

PRESS RELEASE

PSA Ilocos Norte Kicks Off 2024 POPCEN-CBMS with City/Municipal-Level IACs

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CSS Marilyn P. Vergara, along with Local Government Officials of the Municipality of Currimao, during the flag Ceremony held last 15 July 2024

17 July 2024 – SAN NICOLAS, ILOCOS NORTE. The Philippine Statistics Authority (PSA) Ilocos Norte Provincial Statistical Office (PSO), in collaboration with local government units (LGUs) across Ilocos Norte, has officially launched the conduct of the 2024 Census of Population and Community-Based Monitoring System (POPCEN-CBMS) in the province of Ilocos Norte held last 15 July 2024.

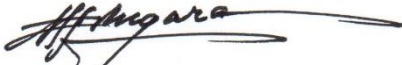
A series of information and advocacy campaigns (IAC) or "*bandilyo*" was simultaneously conducted in all cities and municipalities to formally announce the commencement of the 2024 POPCEN-CBMS operations. As part of the series of IACs, Chief Statistical Specialist Marilyn P. Vergara took part in a flag ceremony held at the Municipality of Currimao.

Following the flag ceremony, CSS Marilyn P. Vergara engaged with attendees, answering questions and distributing informational materials about the project. PSO

employees and hired census personnel from each city/municipality also joined the flag ceremony in various municipalities across Ilocos Norte.

Additionally, Ilocos Norte PSO and LGU vehicles traveled around various Ilocos Norte barangays while simultaneously broadcasting announcements.

This initiative primarily aims to increase public awareness and encourage participation among residents of Ilocos Norte in the upcoming 2024 POPCEN-CBMS.



MARILYN P. VERGARA

Chief Statistical Specialist

Ilocos Norte Provincial Statistical Office

Designation	Initial	Date
SrSS	EOJ	17 July 2024
SS II	RPS	17 July 2024
IO I	JAS	17 July 2024