



PRESS RELEASE

“Cebu Provincial Statistical Office Celebrates 35th National Statistics Month with a Series of Events”

Date of Release: 6 November 2024
Reference No. 2024-PR22-023

The Cebu Provincial Statistical Office (PSO-Cebu) proudly joined the entire nation in celebrating the 35th National Statistics Month (NSM) with the theme, “Advancing Data and Statistics Through Digital Transformation: A Road to an Empowered Nation.” This year’s NSM celebration was marked by a range of activities aimed at promoting statistical awareness, highlighting the importance of data in various sectors, and emphasizing the role of digital transformation in empowering the nation.

The month-long celebration brought together various stakeholders and the public through diverse and interactive activities that showcased the role of statistics in nation-building.

Below is a summary of the activities conducted by PSO-Cebu throughout October 2024:

1. Press Release Announcement (30 September 2024)

The celebration was officially launched with a press release on September 30, 2024, announcing the participation of PSO-Cebu in the 35th NSM celebration. The office encouraged all sectors to support the series of activities planned for the month, with a focus on digital transformation and statistical advancement.

2. Motorcade and Vital Statistics Discussion (1 October 2024)

On October 1, 2024, the festivities kicked off with a motorcade in collaboration with the Cebu City Civil Registrar Office. The motorcade traversed key areas of Cebu City to raise public awareness about NSM. This was followed by an engaging discussion on vital statistics, emphasizing the importance of accurate birth, death, and marriage registration data in policy-making and public service delivery.

3. Workshop on Agricultural Data Infographics (2 October 2024)

On October 2, 2024, PSO-Cebu organized the workshop “Visualizing Agricultural Data: A Workshop on Creating Effective Infographics for Agricultural Statistics.” This event aimed to empower participants, particularly from the agricultural sector, with the skills to visualize complex agricultural data through infographics. The workshop underscored the significance of digital tools in enhancing the accessibility and comprehension of agricultural statistics.



4. Participation in UP Cebu NSM Opening Ceremony (3 October 2024)

A few PSO-Cebu personnel participated in the University of the Philippines (UP) Cebu's NSM Opening Ceremony. The event, held on October 3, 2024, showcased UP Cebu's commitment to promoting statistical education and research, aligning with the national NSM theme of digital transformation.

5. Social Media Engagement (1–31 October 2024)

Throughout the entire month of October, PSO-Cebu actively posted updates about NSM activities on various social media platforms. These posts aimed to engage a broader audience, especially the youth, and encourage public participation in NSM-related events.

6. Distribution of Information, Education, and Communication (IEC) Materials (1–31 October 2024)

PSO-Cebu distributed IEC materials, including brochures and primers on Provincial Product Accounts and the Philippine Population Census (POPCEN) and Community-Based Monitoring System (CBMS), to various stakeholders. These materials were instrumental in educating the public about critical statistical frameworks and raise awareness about the importance of population data and its role in government planning and decision-making.

7. Hanging of the 35th NSM Streamer (1–31 October 2024)

To further promote the celebration, PSO-Cebu displayed a banner in to visually highlight the significance of the 35th NSM. The banner served as a constant reminder of the ongoing activities and the role of statistics in daily life.

8. Infographic Design Contest for Agricultural Statistics (9 October 2024)

On October 9, 2024, PSO-Cebu held the "Agri-Graphics: Infographic Design Contest for Agricultural Statistics." The event fostered creativity and data literacy, while also emphasizing the importance of agricultural statistics in ensuring food security and sustainable development.

9. Consumer Price Index (CPI) Press Conference (10 October 2024)

PSO-Cebu hosted a press conference on October 10, 2024, to discuss the latest trends in the Consumer Price Index (CPI). The event provided key insights into inflation rates and economic performance, highlighting the vital role of statistical data in monitoring the country's economic health and informing policy decisions.

10. Statistical Exhibit (28–31 October 2024)

From October 28 to 31, 2024, PSO-Cebu held a statistical exhibit that showcased key statistical data and infographics related to various sectors, including population, agriculture, and the economy. The exhibit was designed to inform and educate the public on how statistical data supports government policies and programs.

11. 28th Philippine Statistics Quiz (PSQ) Provincial Elimination (30 October 2024)

On October 30, 2024, PSO-Cebu conducted the provincial elimination round of the 28th Philippine Statistics Quiz (PSQ). This event brought together students from various schools and universities across the province to test their knowledge in

statistics. The winners of this elimination round will move on to the regional and national levels, showcasing Cebu's brightest young statisticians.

12. Seminar on Financial Literacy Statistics as Culmination Activity and Distribution of IEC Materials (31 October 2024)

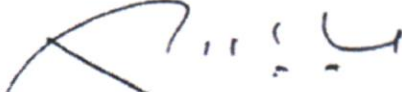
The celebration concluded with a seminar on financial literacy statistics on October 31, 2024. Speakers from the Bangko Sentral ng Pilipinas (BSP), Bureau of the Treasury, and Bank of the Philippine Islands discussed the importance of financial statistics in empowering individuals and communities to make informed financial decisions. This seminar also served as the culmination of the month-long NSM celebration, highlighting the impact of statistical literacy in achieving national development.

13. Final Press Release (6 November 2024)


To officially close the NSM celebration, PSO-Cebu released a final press release on October 31, 2024, summarizing the activities held throughout the month. This article highlighted the success of the various initiatives and the significant role of digital transformation in advancing data and statistics for an empowered nation.

The 35th NSM celebration by PSO-Cebu underscored the importance of statistics in addressing key societal challenges and the potential of digital transformation to enhance data collection, analysis, and dissemination. Through these activities, PSO-Cebu reaffirmed its commitment to fostering a data-driven and empowered Cebuano community.

For more information on the upcoming events and how to get involved, please contact the Cebu Provincial Statistical Office's Facebook page at <https://tinyurl.com/PSACebu> and via email at cebu@psa.gov.ph, or call us at 412-1337 or 255-8573.



MELCHOR B. BAUTISTA
Chief Statistical Specialist



AGD / LGCS