



PRESS RELEASE

PSA-La Union sets to conduct Functional Literacy, Education and Mass Media Survey

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The Philippine Statistics Authority (PSA) - La Union Provincial Statistical Office is set to conduct the Functional Literacy, Education and Mass Media Survey (FLEMMS) in 1,640 sample households in La Union from 30 September to 22 October 2024.

The 2024 FLEMMS is the seventh in the series of literacy surveys and is a nationwide household-based survey undertaken by the PSA every five years since its first implementation in 1989.

The FLEMMS generally provides a quantitative framework that will serve as a basis for formulating policies and programs to improve the literacy and education status of the population. Specifically, the FLEMMS aims to: estimate the proportion of the population 5 years old and over who are basically literate; estimate the proportion of the population 10 to 64 years old who are functionally literate and determine their socio-economic characteristics; determine the educational skill qualifications of the population in terms of formal schooling; and determine the mass media exposure of the population.

The survey will also pilot-test new data items that are aligned with the Programme for the International Assessment of Adult Competencies (PIAAC), which is the recommended tool to measure functional literacy endorsed by the United Nations Educational, Scientific and Cultural Organization (UNESCO).

Before deployment of hired field personnel for the FLEMMS, PSA-La Union conducts the four-day Provincial Level Training from 24 to 27 September 2024 for eight hired Team Supervisors (TS) and 40 Statistical Researchers (SRs) at Hotel Ariana, Paringao, Bauang, La Union for them to have uniform understanding of concepts and operational procedures that will enable them to perform their tasks effectively.

The data that will be collected for 2024 FLEMMS will be used to: monitor the Global indicator Sustainable Development Goal (SDG) 4.6.1: the percentage of the population in a given age group achieving at least a fixed level of proficiency in functional literacy and numeracy skills; and report on the proportion of the population who are basically literate and functionally literate.

The success of the 2024 FLEMMS highly depends on the quality of the data that will be collected. Hence, PSA-La Union encourages the sample households to participate in the survey by providing truthful and complete information.



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Respondents are also assured that PSA adheres to the confidentiality of information stipulated in Section 26 of Republic Act (RA) 10625 (Confidentiality of Information) and Section 8 of RA 10173 or the Data Privacy Act (Confidentiality). Hence, all personnel involved in the survey are required to keep in strict confidentiality any information obtained during the survey that pertains to any household or person.



DANITES E. TENIDO, PhD
Chief Statistical Specialist



PHOTO RELEASE



Chief Statistical Specialist (CSS) Danites E. Teñido, PhD visits the training center for the Provincial Level Training for FLEMMS and delivers a message.



Statistical Analyst Karl Josef G. Hufana, Provincial Focal Person (PFP) for the FLEMMS, introduces the survey to the hired field personnel during the first day of the training.



Hired SRs and TS for the FLEMMS stay focused as Statistical Specialist II Engr. Leny Grace S. Balanon, Alternate PFP, discusses her assigned topic during the training.



Hired SRs and TS for the FLEMMS pose for a group photo with the PSA-La Union personnel headed by CSS Danites E. Teñido, PhD during the Provincial Level Training.