

PRESS RELEASE

Strengthening Advocacy Campaign Strategies for the 2024 Census of Population and Community-Based Monitoring System

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The 2024 Census of Population and Community-Based Monitoring System Technical Working Group on Information, Education, and Communications Campaign.

As the Philippine Statistics Authority (PSA) gears up for the forthcoming 2024 Census of Population and Community-Based Monitoring System (2024 POPCEN-CBMS), it conducted a two-day Planning Workshop for its Information, Education, and Communications (IEC) campaign last 06 to 07 March 2024. This activity was led by the Technical Working Group (TWG) on IEC and aimed to enhance advocacy strategies for the 2024 POPCEN-CBMS for its effective implementation. The TWG consisted of officials and staff from PSA central and field offices.

The workshop featured discussions of the importance of effective IEC strategies in government programs and initiatives, as well as a quick review on the objectives of the POPCEN and the CBMS, and IEC campaigns of PSA's previous statistical activities. Breakout sessions for





Ms. Nicole Dane L. Navea, OIC of the Feedback and Grievance Division of the PhilSys Registry Office, discussing the importance of effective IEC for Government programs.

brainstorming and initial output for the 2024 POPCEN-CBMS IEC strategies were also done during the workshop. The participants were able to present their ideas and suggestions and create proposed designs for logos, content for materials, and list of activities that may be implemented in the IEC campaign for the 2024 POPCEN-CBMS.

The primary objective of this workshop was to develop comprehensive IEC campaign plans and strategies that encompass various communication channels, ensuring a holistic and inclusive approach capable of reaching diverse demographics.



TWG on IEC members brainstorming for the appropriate visuals for the 2024 POPCEN-CBMS

The conduct of the 2024 POPCEN-CBMS will be integral for both national and local development landscape in harnessing anti-poverty and social protection initiatives for it to be more responsive and effective to the needs of the people.

- Community-Based Statistics Service, Censuses and Technical Coordination Office

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