



PRESS RELEASE

PSA and DSWD Strengthen National ID Awareness Through “Tamang Tulong sa Tamang Impormasyon” Communication Campaign

Date of Release: 7 March 2025
Reference No. 65R12-PR2025-24

The Philippine Statistics Authority-Sultan Kudarat Provincial Office (PSA-SK) has successfully participated in an **Information Caravan** on 26 February 2025, at the Tacurong Sports & Cultural Center to raise public awareness on the National ID System and its frontline services. This initiative is part of the PSA-SK commitment to efficient government transactions, avoiding red tape, and combating the proliferation of fake news and fraudulent identifications.

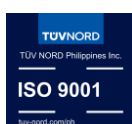
The event, gathered 50 Parent Leaders and Pantawid Pamilyang Pilipino Program (4Ps) beneficiaries, providing them with essential knowledge about the National ID System. The PSA-SK emphasized how the National ID enhances accessibility to government services and strengthens identity verification processes, helping prevent identity fraud and misinformation.

The caravan was conducted by the Team Social Marketing Unit of the Department of Social Welfare and Development (DSWD) Region XII as part of its **"Tamang Tulong sa Tamang Impormasyon"** Communication Campaign. This partnership aimed to provide communities with reliable and verified information, ensuring that beneficiaries have the correct understanding of the programs and services of the department.

Ryan A. Ibones, Head of Information and Communications Technology Management Section (ICTMS) recognizes the National ID as a crucial tool in enhancing program implementation and service accessibility. Through the integration of the i-Rehistro Application, which requires a National ID, 4Ps beneficiaries were able to update their records instantly. By linking services to the National ID system, the DSWD strengthens its efforts to provide seamless and transparent social protection service.

Information Officer I Alan Sylvester T. Los Baños delivered vital information on the role of National ID System and its frontline services, ensuring efficient service delivery. He emphasized the importance of accurate public information and how the National ID can protect citizens from bureaucratic inefficiencies and fraudulent activities.

Also, Statistical Analyst Joseph R. Bergonia also conducted interviews during the event to gather testimonies regarding the Digital National ID. The Digital National ID plays a vital role in modernizing government transactions. It simplifies access to public services and reduces instances of identity fraud.





REPUBLIC OF THE PHILIPPINES
PHILIPPINE STATISTICS AUTHORITY
Sultan Kudarat Province



The PSA remains dedicated to promoting transparency and efficiency through the National ID System. By engaging local communities, the agency continues to champion initiatives that protect citizens from misinformation while enhancing their access to essential services.



National ID personnel and Team Social Marketing Unit of DSWD with 50 Parent Leaders and 4Ps beneficiaries

Approved for Release:

MARIFI P. DE ASIS
(Supervising Statistical Specialist)
OIC - Chief Statistical Specialist
PSA-Sultan Kudarat Province

