

## **Observance Plan - World Day to Combat Desertification**

**June 17, 2017**

**Jamaica**

### **Theme: Our Land, Our Home, Our Future**

Understanding that unproductive and abandoned spaces can be turned into productive places that are stable, secure and sustainable in the future; Observance of world day to combat desertification and drought will seek to educate Jamaica's population about the effects of unsustainable land management practices on water and land resources and will highlight the fact that each citizen has a role to play. Desertification and drought is a composite hazard that impacts food security. Also, the local sustainable development planning process will be used to mainstream sustainable land management practices locally as well as land neutrality degradation targets. An integrated approach is envisioned. As such observance plans will be geared at:

1. Information bites on national radio stations: June 14 – 17, 2017
2. Newspaper Supplement – Saturday, June 17, 2017
3. Interagency Workshop and Presentations (including Local Authorities and Rural Agricultural Development Agency) – Friday, June 16, 2017