

Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL

**Nutri-Cooking Vlog
Complementary Food Cooking Contest**

I. Background

As part of the 47th Nutrition Month celebration with the theme “Malnutrisyon patuloy na labanan, First 1000 Days tutukan!” – that aim to (1) continue efforts to address malnutrition using the PPAN as framework (2) Concentrate on the First 1000 Days of life to prevent undernutrition and obesity. One of crucial stage of the First 1000 Days is the early childhood wherein provision of complementary foods or additional and a variety of food must be introduced to supplement the child’s nutritional needs. Further, Complementary foods are defined as solid and semi-solid foods as well as liquids that are introduced into the diets of the infants and young children in addition to breastmilk starting 6-23 months of age.

The NNC XII will conduct “Nutri-Cooking Vlog” – a video blog contest on Complementary Food Preparation designed to develop low-cost, easy to prepare, and nutritious dishes for 6-23 mos. preschool children. Hence, with the new normal situation brought by the pandemic, online platforms like social media are essential and effective venue to promote and advocate to the public particularly pregnant women and caregivers with 0-23 mos. preschool children the importance of having a quality, adequate and age-appropriate complementary foods. In addition, online platforms nowadays are useful tool to motivate the public to engage in different informational and educational activities that would increase their understanding of the First1000 Days of Life.

II. Objectives:

1. to encourage caregivers, to develop and utilize low-cost, easy to prepare, nutritious and age-appropriate complementary food intended for 6-23 mos. children.
2. to raise public awareness on the proper preparation of complementary foods
3. to introduce to the public the utilization of locally available resources for complementary food

III. Eligibility

All individuals of Region XII are welcome to join the contest.

IV. Mechanics:

for Complementary Food:

- For uniformity, recipe must be for children aged 12-23mos. old only.
- Official entry must include the entry form with the complete name of the contestant, complete address, and contact number along with the copy of the recipe which contains the following;
 - Recipe Name
 - List of ingredients
 - Procedure
 - Summary of menu cost
- Ingredients should be locally available
- The recipe must consist of no more than 5 ingredients, excluding seasonings and condiments and thus must be relatively inexpensive.
- Unnecessary ingredients should be avoided.
- Practical and acceptable cooking ingredients and methods should be applied.
- Contestants are encouraged to wear clothing consistent with professional and safe food handling practices.

for Video content:

- All entries must be in digital video form with HD resolution with 3-5 minutes duration
- Only one (1) representative per entry will be allowed in the video content.
- The content's language must be appropriate for an audience (entries containing foul and offensive language will be immediately disqualified) participants may opt to use local dialect to fully express their thoughts, however an English/ Tagalog subtitle must be provided.
- Avoid using of copyrighted music background (this shall be muted when uploaded on facebook)

1. Only one (1) entry per participant will be allowed.
2. All Interested participants must email us thru nncro12@gmail.com
3. All entries should begin with a full title screen that includes the following information:
 - Complete Name
 - Local Government Unit (e.g., Juan Dela Cruz-Koronadal City)
4. Entries must be sent directly to the above-mentioned email address on or before July 26, 2021.
5. Likes accumulated for each entry will have a bearing on the total score and will only be valid if the likers were able to like the NNC XII Official Facebook Page
6. Online voting will start on July 27, 2021 and will last until August 27, 2021 at 12 noon.
7. All entries will become exclusive property of NNC and will be used as advocacy materials after these shall have been posted on NNC Facebook page.
8. The entries which attained the highest average ratings will be proclaimed as winners.

9. The winners will be notified by phone or email and will be announced in NNC XII Official facebook page. Winners shall receive the following after thorough verification.

1st place – 4,000

2nd place – 3,000

3rd place – 2,000

10. The panel of judges' decision is final and irrevocable.

V. Criteria for Judging:

Criteria	Score
Use of Nutritious & Local ingredients	25%
Ease of preparation	20%
Practicality	20%
Video Quality	15%
Creativity and Originality	10%
Number of Likes	10%
TOTAL	100%