



Republic of the Philippines
DEPARTMENT OF TRANSPORTATION

MEMORANDUM FROM THE SECRETARY

To : **ALL HEADS**
Line Offices and Attached Agencies

Subject : **DOTr SUPPORT FOR THE 34TH NATIONAL STATISTICS MONTH
CELEBRATION THROUGH ADVOCACY AND PROMOTION**

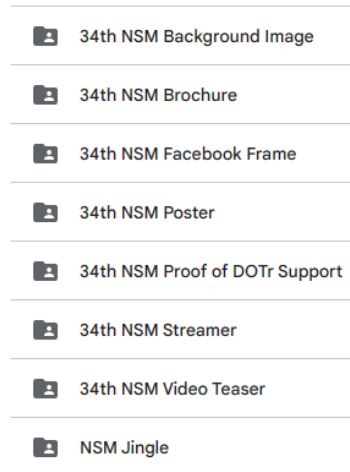
Date : 29 September 2023

- 1.0 Pursuant to Presidential Proclamation No. 647 issued on 20 September 1990, the month of October of every is declared as the National Statistics Month (NSM) spearheaded by the Philippine Statistics Authority (PSA). The PSA Resolution No. 11, series of 2021, enjoins and institutionalizes support in the continuing active participation to the annual celebration of the NSM by the national government, local government units, government-owned and/or controlled corporations, the private sector and the public.
- 2.0 The PSA, through the Regional Statistics Service Office – National Capital Region (RSSO-NCR), in its letter dated 10 August 2023, requested support for this year's 34th NSM Celebration with the theme, "**Accelerating Progress: Promoting Data and Statistics for Healthy Philippines.**"
- 3.0 In response, the DOTr line offices and attached agencies, including regional/district offices, if applicable, are enjoined to advocate the 34th NSM by at least posting the streamer and/or poster at the respective official websites, as particularly requested by the PSA. Alternatively, the approved poster and streamer design can be printed in tarpaulin material and displayed in conspicuous places, if preferred. There are also other promotional campaign materials available for use, namely 10-second video teaser, NSM jingle, FB frame, brochure, and basic design elements for customization.
- 4.0 As proofs of advocacy have to be submitted to the PSA NSM Secretariat, a Google sheet is created for this purpose. Kindly provide the URL in the appropriate columns to access the postings in the websites and other social media accounts. The Planning Service – Knowledge Management Unit (PS-KMU) will be in-charge of the submission to said Secretariat. The attached 34th NSM Information Guide will provide further guidance and information.
- 5.0 For appropriate action.


JAIME J. BAUTISTA

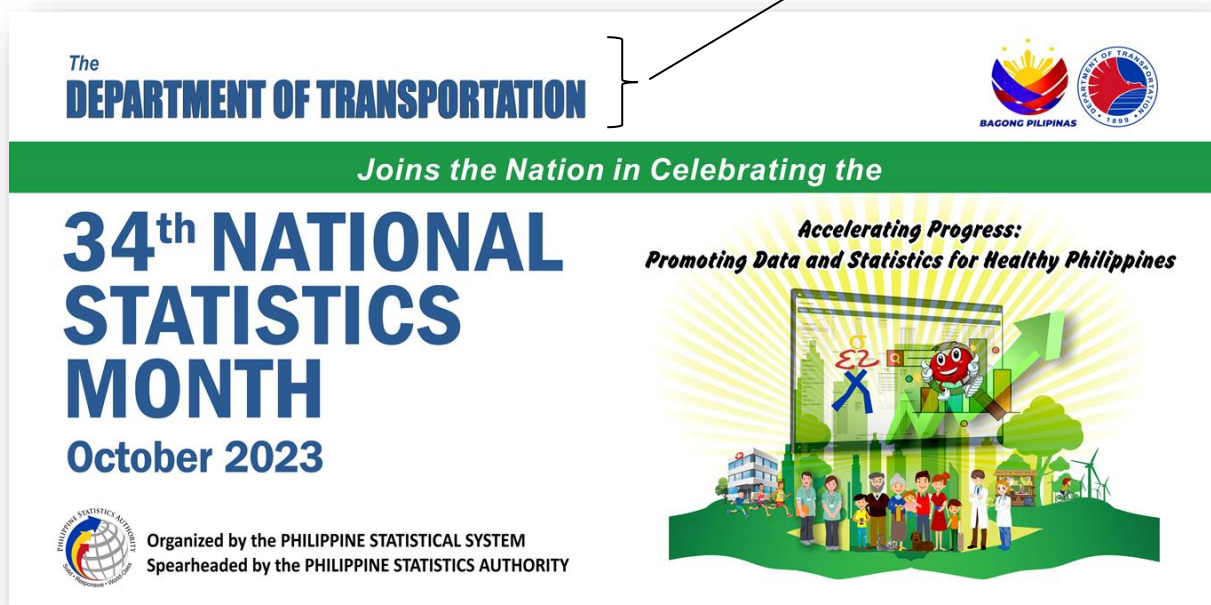
1. All 34th NSM information, education, and communication (IEC) materials are stored in one Google folder accessible through this link:

https://drive.google.com/drive/folders/1xN3yyj35b4DHtSvBSPOFapQ4VuavvGc-?usp=drive_link



2. All DOTr line offices and attached agencies, including regional/district offices, are enjoined to display in their respective landing pages of official websites the 34th NSM streamer and the image with a blank header for customization is provided in the appropriate Google folder. A sample layout is provided below.

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Style: Italic & Regular
Hex Code: #2b5a92

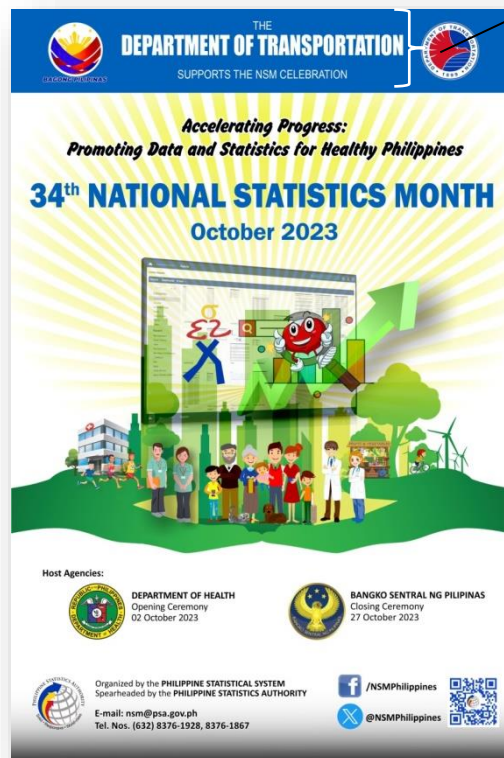


3. Upon compliance, please indicate the link or URL in the monitoring sheet, which will be submitted to the PSA, located in this Google folder:

https://drive.google.com/drive/folders/1eFSR-ph8k_4NgnAHHXmYMoEEfXi1szIR?usp=drive_link

- Alternatively, the streamer can be physically displayed in conspicuous places such as printed in tarpaulin material. This option is left at the discretion of the concerned offices. The size of the streamer is 8 ft. x 4 ft for length and width. Similarly, proof in images stores in a Google folder is to be indicated in the monitoring sheet.
- The 34th NSM poster can be used promote in the offices’ social media accounts such as Facebook, Twitter, and Viber and the image with a blank header for customization is provided in the appropriate Google folder. A sample layout is provided below.

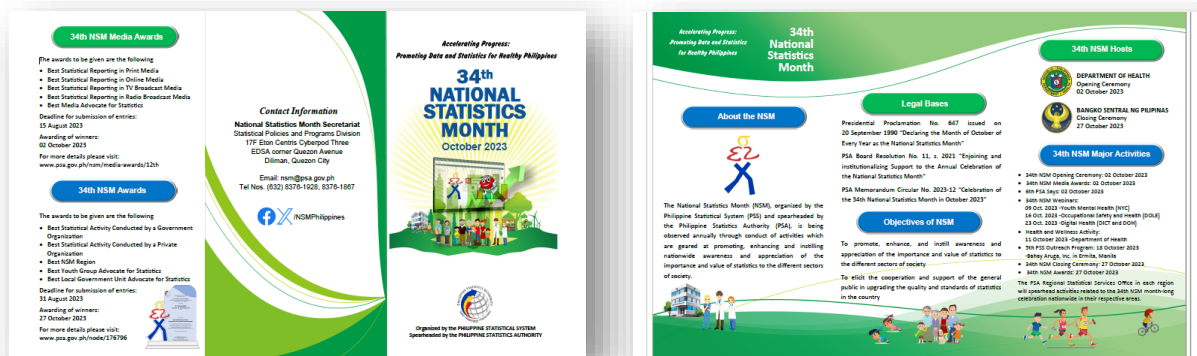
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- The Facebook frame is another way of promoting the NSM through the individual capacity of all personnel of the DOTr central office and its line offices and attached agencies; likewise in the business/official account, too. Such is encouraged but on a voluntary basis only. Said frame can be added to the profile pictures of Facebook accounts, which can be executed by following instructions in this link: <https://twb.nz/34thnsm>. A sample is presented below.



- For offices with public information display (PID) or television (TV) monitors and/or public address (PA) system, the 10-second 34th NSM video teaser and/or the three-minute NSM jingle (video and audio formats) can be played during the operating hours without hampering the day-to-day operations. The mp4 and mp3 files are stored in the appropriate folders as well.
- If desired, the NSM brochure is another choice of advocacy material, which can be reproduced and distributed to employees and/or the general public. The printable file is downloadable from the appropriate folder.



- The office may also render its creativity and resourcefulness in designing a unique form of advocacy campaign integrating the elements of the 34th NSM theme, background image, information on organizer and host agencies, and links to relevant details found on the approved streamer and poster. For example, a meeting background could be created for use during the entire month of October 2023. In doing so, please get in touch with the Planning Service – Knowledge Management Unit (PS-KMU) for proper acknowledgment and reporting to the PSA.



- While the 34th NSM advocacy and promotional campaign is encouraged, it is to be construed that such is executed within the limitations peculiar to each office/agency, mindful of existing policies, rules and regulations, and agreements that should prevail. For coordination and inquiries, Mr. Christian G. Amano and Ms. Elsa D. Garcia, PS-KMU, can be reached at telephone number 8790-8300/8400 local 240 or mobile numbers +639663344670 and +639212052568, and email addresses christian.amano@dotr.gov.ph and elsa.garcia@dotr.gov.ph, respectively, and ps-kmu@dotr.gov.ph.