

PRESS RELEASE

La Union celebrates the 35th National Statistics Month

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The Provincial Government of La Union (PGLU) and the Philippine Statistics Authority (PSA) - La Union Provincial Statistical Office, through the La Union Provincial Statistics Committee (PSC), commenced the month-long celebration of the 35th National Statistics Month (NSM) with a motorcade around the City of San Fernando, La Union on 09 October 2024.

This year adopts the theme, *“Advancing Data and Statistics Through Digital Transformation: A Road to an Empowered Nation”*.

Officials and representatives from the Provincial Line Agencies (PLAs), Local Government Units (LGUs), academe, and the media participated in the motorcade.

An Opening Ceremony followed at the Speaker Pro Tempore Francisco I. Ortega Convention Center, Sevilla, City of San Fernando, La Union.

During the activity, the Office of the Provincial Governor (OPG) Executive Assistant (EA) Dr. Eleazar Belgica, delivered the opening remarks on behalf of Provincial Governor Hon. Governor Raphaelle Veronica "Rafy" Ortega-David. Governor Rafy, in her message, underscored the significant role of statistics in guiding the provincial government's development initiatives. The Governor highlighted that statistics serve as a roadmap, providing insights into the current state of the province and informing decision-making processes. She also reminded everyone that together, through the La Union Probinsyanihan, we can continue to build an empowered La Union through the invaluable power of data and statistics.

Moreover, Registration Officer IV Zenaida L. Garcillan, representing Regional Director Atty. Sheila O. De Guzman of PSA-Regional Statistical Services Office I (RSSO I), delivered a message.

Regional Director June Vincent Manuel S. Gaudan of the Department of Information and Communications Technology (DICT) Regional Office 1 served as the Guest Speaker during the opening ceremony. In his message, Dir. Gaudan emphasized that data has emerged as the new currency of knowledge and informed decision-making. He highlighted how national statistics provide vital sights on our nation's health, prevailing trends in our nation's education, healthcare, employment, and economic activity, as well as the evidence-based upon which, we, as a nation can craft effective policies and



allocate resources efficiently where the transformative power of digital transformation comes into play that enables the full potential of data for the betterment of society.

The digital exhibit was launched during the opening ceremony that presented various statistics from line agencies and the PGLU. An audio-visual presentation of “NSM Through the Years” was also played to increase awareness of the participants on various themes since the start of the annual celebration of the NSM.

The ceremony was concluded by Dr. Danites E. Teñido, Chief Statistical Specialist (CSS) of PSA - La Union. Dr. Teñido invited everyone to support the activities for the month-long celebration of the NSM in the province like hanging of NSM streamers and posting of social media cards; radio interview; statistical exhibits; symposium and data dissemination; statistical contests for students, employees, and agencies; statistical capacity training; environmental-related activities; and others.

The Opening Ceremony was followed by the ceremonial ribbon-cutting that marked the opening of the NSM Provincial Statistical Exhibit. The ceremonial ribbon-cutting was led by Hon. Board Member Maria Rosario Eufrosina P. Nisce and Dr. Teñido. The NSM Provincial Statistical Exhibit and Information Desk will continue to be viewed at the Provincial Capitol Lobby, City of San Fernando, La Union.

The PSA issued Memorandum Circular No. 2024-12 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 34th NSM.

The PSC, through PSC Resolution No. 9, Series of 2024, also approved the NSM calendar of activities and enjoined all the Provincial Line Agencies (PLAs), LGUs, academic institutions, and the private sector to support the 35th NSM celebration in La Union.

The NSM was first observed in 1990 pursuant to Presidential Proclamation No. 647 signed by then President Corazon C. Aquino on 20 September 1990, declaring the Month of October of Every Year as the National Statistics Month which aimed to promote, enhance, and instill nationwide awareness and appreciation of the importance and value of statistics to the different sectors of society; and elicit the cooperation and support of the general public in upgrading the quality and standard of statistics in the country.


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PHOTO RELEASE



OPG EA Dr. Eleazar Belgica delivers the opening message on behalf of Governor Raphaelle Veronica "Rafy" Ortega-David.



RO IV Zenaida L. Garcillan gives an insightful message on behalf of Regional Director Atty. Sheila O. De Guzman of PSA-RSSO I.



Regional Director June Vincent Manuel S. Gaudan of the DICT Regional Office 1 delivers his message as the Guest Speaker of the 35th NSM Opening Ceremony.



Hon. Board Member Maria Rosario Eufrosina P. Nisce and Dr. Danites E. Teñido lead the ceremonial ribbon-cutting to open the NSM Provincial Statistical Exhibit and Information Desk.