



Republika ng Pilipinas
KAGAWARAN NG KALUSUGAN
PAMBANSANG SANGGUNIAN SA NUTRISYON
(NATIONAL NUTRITION COUNCIL)
Cordillera Administrative Region

103 Lyman Ogilby Centrum, #358 Magsaysay Avenue, Baguio City



GUIDELINES FOR THE CORDILLERA NUTRISONG 2021 CONTEST FOR LOCAL NUTRITION COMMITTEES

CONTEST TITLE: Cordillera Nutrisong 2021 Contest for Local Nutrition Committees

INTRODUCTION

Nutrition month celebration is an annual activity that makes July one of the exciting months of the year. For Cordillerans, July also marks the day we became one region. While embracing the “new normal”, fun and celebrations in the month of July can still be done in various ways.

A song contest using video among Local Nutrition Committees (LNC), the Cordillera Nutrisong 2021 Contest for Local Nutrition Committees will be an activity to be supported by the region for the 2021 nutrition month celebration. It aims to increase awareness among key stakeholders on the nutrition month theme **“Malnutrisyon Patuloy na Labanan, First 1000 Days Tutukan!”** even during this pandemic. It also aims to increase camaraderie among LNC members.

Considering social distancing, limited movements and mass gatherings due to the COVID 19 pandemic, the contest will use social media platform and as such, the region will request entries in video format from all the provinces and city to be submitted to NNC-CAR’s email. Participants will also be limited. Entries will also be uploaded in the NNC-CAR Fanpage which means its audience/viewers will be unlimited as social media knows no physical boundaries.

Entries will be judged based on a set of criteria. Fifty percent (50%) of the scores will come from the scoring by the judges and fifty percent (50%) will come from reactions from the social media..

MECHANICS/GUIDELINES

1. CONTESTANTS:

The region will accept one entry from each province and one entry from Baguio City. That makes a maximum of seven competing entries at the regional level.

Entries must represent any one (1) local nutrition committee either from a barangay nutrition committee, municipal/city nutrition committee, or provincial nutrition committee. Actual participants in the contest must be current members of the local nutrition committee or its Technical Working Group.

The number of participants in the video presentation should be limited to 3-5 participants only, observing social distancing and health protocols. All participants must have a part in singing of the song.



Republika ng Pilipinas
KAGAWARAN NG KALUSUGAN
PAMBANSANG SANGGUNIAN SA NUTRISYON
(NATIONAL NUTRITION COUNCIL)
Cordillera Administrative Region



103 Lyman Ogilby Centrum, #358 Magsaysay Avenue, Baguio City

Selection of the provincial/city winner and/or provincial/city entry to be submitted by the province will be up to the province/city to decide on the mechanics.

Whether the province/ city conducts a province wide/city wide selection is the call of the province/city. Local prizes will be charged to LGU funds.

2. **CONTENT OR MESSAGE OF THE SONG:** The message of the song should be in line or related to the 2021 Nutrition Month Theme “*Malnutrisyon Patuloy na Labanan, First 1000 Days Tutukan!*”
3. **RECITATION OF CORDILLERA THEME:** In line with the Cordillera Month Celebration in July, each entry should end with the recitation of the Cordillera Month Theme.
4. **FORMAT AND VIDEO RECORDING:** The song must be recorded particularly in mp4 video format with not less than 1280x720 resolution. There should be sub-titles. All entries should begin with a 5 second full screen “title screen” that includes the province, participants indicating if PNC/MNC/BNC, title of the song (if any) and to include the hashtag #2021NutritionMonth.
5. **TIME/DURATION:** The duration of the video entry must be at least 2 minutes and a maximum of 3 minutes and 30 seconds from title screen to recitation of the Cordillera Month Theme.
6. **LANGUAGE:** Entries could be in local dialect and/or with English or Filipino and Ilocano. If local dialect is used, subtitles should be translated in English or Filipino. Entries should not use offensive and rude words.
7. **MELODY/TUNE:** The entries should use Cordilleran/indigenous melody/tune (this is also in line with the Cordillera Month Celebration).
8. **INSTRUMENTS OR BACKGROUND MUSIC:** Entries may be accompanied by recorded or live musical instruments if played by the participants. Background music instruments, if not played by the assigned singers during their song execution, should be pre-recorded to avoid crowding during the video-recording session.
9. **ATTIRE OF PARTICIPANTS:** There is no prescribed attire: it will depend on the choice of the contestants however proper wearing of facemask is a must.
10. Entry should not have been used as entry in any song or similar competitions.
11. **SUBMISSION**

Each entry should be submitted to the National Nutrition Council-CAR by the province through the email nationalnutritioncouncilcar@yahoo.com together with the following details:



Republika ng Pilipinas
KAGAWARAN NG KALUSUGAN
PAMBANSANG SANGGUNIANG SA NUTRISYON
(NATIONAL NUTRITION COUNCIL)
Cordillera Administrative Region



103 Lyman Ogilby Centrum, #358 Magsaysay Avenue, Baguio City

- Province and LNC entry (indicate name of barangay if BNC, Municipality if MNC or if PNC)
- Names of participants
- Certification from the PNAO/MNAO/Punong Barangay that participants are members of the LNC/TWG or an Executive Order organizing the LNC where the names of the participants are included
- Lyrics of the song (include lyrics translated in English or Filipino if local dialect is used) and title of indigenous/Cordillera song/melody used
- Contact Person with mobile number and email address

Last day of submission of entry is July 15, 2021, 12:00 noon.

12. UPLOADING

NNC-CAR will upload entries in the NNC-CAR Fanpage on July 16, 2021 5:00 PM after the judges have given their scores. The period of sharing and getting social media reactions will be from July 16 to July 23, 2020, 12:00 Noon.

Only reactions linked to the NNC-CAR Fanpage will be counted in the ranking of entries. As such, entries should only be shared from the original post at the NNC-CAR Fanpage.

13. SELECTION OF REGIONAL WINNERS

a. *Scoring by judges (50 percent)*

Judges to be organized by NNC-CAR will do the scoring based on the following criteria before uploading the entries in the NNC-CAR Fanpage. Criteria for scoring will be as follows:

- a. Message of the song lyrics (lyrics or message must be in-line with the information/message of NNC/DOH/WHO regarding First 1000 Days)– 20%
- b. Musicality (melody, harmony/blending, tone, pitch, beat, instruments, etc.) - 10%
- c. Use of indigenous/Cordilleran melody - 10%
- d. Creativity and overall performance - 10%

Violations/non-compliance to guidelines (no proof that participants are LNC/TWG members, late submission of entries, non-wearing of facemasks, duration not within time limit, etc.) will be meted with deductions during the judging.



Republika ng Pilipinas
KAGAWARAN NG KALUSUGAN
PAMBANSANG SANGGUNIAN SA NUTRISYON
(NATIONAL NUTRITION COUNCIL)
Cordillera Administrative Region

103 Lyman Ogilby Centrum, #358 Magsaysay Avenue, Baguio City



b. *Reactions from social media (50 percent) linked to the original post at the NNC-CAR Fanpage*

Number of reactions linked to the NNC-CAR Fanpage post will be counted and form part of the ranking of contestants. Reactions to be counted will be limited in the form of like (👍), heart (❤️), care (🧡), and wow (😲). One reaction is equal to one count.

Number of shares will not be counted but sharing will be encouraged to increase reactions. **Reactions not linked to the original post at the NNC CAR fanpage will not be counted.**

The entry with the highest reactions or that has earned the highest point will be given 100 points automatically. Points to be given to the succeeding contestants will be computed based on their proportion to the highest score.

Final scores will be computed with 50 percent from judges' scores and 50 percent from social media reactions.

14. AWARDING AND PRIZES

All regional contestants are considered as winners and will be given cash awards plus certificates. They will be ranked however to determine the ultimate winner and determine the cash awards that they will receive.

- 1st Prize will be given a cash prize worth of P30,000 and certificate
- 2nd Prize will be given a cash prize worth of P25,000 and certificate
- 3rd Prize will be given a cash prize worth of P20,000 and certificate
- 4 other contestants will be given cash prize each of P7,000 and certificates

Winners of the contest will be posted in the NNC-CAR's Fanpage on July 23, 2021 afternoon.