

# PRESS RELEASE

## PSA-Benguet Conducted an IEC, Slogan, and Poster-Making Contest at Easter College for the 35<sup>th</sup> National Statistics Month Celebration

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*Students from Easter College actively participated in the National Statistics Month Celebration Poster & Slogan Making event, showcasing their enthusiasm through art and words.*

**BAGUIO CITY** – The Philippine Statistics Authority-Benguet successfully conducted an engaging Information and Education Campaign (IEC) at Easter College on October 22, 2024, aimed at raising awareness about the importance of statistical data and its impact on community development. The event featured a series of activities, including a Slogan Making and Poster Making Contest, focusing on the theme, “Advancing Data and Statistics Through Digital Transformation: A Road to an Empowered Nation.”



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Registration Officer II, Tagaban C. Aquino of PSA-Benguet, led the Information & Education Campaign focusing on Civil Registration Services. During the session, participants learned about the importance of civil registration, specifically on the Delayed Registration, Annotations and Basic Concepts and Procedures on Civil Registration, which includes the recording of vital events such as births, deaths, and marriages.

The session emphasized how civil registration forms the backbone of national statistics, serving as a critical tool for informed decision-making at both local and national levels.

In addition, Supervising Statistical Specialist, Marilyn M. Santiago provided an overview of the PSA's mandate and operations, including the Result of the 2020 Census of Population & Housing and an update on the 2024 POPCEN-CMBS Implementation. Her presentation highlighted the importance of these statistical initiatives in understanding demographic trends and ensuring that resources are effectively allocated to meet the needs of the population.

The event wrapped up with the awarding of prizes to the top three winners of the Slogan Making and Poster Making Contests. The entries were recognized for their creativity, originality, impact and presentation, and relevance to the theme. By encouraging students to reflect on how digital tools can advance statistical practices, PSA-Benguet hopes to inspire the next generation to harness data for the greater good of society and contribute to the nation's ongoing development.

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