسين الصحة على الصعيد العالمي  
<http://www.unmultimedia.org/arabic/radio/detail/47279.html>

**IN FRENCH**

**“Santé: lorsque Melbourne partage son savoir avec l’ONU”**

27 August 2010. (Interview Eric Falt)  
<http://www.unmultimedia.org/radio/french/detail/112570.html>

**“Conférence annuelle DPI-ONG: améliorer la santé mondiale”**

30 August 2010.  
<http://www.unmultimedia.org/radio/french/detail/112642.html>

**“Conférence DPI/ONG: la santé au premier plan”**

30 August 2010.  
<http://www.unmultimedia.org/radio/french/detail/112640.html>

**“Sidibé à la société civile: ‘sans vous rien n’est possible’”**

31 August 2010  
<http://www.unmultimedia.org/radio/french/detail/112699.html>

**“A Q&A in French on the French radio page and the UN home page”**

1 September 2010  
<http://www.unmultimedia.org/radio/french/detail/112750.html>

**IN PORTUGUESE**

**“Andre Francois’s Exhibit- Brasileiro expõe fotos em conferência da ONU na Austrália”**

31 August 2010  
<http://www.unmultimedia.org/radio/portuguese/detail/184215.html>

**IN SPANISH**

**“Guevara: La salud debe ser una prioridad de todos los Estados”**

31 August 2010  
<http://www.unmultimedia.org/radio/spanish/detail/161286.html>

## MAINSTREAM MEDIA OUTLETS

### PRINT

**“Aboriginal Health Record Upsets Adviser”**

30 August 2010. The Sydney Morning Herald  
<http://news.smh.com.au/breaking-news-national/aboriginal-health-record-upsets-adviser-20100830-14720.html>

**“Delivering Them from Poverty”**

4 September 2010. The Age (Australia)  
<http://unhq-apps-01.un.org/dpi/nmu-archive.nsf/ac/2010-09-03AKHY-88XKZ4>

**“Guevara Preaches a New Revolution”**

30 August 2010. The Sydney Morning Herald  
<http://news.smh.com.au/breaking-news-national/guevara-preaches-a-new-revolution-20100830-1473i.html>

**“Maternal Health Access not Hard to Fix”**

31 August 2010. Morning Sydney Herald  
<http://news.smh.com.au/breaking-news-national/maternal-health-access-not-hard-to-fix-20100831-14f83.html>

**“Mothers, Babies Need Help: UN”**

30 August 2010. The Sydney Morning Herald  
<http://news.smh.com.au/breaking-news-national/mothers-babies-need-help-un-summit-20100830-1478h.html>

**“No, Gen Y Isn’t Apathetic on Poverty”**

13 September 2010, the Herald Sun  
<http://www.heraldsun.com.au/opinion/no-gen-y-isnt-apatetic-on-poverty/story-e6frfqf-1225919631479>

**“Vanuatu’s First HIV Patient Speaks Out”**

31 August 2010. The Sydney Morning Herald  
<http://news.smh.com.au/breaking-news-national/vanuatus-first-hiv-patient-speaks-out-20100831-14f9v.html>

**“UN Chief Addresses Melbourne Summit”**

30 August 2010. The Sydney Morning Herald  
<http://news.smh.com.au/breaking-news-national/un-chief-addresses-melbourne-summit-20100830-140ce.html>

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## ANNEX VII

### 63rd Annual UN DPI/NGO Conference, Organizers

#### Conference Board

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**Maria-Luisa Chávez,**

Chief NGO Relations, DPI

**Mary Norton,**

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**Phil Batterham,**

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Chief, NGO Relations, Department of Public Information

**Mary Norton**

Chair, 63rd Annual UN DPI/NGO Conference, Felician College

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CARITAS Internationalist

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**Dr. Padmini Murthy**  
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**Elisabeth K. Shuman**  
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#### *Indigenous*

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# Australian Government



Officials from the following Australian Government agencies contributed to the success of the 63rd Annual UN DPI/NGO Conference:

**Australian Agency for International Development (AusAID)**

**Department of Foreign Affairs and Trade**

**Department of the Prime Minister and Cabinet**

**Department of Immigration and Citizenship**

**Department of Health and Ageing**

**Department of Families, Housing, Community Services and Indigenous Affairs**

**Department of Premier and Cabinet, Victoria**

**Department of Innovation, Industry and Regional Development, Victoria**

**Victoria Police**

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ACHIEVE  
THE  
MDGs



# ANNEX VIII

## SPONSORS

The Planning Committee of the 63rd Annual DPI/NGO Conference would like to extend its heartfelt gratitude to the Sponsors, without which the Convening of this historic event would have been difficult.

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#### Sponsors

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**Department of Health and Ageing**  
**Department of Families, Housing, Community Services and Indigenous Affairs**  
**Department of Premier and Cabinet, Victoria**  
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**Sinnyo-en Foundation**  
**Human Rights Advocates, Berkley, CA**  
**World Council of Conservative-Masoriti Synagogues**

# ANNEX IX

## CONFERENCE PARTICIPANTS SURVEY REPORT 63rd Annual DPI/NGO Conference Melbourne, Australia

### Executive Summary

The 2010 UN DPI/NGO Conference, “Advance Global Health: Achieve the MDGs”, attracted 1,731 participants representing 70 countries. A majority of representatives, 86 per cent<sup>1</sup>, came from developed countries, mainly due to the Conference’s location in Australia. Thirty five per cent of the participants responded to a survey about their Conference experience. A majority of the survey respondents reported that their NGO had been active in promoting the Conference’s theme prior to the Conference. Overall, participants rated the Conference as useful: the average usefulness rating for this year’s roundtable sessions and workshops were 3.8 and 4.1 respectively, on a 5-point scale where 1 = not useful at all and 5 = very useful. The educational and professional aspect of the Conference that rated highest was *Networking with other NGOs* with a 4.3 satisfaction rating. The 2010 Conference received slightly lower ratings than 2009 in terms of satisfaction with the Conference’s registration process and overall organization as well as usefulness of the roundtables.

### Introduction

The 63rd Annual UN DPI/NGO Conference was held in Melbourne, Australia, from 30 August to 1 September, 2010. The Conference was attended by 1,731 participants, representing 260 NGOs hailing from 70 countries. Attendance was higher this year compared to last where 1,265 met in Mexico City.

Overall, there were 19 developed countries and 50 different developing countries represented at the Conference. The majority of participants, 81 per cent, were from developed countries; two thirds of participants alone were from Australia. Representatives from developing countries accounted for 13 per cent of the participants.

### 2010 Survey findings

A Conference survey was distributed to participants in print during the Conference and sent online to 1,114 participants after the Conference. In total, 372 participants filled out the survey, for a response rate of 35 per cent. This year’s response rate was higher than the 20 per cent response rate received in 2008 and 2009.

### Usefulness of the Conference

Survey respondents were asked to rate the usefulness of various aspects of the Conference. *Networking with other NGOs* received high marks with 79 per cent of respondents agreeing it was “very useful” or “useful” for the work of their NGOs. A plurality of respondents said the

<sup>1</sup> Percentage is based on the number of participants (1,345) who were officially registered and specified country of origin.



Conference was useful in terms of *Identifying common problems faced by NGOs* and *applying best practices*, with 47 per cent and 41 per cent, respectively. The usefulness of *UN information materials* received lower ratings with 29 per cent (compared to 66 per cent in 2009). This decline may be due, in part, to the challenges associated with coordinating and disseminating timely information on the large number of workshops that were offered during the Conference (55 in total). Twenty seven per cent rated *learning to cooperate with local governments* as useful.

### Usefulness of Roundtables

In addition to the workshops, four Roundtables were held during the Conference. The two substantive sessions that identified NGOs as actors in achieving the MDGs had the highest average ratings of 4.0 and 3.9. The Roundtables discussing civil rights and the integrated approach to achieving the health MDGs received somewhat lower rating with 3.8 and 3.4, respectively.

The opening session was well received with a 4.0 rating. The closing session although slightly less popular, 3.8, was also well-liked.

The overall usefulness rating for this year’s roundtables was 3.8, compared to 4.3 in 2009.

2009 Roundtable Session	Average usefulness rating
Opening Session	4.0
Achieving the MDGs in Our Changing World	4.0
The Role of the NGOs and Civil Society in Helping Achieve the MDGs	3.9
Closing session	3.8
Equity, Rights and Progress towards the MDGs	3.8
Strengthening an Integrated and Systems Approach to Achieving the Health MDGs	3.4

### Usefulness of Workshops

This year’s Conference offered the highest number of workshops to date: 55 workshops. This is more than twice the number of workshops offered in 2009. A majority of respondents, 74 per cent, rated the workshops as “very useful” or “useful.” The number of workshops provided does not necessarily correspond to their overall usefulness. Usefulness ratings have steadily declined in the past two years with 77 per cent in 2009 and 80 per cent in 2008, while the number of workshops has fluctuated from 44 in 2008 to 24 in 2009 and 55 workshops this year.

Although some respondents noted that the number of workshops made it difficult to prioritize their agendas, when asked about the number of workshops offered during the Conference, a majority, or 61 per cent, felt the number was just right. About 20 per cent thought there were too many. Conversely, 10 per cent indicated there were too few.

### Conference Title – Advance Global Health: Achieve the MDGs

The 2010 Conference title focused on the nexus between NGOs as global partners to the UN and their role in achieving the Millennium Development Goals by advancing global health. Along



this vein, NGOs were asked how actively they had promoted the MDGs during the months leading up to the Conference. A majority of respondents, 61 per cent, said they were “very active” or “active” in promoting the MDGs. This is almost a two-fold increase compared to last year’s Disarmament Conference, where only 32 per cent were active in promoting the Conference theme. Also, only 18 per cent did not promote the Conference compared to 32 per cent last year.

The level of NGO activity in promoting the MDGs is a welcomed sign of how involved civil society is in the achievement of the 8 goals.

As a resource for NGOs, the main UN website ([www.un.org](http://www.un.org)) was a useful tool to find information on the MDGs. A majority, 69 per cent, considered the main UN website a useful resource, while only 6 per cent disagreed with its usefulness.

### Dissemination of Information on the MDGs

As partners to the UN, the NGOs were key agents in the dissemination of information about the MDGs. This year’s survey asked participants how they or their NGOs planned to disseminate information on global health/ MDGs presented at the Conference. They were asked to select all relevant responses. A majority, 52 per cent, planned on using newsletters to disseminate information. Forty seven per cent said they would share information at meetings or Conferences; 41 per cent intended to post information on their website and 37 per cent planned to disseminate information through their membership mailings.

NGOs are also using new media to disseminate information: 23 per cent said they would use Facebook, 16 per cent blogs and 10 per cent were planning to use Twitter in order to publicize Conference information.

Other means of dissemination included sending information to their NGO headquarter/board of directors (28 per cent), conducting briefings for local media (17 per cent) and distributing information via listserv (4 per cent).

### NGO/DPI Executive Committee

The survey also sought out to assess how important it was for the NGO/DPI Executive Committee to be active in the participants’ regions. A plurality of respondents, 45 per cent, said it was important for the Executive Committee to be active in their region. However, 39 per cent said they were *not sure or not familiar* with the NGO/DPI Executive Committee, 12 per cent had no opinion and 7 per cent said it was not important for the Committee to be active in their region.

### Logistical Aspects and Organization of the Conference

Respondents were asked how they had heard about the Conference. Most respondents heard about the Conference through an international or Australian NGO (34 per cent each). Twenty six per cent selected “other”<sup>2</sup> as their source of information. Nine per cent heard about the Conference through the NGO Relations listserv, 6 per cent through the NYC NGO Resource Centre, 5 per cent the UN website, 3 per cent the Conference website, 1 per cent through the Australian Government and 1 per cent through social media.

Other organizational aspects of the Conference were also rated. The graph below illustrates the satisfaction levels of varying aspects of the Conference.

Respondents gave the highest satisfaction ratings to the services offered by the host country. Eighty nine per cent of respondents rated these services with a 4 or 5, on a 5-point scale, for

<sup>2</sup> “Other” sources include predominantly UN agencies/resources, friends and colleagues.



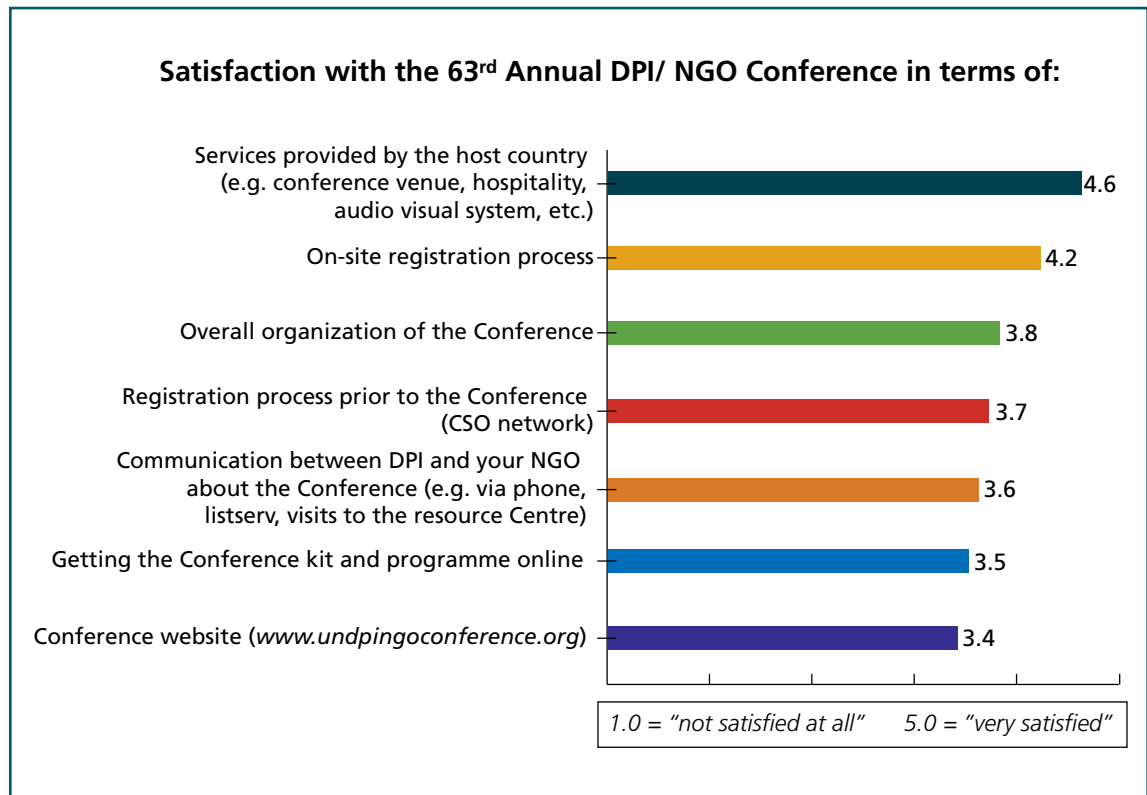
an average rating of 4.6. The services ranked included hospitality, the quality of the audio visual system as well as the Conference venue. Overall, a majority of respondents, 61 per cent, were satisfied with the organization of the Conference with a 3.8 ranking.

This year, respondents were asked to specify which services provided by the host country they felt more or less satisfied with. Many participants were satisfied with the venue chosen for the Conference, in particular they praised the accessibility of the location, audio-visual services, break-out rooms and display areas. In addition to the venue, catering and hospitality were also highly praised. Opportunities to network were also satisfactory. A few participants also commented on the efficiency of the visa application and expressed their gratitude towards the Australian Government for waiving the visa fee.

Aspects criticized by some respondents included lack of translation for speakers and attendants. In terms of the programme, last minute changes to the agenda and lack of timely dissemination and availability of information, including on the registration for youth events, contributed to participants' dissatisfaction. The number of workshops also made it difficult for participants to coordinate their schedules. Less prevalent, but of interest, were comments referencing the "carbon footprint" of the Conference, particularly the waste produced through the use of disposable items to cater the Conference.

In terms of registration, the on-site and pre-Conference registration process received satisfactory ratings with 4.2 and 3.7, respectively. The level of communication between NGOs and the DPI/NGO Relations Cluster was rated at 3.6, with 55 per cent of respondents saying they had a positive experience.

This is the second year participants were able to obtain the Conference kit and programme online, before the start of the Conference. This year's satisfaction rating of 3.5 is lower than last year's 4.0 rating. Fifty five per cent of respondents were satisfied with the online information, 20 per cent were neutral and 25 per cent were not satisfied.





## Alternate Conference Location

Most participants, 92 per cent, agreed that the Conference should be held in a different region. Five per cent gave neutral responses and 3 per cent disagreed. In an effort to gauge participant's preference on the periodicity of the Conference, they were asked "how often should the DPI/ NGO Conference take place if it is held in a different region each year?" There was an even split in the answers with 43 per cent showing preference to hold the Conference each year and 43 per cent every two years. Thirteen per cent were not sure. A few respondents commented that the Conference should take place every 3 years.

## Comments from Participants

The survey also asked participants to provide additional thoughts or comments on any other aspects of the Conference. Many respondents expressed their satisfaction with the networking opportunities and reflected with enthusiasm how much they had learned and shared during the Conference with other NGOs. Youth events were recognized as very important and many respondents agreed on the need to increase youth involvement at future Conferences.

Comments concerning the logistical aspects of the Conference were varied. The venue was praised due to its capacity to "house" all the activities and displays. However, participants felt it was challenging to reach all sessions on time because of the distance between rooms. Unclear directions and lack of room numbers on the agenda also made it difficult. Comments on catering, especially the quality of meals, were largely positive. Some participants noted they would have liked to have free Wi-Fi during the Conference.

In terms of the programme, the quality of the workshops, speakers and outcomes received mixed opinions. Respondents highlighted their satisfaction with sessions where topics were thoroughly discussed by both presenters and participants. Other respondents noted there were too many workshops on the agenda and some discussions lacked depth and guidance. Many participants also expressed frustration with the number of speakers and the quality of facilitation. Some chairs did not manage time effectively and allowed audience members to use the Q&A as a "soap box." Respondents suggested vetting the questions to ensure the discussions remain relevant. These concerns were also raised in last year's Conference survey.

Respondents felt that disseminating Conference information through the website was very helpful. Many respondents also noted that it would have been helpful to post information about the speakers. Some comments criticized the Conference schedule, in particular the first day of the Conference and long lunch breaks. The opening and closing ceremonies were highly praised with the only discontent stemming from lack of promotion of both events.

The Conference focus on advancing global health as a means to achieving the MDGs raised high expectations among participants. Some respondents, however, felt the global aspect of the agenda was missing. Others were disappointed that issues related to reproductive health were not addressed. The outcome document of the Conference also fell short of some participants' expectations, who felt it was weak and political. Some participants also criticized the lack of opportunity for NGOs to be involved in drafting the declaration. These respondents emphasized the need for more NGO involvement in this process in the future.

[www.un.org/dpi/ngosection/conference](http://www.un.org/dpi/ngosection/conference)



**A few scenes from the welcome ceremony**

**The visual identity for the Conference was created by the Outreach Division, Department of Public Information**



[www.un.org/dpi/ngosection/conference](http://www.un.org/dpi/ngosection/conference)