

and sustain productive resources should be enhanced. All sources of information dissemination should be mobilized to increase the self-help potential of women in conserving and improving their environment. National and international emphasis on ecosystem management and the control of environmental degradation should be strengthened and women should be recognized as active and equal participants in this process.

Paragraph 227

The environmental impact of policies, programmes and projects on women's health and activities, including their sources of employment and income, should be assessed and the negative effects eliminated.

Social services

Paragraph 228

Governments are urged to give priority to the development of social infrastructure, such as adequate care and education for the children of working parents, whether such work is carried out at home, in the fields or in factories, to reduce the "double burden" of working women in both urban and rural areas. Likewise they are urged to offer incentives to employers to provide adequate child-care services which meet the requirements of parents regarding opening hours. Employers should allow either parent to work flexible hours in order to share the responsibilities of child care. Simultaneously, Governments and non-governmental organizations should mobilize the mass media and other means of communication to ensure public consensus on the need for men and society as a whole to share with women the responsibilities of producing and rearing children, who represent the human resource capabilities of the future.

Paragraph 229

Governments should further establish ways and means of assisting women consumers through the provision of information and the creation of legislation that will increase consumer consciousness and protect consumers from unsafe goods, dangerous drugs, unhealthy foods and unethical and exploitative marketing practices.* Non-governmental organizations should work towards establishing strong and active organizations for consumer protection.

Paragraph 230

Public expenditure directed towards health, education and training and towards providing health-care and child-care services for women should be increased.

Paragraph 231

Governments should undertake effective measures, including mobilizing community resources, to identify, prevent and eliminate all violence, including family violence, against women and children and to provide shelter, support and reorientation services for abused women and children. These measures should notably be aimed at making women conscious that maltreatment is not an incurable

* The General Assembly adopted guidelines for consumer protection in resolution 39/248 of 9 April 1985.