

PRESS RELEASE

PSA, Guimaras Municipalities join forces for 2024 POPCEN-CBMS *Bandilyo*

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Bandilyo campaign in the Municipality of Jordan (left) and Sibunag (right), which was participated by the members of the Municipal Census-CBMS Coordinating Board and POPCEN-CBMS field personnel

July 24, 2024 – GUIMARAS. The Philippine Statistics Authority (PSA) - Guimaras Provincial Statistical Office and all five municipalities of the province joined forces for the conduct of the 2024 Census of Population and Community-Based Monitoring System (POPCEN-CBMS) *Bandilyo* on 10-12 and 15 of July 2024.

“This was participated by the members of the Municipal Census-CBMS Coordinating Board, PSA and LGU focal persons, Census Area Supervisors, and Enumerators’, Provincial Statistics Officer Nelida B. Losare said.

The 2024 POPCEN-CBMS commenced in all cities and municipalities nationwide on 15 July 2024. Given the nationwide coverage of the implementation, a roadshow activity called *Bandilyo* was conducted as part of the Information, Education, and Communications (IEC) campaign necessary to increase awareness, support, and participation among the populace.

PSA Guimaras, in collaboration with all the municipalities of the province, successfully organized the roadshow campaign.

The mapped route was followed accessing all the barangays in every municipality where the official POPCEN-CBMS public announcement was played, and brochures and primers were distributed to the public and barangays to elicit support.

PSO Losare led the PSA personnel during their brief visit to the barangays.

She emphasized the crucial role of the LGUs in the successful implementation of the two major statistical undertakings of the PSA.

PSO Losare also solicited support and cooperation from the barangay officials and personnel to ensure the successful conduct of the census by launching effective information campaigns within their jurisdiction and assisting the hired field personnel in interviewing households situated in geographically isolated and hard-to-reach areas.

The 2024 POPCEN-CBMS data results can be used by government planners, policymakers, administrators, and local and national government agencies to craft evidence-based programs and policies for inclusive growth and development of the country.



Distribution of brochures and primers to Jordan Tricycle Operators and Drivers



CSS Losare led the group during their brief visit and coordination with the barangay personnel.


NELIDA B. LOSARE
Provincial Statistics Officer