



REPUBLIC OF THE PHILIPPINES
PHILIPPINE STATISTICS AUTHORITY

PRESS RELEASE

28th NSM Celebration Commences on October 2

Date of Release: 29 September 2017

Reference No. 2017- 118

The Philippine Statistics Authority (PSA) spearheads the Philippine Statistical System (PSS) in the observance of the 28th National Statistics Month with the theme "FACTS AND FIGURES FOR THE FUTURE: Statistics for Evidence-Based Decisions Towards *AmBisyon Natin 2040*" in October 2017.

Pursuant to Presidential Proclamation No. 647, "Declaring the Month of October of Every Year as the National Statistics Month," the NSM is annually observed nationwide. The NSM is aimed at: (a) promoting, enhancing, and instilling nationwide awareness and appreciation of the importance and value of statistics to the different sectors of the society; and (b) eliciting the cooperation and support of the general public in upgrading the quality and standards of statistics in the country.

To kick off the celebration, the National Economic and Development Authority will host this year's NSM Opening Ceremony on 2 October 2017 at the EDSA Shangri-La Hotel in Mandaluyong City. The event will showcase the important role of reliable statistics and factual information in determining appropriate strategies for tracking the country's progress towards *AmBisyon Natin 2040*, where all Filipinos are envisioned to enjoy a *matatag, maginhawa, at panatag na buhay*. In promoting news integrity, innovation, creativity, and intellect of Filipinos, the program will offer the following interactive parallel breakout sessions: (a) Cultivating innovative young minds through public policy integration and use of official statistics in the academe; and (b) Empowering citizens to be critical in processing information in the age of social media.

One of the highlights of the Opening Ceremony is the announcement of winners of the 27th NSM Awards and the 7th NSM Media Awards. Since 2002, the NSM Awards has been instituted as a means of providing incentives to participating agencies/organizations in the observance of the NSM. The awards are given in recognition of the outstanding participation of agencies, regional offices and private entities in the NSM celebration and to further encourage them to be more active in their involvement in the observance of future celebrations of the NSM. Similarly, the NSM Media Awards recognizes television and radio programs and reporters from print or online news service from both government and private media organizations who have made significant contributions in promoting and popularizing statistical information.

An inter-agency contest titled "PSA Says" will be held after the Opening Ceremony. The contest is patterned after the "Family Feud" quiz show with questions related to statistics, to be participated in by various government and non-government agencies/organizations.

In this month-long celebration, the PSS invites all government agencies, local government units, academic institutions, state universities and colleges, and the private sector at the national and local levels to actively participate in and support the 28th NSM activities.

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