

# PRESS RELEASE

**La Union joins 34<sup>th</sup> National Statistics Month celebration with the theme,  
“Accelerating Progress: Promoting Data and Statistics  
for Healthy Philippines”**

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The 34<sup>th</sup> National Statistics Month (NSM) celebration in La Union, spearheaded by the Provincial Government of La Union (PGLU) and the Philippine Statistics Authority (PSA)-La Union Provincial Statistical Office through the Provincial Statistics Committee (PSC), formally commenced on 04 October 2023 through an opening ceremony at Bayview Hall, SP Legislative Building, Provincial Capitol of La Union, City of San Fernando, La Union, with the theme “*Accelerating Progress: Promoting Data and Statistics for Healthy Philippines*”.

This year’s theme emphasizes the importance of data and statistics in enhancing health outcomes and aims to accelerate the nation’s socioeconomic development with the use of quality health and health-related statistics.

A motorcade around the City of San Fernando, La Union kicked off the NSM celebration in the province that was participated by Provincial Line Agencies (PLAs), Local Government Units (LGUs), academe and the media.

During the opening ceremony, Governor Raphaele Veronica "Rafy" Ortega-David, in her opening remarks, emphasized the significant role of statistics and data in improving the health sector and ultimately achieving progress. She also announced that she is extra excited and optimistic that the Province of La Union will secure its third year in a row as the Best NSM Implementer in Region I. She noted that being the best NSM implementer indicates the collective efforts of everyone to progress toward providing quality service for every citizen province. *“This is our opportunity to renew our commitment to uphold the quality and standards of statistics in the province, with the help, of course, of our abled partners in the Philippine Statistics Authority. I encourage all of you to join in our La Union Probinsyanihan and together, let us support statistics to flourish in our province. May this serve as an avenue for all of us to converge for a more data-driven province here in La Union,”* said Gov. David as she ended her message.

Moreover, Chief Statistical Specialist (CSS) Juanito Y. Yabes of the Statistical Operations and Coordination Division (SOCD) relayed the message of Regional Director (RD) Atty. Sheila O. De Guzman of PSA-Regional Statistical Services Office I (RSSO I). *“The past years have reminded us, in no uncertain terms, of the indispensable value of relevant data and timely vital statistics in safeguarding public health. In order for us to accelerate our country’s economic progress, we need sound policies based on data and statistics geared on improving the current health systems to make way for coordinated planning services, equitable access to health care services, and sustained financing for local health interventions,”* said Mr. Yabes as he relayed RD De Guzman’s message.



Dr. Paula Paz M. Sydiongco, Director IV of the Department of Health – Center for Health and Development – I, served as the Guest Speaker in the opening ceremony. She highlighted that our nation’s well-being depends on our ability to make informed decisions, implement effective policies, and equitably allocate resources, the reason why we need data and statistics. In addition, she said that embracing data and statistics is the key to unlocking the path to a healthier Philippines.

The digital exhibit was also launched during opening ceremony that presented various statistics from line agencies and the PGLU.


The ceremony was concluded by Dr. Danites E. Teñido, CSS of PSA- La Union, who extended her appreciation to the participants for joining the opening ceremony for the 34th NSM. Dr. Teñido said that their participation in the event is a manifestation of *probinsiyanihan* and strong support to the statistical activities of the province. She also enjoined everyone to join in the lined-up activities of the province for the 34<sup>th</sup> NSM celebration that include the hanging of NSM streamers and posting of social media cards; data dissemination forum; radio interview; jingle sing and dance contest; oratorical contest; poster slogan making contest; infographics making contest; essay writing contest, provincial statistics quiz; mangrove planting; NSM Media Awards; digital statistical exhibit contest; logo making contest; 4th governor's cup on infographics; online statistical symposium in selected schools; and online statistical training.

The Opening Ceremony was followed by the ceremonial ribbon-cutting that marked the opening of the NSM Provincial Statistical Exhibit and Information Desk situated at the Provincial Capitol Lobby, City of San Fernando, La Union. The ceremonial ribbon-cutting was led by Governor Ortega-David and Dr. Teñido. Joining them were Board Member Maria Rosario Eufrosina P. Nisce; EnP Michaela Louise Delfinado, Provincial Planning and Development Coordinator; and CSS Yabes.

The PSA issued Memorandum Circular No. 2023-12 enjoining all agencies of the government, LGUs, academic institutions, state universities and colleges, and the private sector at the national and sub-national levels to actively participate in and support the celebration of the 34<sup>th</sup> NSM.

Moreover, the PSC, through PSC Resolution No. 11, Series of 2023, approved the NSM calendar of activities and enjoined all the Provincial Line Agencies (PLAs), LGUs, academic institutions, and the private sector to support the 34<sup>th</sup> NSM celebration in La Union.

The annual observance of the NSM is pursuant to Presidential Proclamation No. 647, issued on 20 September 1990 by then President Corazon C. Aquino “*Declaring the Month of October of Every Year as the National Statistics Month.*” The NSM celebration aims to: (a) promote, enhance, and instill nationwide awareness and appreciation of the importance and value of statistics to the different sectors of society; and (b) elicit the cooperation and support of the general public in upgrading the quality and standards of statistics in the country.

  
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## PHOTO RELEASE



*Governor Raphaelle Veronica "Rafy" Ortega-David delivers her Opening Remarks during the 34<sup>th</sup> NSM Opening Ceremony.*



*Dr. Paula Paz M. Sydiongco receives a certificate of appreciation as the Guest Speaker for the 34<sup>th</sup> NSM Opening Ceremony.*



*Governor Raphaelle Veronica "Rafy" Ortega-David and Dr. Danites E. Teñido lead the ceremonial ribbon-cutting to open the NSM Provincial Statistical Exhibit and Information Desk situated at the Provincial Capitol Lobby, City of San Fernando, La Union.*