



PRESS RELEASE

Zamboanga del Norte August 2022 CBMS Roadshow

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On August 3-5, 2022, Philippine Statistics Authority – Zamboanga del Norte successfully carried out the 2022 CBMS Roadshow in Mutia, Sibutad, and Rizal, in conformity with OM no. 2022-154. As the lead agency of this undertaking, the PSA formulates this initiative to promote stronger participation and support from the community during the data collection of the 2022 CBMS operations. This strategy claims to be a great way to attract the interest of the audience into joining this activity. IEC materials such as balloons, posters, and tarpaulins were set up on the vehicles during the roadshow, flyers were handed out to the audience at every quick stop made, and tokens in a form of round, foldable fan printed with the phrase “2022 CBMS”, were given to participants of the event. Following the roadshow was a short program facilitated by the LGU. During the program, participants were asked about their insights and expectations about this month’s rollout. As stated by the MPDC of the municipality of Rizal during her opening speech, CBMS is important as it will provide us with accurate data that is reflective of the actual standing of a municipality, thereby allowing its users to create policies and programs that will undoubtedly address its problems and increase community development.



Figure 1. Photo taken during the 2022 CBMS Roadshow in Brgy. Alvenda, Mutia, Zamboanga del Norte

The 2022 CBMS August rollout is fast approaching. Residents from the participating municipalities are highly encouraged to participate in this national activity.

For additional information, visit the official website (<https://psa.gov.ph/>) or like and follow the official Facebook page of PSA (<https://www.facebook.com/PSAgovph>).

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