



PRESS RELEASE

2024 Census of Population and Community-Based Monitoring System (POPCEN-CBMS) Press Launch

Date of Release: 17 July 2024

Reference No. 2024 – 25



Highlight of the Press Launch, Ceremonial Launch to officially declare the commencement of 2024 POPCEN-CBMS.

The Philippine Statistics Authority Regional Statistical Service Office (PSA RSSO) MIMAROPA conducted a press launch on 12th July 2024 at the Filipiniana Hotel in Calapan City to officially announce the upcoming data collection for the 2024 Census of Population (POPCEN) and Community-Based Monitoring System (CBMS). This event was attended by 75 participants from various government agencies, private sector organizations, media outlets, development partners, and members of the academe.

During the press launch, it was announced that to optimize government resources, the agency made the strategic decision to advance the POPCEN from its originally scheduled date in 2025 and integrate it with the CBMS operations. The simultaneous nationwide implementation of the 2024 POPCEN-CBMS necessitates an effective information dissemination strategy to attain a higher participation rate from the public.



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Regional Director Leni R. Rioflorido of PSA RSSO MIMAROPA welcomed the participants and shared that the 2024 POPCEN-CBMS enumeration will commence on July 15. She highlighted the core objectives of the POPCEN and CBMS, emphasizing how the integrated 2024 POPCEN-CBMS represents a critical undertaking in the Philippines' commitment to evidence-based program implementation and community development.

On behalf of the Regional Director Agustin C. Mendoza of the National Economic and Development Authority (NEDA) MIMAROPA, Chief Economic Development Specialist Emerson Kim J. Lineses delivered a message of support, underscoring the importance of achieving smooth operations through the cooperation and participation of all stakeholders, including government agencies, the media, and the public. He encouraged the dissemination of information through social media channels and urged the public to welcome enumerators and provide truthful and accurate information.

The City Mayor of Calapan, Hon. Marilou F. Morillo, also delivered a message of support, expressing appreciation for the PSA and other entities involved in this program. She encouraged the community and other local government units (LGUs) to actively participate in the 2024 POPCEN-CBMS to ensure the addressing of local needs and the achievement of national goals.

Further, Regional Director Reynaldo O. Wong of the Commission on Population and Development (CPD) highlighted that the data collected from the 2024 POPCEN-CBMS will also boost the implementation of the Philippine Population and Development Plan of Action 2023 to 2028, focusing on optimizing demographic opportunities and addressing remaining population issues.

Honorable Governors and Congressmen of other provinces, including Gov. Presbitero J. Velasco, Jr. and Cong. Lord Allan Jay Q. Velasco of Marinduque, as well as Gov. Victorino Dennis M. Socrates of Palawan and Gov. Jose R. Riano of Romblon, also expressed their support for the success of the 2024 POPCEN-CBMS.

The highlight of the event was a ceremonial launch, which included a ribbon cutting ceremony and signing of the pledge of commitment by members of the Regional Census-CBMS Coordinating Board and other stakeholders involved in the undertaking.

Through the 2024 POPCEN-CBMS, every MIMAROPANs was encouraged to participate, and its tagline was highlighted "Dahil sa POPCEN at CBMS, Kasama ka sa Pag-unlad Tungo sa Makabagong Pilipinas".

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