

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

2022 Nutrition Month Celebration

NEW NORMAL NUTRITION POSTER MAKING CONTEST

Introduction

The theme for this year's Nutrition Month is **"New Normal na Nutrisyon, Sama-Samang Gawan Ng Solusyon!"** which calls for strengthened nutrition interventions and solidarity towards nutrition improvement as the country shifts towards living with the COVID-19 virus.. 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.

Nutrition Month Poster Making Contest was launched by NNC MIMAROPA last July 2020 where each province and city of the MIMAROPA region will select one contestant to represent the LGU. On its third year of implementation, contestants shall craft their own distinctive yet eye-catching masterpiece to depict their understanding of the role of nutrition in the new normal.

1. Who can join?

- a. The competition is open to all the provinces and cities of MIMAROPA Region with one (1) representative per province and city.
- b. The Provincial/City Nutrition Action Officer (P/CNAO) will identify the contestant of the province or city by conducting a same poster making contest within their city/province. The contestant must be the winner of the poster making contest held in their respective provinces and cities.
- c. The contestant must NOT be a professional painter or artist.

2. How to join the contest?

Through the facilitation of P/CNAOs and/or D/CNPCs, participants should submit their registration through the link <https://bit.ly/2022NMPPosterReg> on or before **10 July 2022 (Sunday), 3:00 PM** for verification purposes.

3. What to capture in the poster

- a. Contestants must craft the poster in **portrait mode** for uniformity.
- b. All entries must be the original creation of the contestant and not published previously nor entered in prior contests.
- c. Each entry must depict the theme of the 2022 Nutrition Month celebration **"New Normal na Nutrisyon, Sama-Samang Gawan Ng Solusyon!"**.
- d. The poster must be original, self-made, and with a small yet readable font size of the

2022 Nutrition Month theme.

- e. All mediums and materials, except for the illustration board to be used, will be provided by NNC MIMAROPA. The poster making kit is composed of the following:
 - a. Medium-sized paint bottles (consists of colors black, white, green, blue, red and yellow).
 - b. Pair of brushes and paint palette
 - c. Plastic cover and scotch tape – to secure the entry upon delivery.

Please note that the contestant(s) who will be utilizing materials apart from the kit provided by the NNC MIMAROPA will be automatically disqualified.

- f. The nutrition office shall provide the following:
 - a. Canvas board sized 15x20 cm (1/4 illustration board size) – only 1 per contestant
 - b. Painting rags, cotton balls, q-tips, tissue papers, and water.
- g. Contestants must wear the 2022 Nutrition Month Shirt from NNC MIMAROPA only if received by the LGU prior to the actual contest day. **Alternatively, participants can wear either plain white shirt or Nutrition Month shirt from the concerned LGU.**

4. Other important guidelines

- a. The P/CNAO or D/CNPC will supervise the actual conduct of painting on **11 July 2022 (Monday), 9:00 AM to 12:00 NN**. Painting materials shall ONLY be handed to the participants on the contest day itself. The activity proper shall strictly run for three (3) hours only.
- b. Constantly comply with the minimum public health safety protocols such as proper wearing of face mask and at least one (1) meter of social distancing.
- c. **P/CNAOs or D/CNPCs must submit one (1) clear photo of the poster in portrait mode together with a five (5) sentence English paragraph** explaining the masterpiece's portrayal of the theme. For submission, please strictly follow the prescribed format, as follows:

Date and time: 11 July 2022 (until 2:00pm only)

Email format:

Send to: nncmimaropa@gmail.com

Subject: 2022 NM New Normal Poster Making Contest _LGU

Sample: 2022 NM New Normal Poster Making Contest _Calapan City

- d. The poster must be sent to NNC MIMAROPA 6th floor, Avire Toer, P. Tuazon Blvd, Project 4, Quezon City, Metro Manila, via courier the next day (12 July). Before sending the actual poster to NNC RO, wait for the poster to completely dry and wrap with plastic cover provided to secure the artwork. Please send to the same email thread in Item 4c a scanned copy of the proof of delivery (tracking number or official receipt).
- e. NNC MIMAROPA shall have no liability for lost entries.
- a. All posters submitted shall become property of NNC MIMAROPA. All entries shall be posted at the **National Nutrition Council MIMAROPA Region Official Facebook Page from 18-27 July 2022, 2:00 PM** with hashtags **#2022NutritionMonth #NutrisyongSapatParaSaLahat #NewNormalNaNutrisyon #NNCMIMAROPA #MIMAROPAtayo** to initiate the Facebook liking contest.

5. Judging

- a. Each entry will be rated on how well the image carries a message clearly tied to the theme, technical excellence, creative presentation, and content originality.

Criteria	Description		Percentage
Thematic relevance	How well the poster interprets the theme		30%
Creativity	How the subject matter was presented in a unique and interesting way		20%
Technical excellence	Grades the clarity and quality of the poster		20%
Public impact	Appreciation of citizen in social media through the greatest number of reactions and shares	Reactions	20%
		Shares	10%
TOTAL			100%

- b. The board of judges coming from DepEd MIMAROPA, NEDA MIMAROPA and DOLE 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 (PM Session). Once winners are declared, it will be final and irrevocable.
- c. Foul graphics with violent actions or any form of plagiarism in both poster entry and essay are grounds for immediate disqualifications.
- d. Participants who violate any of the above-stated rules shall be automatically disqualified from the competition.

6. Timetable

29 June 2022	Sending of poster making kit via preferred courier
4-8 July 2022	Provinces/cities to search and identify contestant
9-10 July 2022	Submission of accomplished registration form of contestants together with scanned documents
11 July 2022 (9:00 AM- 12:00 NN)	Actual Poster Making (under supervision of P/CNAO or D/CNPC)
12-15 July 2022	Submission to NNC Secretariat through courier
18 – 27 July 2022 (2:00 PM)	Posting of entries in NNC MIMAROPA Facebook Page for liking contest
28 July 2022 (PM)	Final Tally and Deliberations with Judges
2 August 2022	Announcement of Winners (Culminating Activity)

7. 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) non-winners.</i>	
<i>All participating contestants shall receive Certificate of Participation and all winners shall receive Nutrition Month Collaterals (shirt).</i>	


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