



JAMAICA

STATEMENT BY

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Mr. Chair,

My delegation joins in congratulating you and your bureau on your election to preside over the work of the Committee on Information. Please be assured of Jamaica's full support. We also extend our appreciation to the previous Chair and his bureau for their sterling work during the previous sessions.

We also extend our continued support to the Under-Secretary-General and her team for so ably guiding the Department through its ongoing reform efforts and transition into the Department of Global Communications.

I wish to use this opportunity to highlight a few points of particular importance to my delegation, further to the statement delivered by the State of Palestine, on behalf of the Group of 77 and China.

Mr. Chair,

My delegation thanks the Secretary-General for the various reports prepared for our consideration today. We have read them and welcome the very detailed information provided on the Department's work since the Committee last met. We would wish to share some of our observations in this regard.

First, we welcome the continued focus on interlinked, strategic communication engagement that spans the different types of media used by the Department to disseminate the values and messages of the UN. My delegation realises that advances in technology have provided a unique opportunity to maximise the means through which the entire Organization can expand its reach to countless individuals across the globe. We see confirmation of this progress through the analysis provided in the various reports before us, especially when it comes to the use of social media. While this is important, we hold firm to the view that traditional media sources must also remain a priority, especially given the continued digital divide within and across countries.

My **second** point relates to the importance of ensuring that there remains sufficient scope to effectively measure the impact of the work of the Department. We appreciate that there are instances when this might not be as simple or as easy given that there are multiple users and the products and messages are often conceptual. We would, nonetheless, continue to encourage the Department in its efforts to effectively assess the impact of its work.

Third, Jamaica looks forward to further updates on the work being undertaken in the context of UN reform and the work of the UN information centres. We are particularly interested in knowing that the work of the centres is appropriately taken into account in the restructuring of the UN development system on the ground. Consequently, we support efforts, as noted in the Secretary-General's report, to ensure that UN communications at the local level are "*coherent, coordinated and integrated*" by working more closely across the UN system.

Finally, we welcome the fact that the Department remains on point with the issues on which it seeks to draw attention. The currency of the focus on the SDGs and climate change, for example, speaks to the recognition of the urgency with which these issues have to be confronted and awareness about them increased. The SDGs as well as climate change are central to our own national development strategy as we seek to ensure that we are able to increase awareness about and put the requisite policies in place to effectively address them.

The Department's work in marking a number of milestone celebrations last year, notably the 70th anniversary of the Universal Declaration of Human Rights, also merits special commendation. We recall, of course, our ongoing relationship with respect to the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade and the Remember Slavery Programme, and look forward to even deeper collaboration in the years to come.

These efforts reinforce the centrality of multilateralism and the continued importance of partnerships within and across societies. We applaud this approach as together we seek to ensure that the UN is able to find new, streamlined and strategic ways to reach its target audiences, while increasing effectiveness and efficiencies in outreach and advocacy initiatives through a continued reliance on multilingualism.

Thank you.