



# PRESS RELEASE

## **PSADavOr conducts Roadshow and other IEC Initiatives for the 2022 CBMS Rollout**

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**CITY OF MATI**, Davao Oriental – As an integral part in the conduct of the 2022 PSA-led Community-Based Monitoring System (CBMS), the Philippine Statistics Authority – Davao Oriental conducted the CBMS Roadshow and other Information Education Campaign (IEC) initiatives in our hope to have a well-informed and well-participated CBMS operation. The activities were conducted last 4-5 August 2022 at the City of Mati, Davao Oriental.

Among the highlight of the activities is the CBMS Roadshow in 19 Barangays of the City of Mati namely Badas, Bobon, Buso, Central, Cabuaya, Dahican, Dawan, Don Enrique Lopez, Don Martin Marundan, Don Salvador Lopez, Lawigan, Macambol, Mamali, Matiao, Mayo, Sainz, Sanghay, Tagbinonga, and Tamisan respectively, touring around major roads while playing the CBMS Jingle. The Roadshow was attended by several employees of PSA-Davao Oriental headed by Chief Statistical Specialist (CSS) Rogelio T. Lebria.

During the Roadshow, we handed out CBMS collaterals and brochures in strategic locations with great volume of residents like public markets and barangay halls. CBMS Tarpaulins were also installed in all 19 Barangays.

Other IEC initiatives were also conducted like media appearance in the Ugnayan Alang sa Tanan, a radio and Facebook program sponsored by the Office of the Vice-Governor Niño Sotero L. Uy. This is upon their interest and cooperation in the launching of the CBMS in the City of Mati, wherein, Statistical Specialist II Ronald M. Montesco (CBMS Provincial Focal Person), talked about the CBMS. The media appearance was followed by a Courtesy Call in all Punong Barangays of the City of Mati during the Ugnayan sa Barangay Session.

The LGU-City of Mati CBMS Core Team also took the initiative to have the CBMS IEC materials (CBMS Overview, Objectives, and Jingle) be played in the LED Wall inside the City Hall. Playing of the IEC materials in the LED Wall will run from August 8 to October 5, 2022 in their support to the conduct of CBMS.

The public are enjoined to support the 2022 CBMS.

For questions and clarifications, feel free to contact us through our official Facebook page at <https://facebook.com/psadavaoriental>, send us an email at [psadavor@gmail.com](mailto:psadavor@gmail.com), or call us at 3883-215.

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