

PRESS RELEASE

PSA Batangas Launches “Rehistro Bulilit” Campaign to Boost National ID Registration Among Children Below 5 Years Old

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The Philippine Statistics Authority (PSA) Batangas successfully launched the Rehistro Bulilit Campaign at the Lipa Cultural Center, an initiative designed to boost National ID registration among children below five years old. The campaign is a critical part of PSA’s broader goal to register 92 million Filipinos by the end of September 2024. By focusing on early childhood registration, the government aims to provide every Filipino with valid proof of identity, ensuring easy access to both public and private services.

Organized by PSA Batangas and PhilSys Lipa City, the launch welcomed 50 daycare children from Barangays 2, 3, and 10 of Lipa City, each accompanied by a parent or guardian. These children were among the first to be registered under the Rehistro Bulilit initiative, marking a significant step in creating an inclusive National ID system that starts from early childhood.

The event kicked off at 1:00 PM with the registration proper, during which participants were assisted through the registration process and document submission. PSA Batangas Chief Statistical Specialist, Raul Maximo Tolentino, delivered the welcome remarks, emphasizing



the importance of early registration for children and expressing gratitude to the participants for their support.

Following the welcome remarks, attendees were shown an Audio-Visual Presentation (AVP) that provided an overview of the National ID system, its benefits, and the registration process. Ms. Juliedin Nohay, the Regional Focal Person, delivered the opening remarks, highlighting the government's commitment to inclusive registration efforts, starting with the younger generation.

In line with the campaign's objectives, PSA Field Offices across the country have been instructed to use all available registration kits to target children aged one to four years old. The Rehistro Bulilit Campaign aims to increase registration turnout for this age group by encouraging parents and guardians to register their children and providing clear guidance on the required documents.

From 2:00 PM to 4:00 PM, the children completed the registration process while engaging in film viewing, games, and activities tailored to keep them entertained. Meanwhile, parents and guardians assisted their children through each step of registration. The day concluded with the distribution of food and tokens to the participating, followed by a raffle for parents and guardians, which added an extra layer of excitement to the event. The program wrapped up at 5:00 PM.

The Rehistro Bulilit launch underscores the government's dedication to making National ID registration accessible to all, beginning with the youth. PSA Batangas hopes to continue reaching more children in the coming months, ensuring that the younger generation is included in the nationwide effort to build a more inclusive and efficient identity system.

RAUL MAXIMO B. TOLENTINO
Chief Statistical Specialist

