

Jordan's World Population Day Celebrated Under the Patronage of Her Royal Highness Princess Basma Bint Talal

Observing World Population Day (WPD) under the patronage of Princess Basma Bint Talal has become a much-anticipated annual event in Jordan, as HRH has been increasing awareness of the Day and its themes over the last few years by attending its commemoration and promoting its messages.

WPD 2009 was no exception. The UNFPA Goodwill Ambassador took part in the Day's observance, which had the theme: "Responding to the Global Economic Crisis – Investing in women is a smart choice".



The event, organized by UNFPA in cooperation with the Higher Population Council, culminated month-long activities by different UNFPA partners, including the Ministry of Health, the Higher Council for Youth and various non-governmental and civil organizations.

In her speech during the event, Princess Basma commended the strong partnership between UNFPA and the Jordanian Government and civil society, and stressed the importance of investing in women to ensure that the world overcomes the current global economic crisis. She then handed out awards to winners of a media contest, underlining the role of the media in promoting awareness of population issues.

The event also featured the release of two major reports that received wide interest from the country's experts and decision makers. The first provided a summary of Jordan's achievements and challenges in implementing the Programme of Action of the 1994 International Conference on Population and Development. The second was a study on maternal illnesses in the country.