

Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL
MIMAROPA Region

2022 Nutrition Month Celebration

NUTRI-JINGLE MECHANICS

Introduction

The theme for this year's Nutrition Month is **"New Normal na Nutrisyon, Sama-Samang Gawan Ng Solusyon!"** focuses on raising awareness on the importance of nutrition in building resilience and recovery from pandemic. The 2022 Nutrition Month campaign aims to: 1) Raise awareness on the importance of nutrition in building resilience and recovery from pandemic; 2) Stimulate discussion among stakeholders on how to build back better the design, delivery, and scale-up of nutrition interventions; and 3) Engage different sectors and the public to promote nutrition.

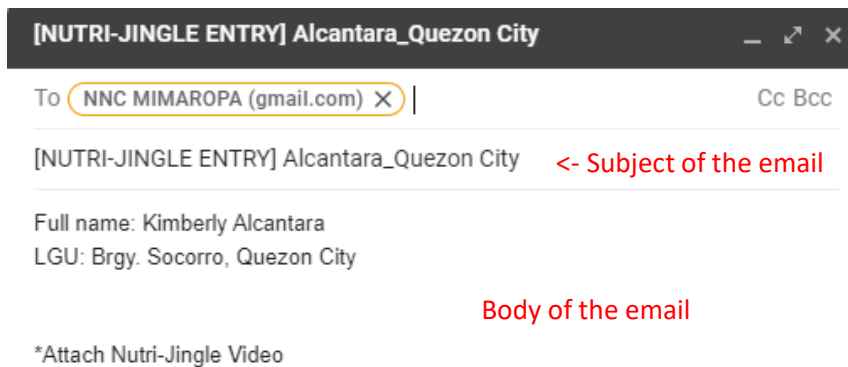
The use of a jingle is an effective way to promote or advocate the 2022 Nutrition Month theme. The competition is open to all ages residing in the MIMAROPA Region and likers of NNC Official Facebook page. Contestants should create a maximum of three-minute unique and catchy nutri-jingle entry that is related to the Nutrition Month theme.

1. Who can join?

- a. The Nutri-Jingle is open to all likers of NNC Official Facebook page (<https://www.facebook.com/nncofficial/>) and NNC MIMAROPA Facebook page (<https://www.facebook.com/NNCMiMaRoPaRegion/>).

2. How to join the contest?

- a. P/CNAOs and D/CNPCs may facilitate, and guide interested participants upon the submission of entries. Participants should email the following at email address nncmimaropa@gmail.com not later than **12 July 2022 (Tuesday), 3:00 PM** for consolidation:
 - i. Subject of the Email:
[NUTRI-JINGLE ENTRY] Surname_Province/City
Example: [NUTRI-JINGLE ENTRY] Alcantara_Quezon City
 - ii. Body of the Email:
 - Full Name of the Participant/s
 - LGU: Brgy, Mun/City, Province
 - Nutri-Jingle Video



IMPORTANT: Participants who do not comply with the prescribed subject of email will not be considered.

- iii. Screenshots as proof of liking both NNC Official and NNC MIMAROPA Facebook Pages
 - a. All entries must be the original creation of the contestant and not published previously nor entered in prior contests.
 - b. All qualified entries shall be posted at the **National Nutrition Council MIMAROPA Region Official Facebook Page from 19-27 July 2022, 2:00 PM** with hashtags **#2022NutritionMonth, #NutriJingle, #NewNormalNaNutrisyon** to initiate the Facebook liking contest.
- 3. What to capture in the nutri-jingle entry**
- a. Each entry must depict the theme of the 2022 Nutrition Month celebration **“New Normal na Nutrisyon, Sama-Samang Gawan Ng Solusyon!”**. The entry must include encouraging messages on how to improve and promote nutrition amid the pandemic.
 - b. The entry must be original, self-made, and within the duration of **one (1) minute only**.
 - c. Towards the end of the video, full name and LGU of the participant/s should be flashed as credits.
- 4. Important guidelines**
- a. If there are more than one participant involved, compliance with the minimum public health safety protocols such as social distancing of at least one (1) meter should be strictly observed.
 - b. Duplicate nutri-jingle entries and those not in line with the 2022 Nutrition Month theme will automatically be disqualified.
 - c. Strictly one entry per participant/group only.
 - d. When submitting an entry, send it only once to avoid flooding of e-mails. Wait for the acknowledgement from NNC MIMAROPA.
- 5. Judging**
- a. Each entry will be rated on how well the nutri-jingle video carries a message clearly tied to the theme, technical excellence, creative presentation, and content originality.

Criteria	Description		Percentage
Thematic relevance	How well the video interprets the theme		30%
Creativity	How the subject matter was presented in a lively and entertaining way		20%
Technical excellence	Grades the clarity of message and quality of the video		20%
Public impact	Appreciation of citizen in social media through likes and shares	Likes	20%
		Shares	10%
TOTAL			100%

- b. The board of judges coming from POPCOM MIMAROPA, DOH CHD MIMAROPA and DILG MIMAROPA will determine the scores for the first three (3) criteria while the netizens for the public acceptance. The NNC Secretariat in close coordination with the members of the board of judges will do the final tally and deliberations on 28 July 2022 (AM Session). Once winners are declared, it will be final and irrevocable.
- c. Foul and violent actions or any form of plagiarism in the nutri-jingle video is ground for immediate disqualifications.
- d. Participants/groups who violate any of the above-stated rules shall be automatically disqualified from the competition.

6. Timetable

13 – 30 June 2022	Provinces/Cities to disseminate the information to the target audience
1 – 18 July 2022 (12:00 NN)	Submission of participant's information and tiktok entry
19 – 27 July 2022 (2:00 PM)	Posting of entries in NNC MIMAROPA Facebook Page for liking contest
28 July 2022 (AM)	Final Tally and Deliberations with Inter-agency
2 August 2022	Announcement of Winners (Culminating Activity)

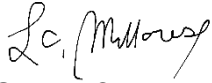
7. Awarding of prizes:

- a. Prizes will be awarded for entries with the highest scores:

1 st Prize	P5,000.00 cash incentive
2 nd Prize	P4,000.00 cash incentive
3 rd Prize	P3,000.00 cash incentive
<i>Consolation prize of P1000.00 cash incentive shall be given to four (4) electronically drawn non-winners.</i> <i>All winners shall receive Nutrition Month Collaterals (shirt) and Certificate of Participation.</i>	

- b. Select inter-agency representatives together with NNC MIMAROPA will facilitate final deliberations. Official winners will be announced during the Nutrition Month Culminating Activity at **NNC MIMAROPA Facebook page** on **2 August 2022 (Tuesday)**.

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