



Breastfeeding TSEK Promotional Video-Making Contest

Contest Objective:

The contest aims to create animated promotional videos to raise awareness on the importance of correct (*tama*), enough (*sapat*), and exclusive (*eksklusibo*) breastfeeding, in relation to the **2023 National Breastfeeding Awareness Month**.

Mechanics:

- a. The contest is open to all Senior High Schools (SHS) in Region 10.
- b. SHSs can submit only one **(1) animated promotional video** focusing on the **2023 Breastfeeding Awareness Month Key Messages**, as annexed.
- c. The video duration must be at maximum of 30 seconds. The video submitted must be in .mpeg4 or .mp4 format with at least 1080p resolution.
- d. Any software/application can be used for the making the video such as filmora, adobe among others.
- e. Animation, text, play of colors, sounds, and special effects can be utilized. However, use of picture/image of a person or actual objects and scenarios in the video is not allowed.
- f. Voice-over in english, tagalog or cebuano dialect is allowed.
- g. Entries should be original. In accordance to the copyright laws, music used in an entry must be original, licensed, or public domain (ask permission from the composer).
- h. Display of brands of foods/beverages/formula milk is discouraged, as well as use of bottles, teats, pacifiers, and similar equipment in promotional context.
- i. Entries should not contain any elements that violate another person's rights, including but not limited to copyright and which are highly immoral, relative obscene and/or in violation of public moral and/or public policy.
- j. By entering the competition, the participants declare that the animated video submitted is their original work, has not been submitted to any other competition, and does not infringe on any third party's existing copyrights. Any complaints that may arise due to similarities, likeness, or comparison of the design would be the accountability of the participant as he/she would be responsible to prove its authenticity.
- k. Interested participant must submit their registration form to nncregion10@gmail.com with the subject: 2023 NBAM_BF TSEK Promotional Video-Making Contest_Name of SHS on **10 August 2023, 5:00 PM**.
- l. Animated promotional video entries must be submitted on or before **25 August 2023, 5:00 PM** to nncregion10@gmail.com with the subject: Name of SHS_BF TSEK PVMC Entry.
- m. Deadline of submission of entries is on **25 August 2023, 5:00 PM**.
- n. All entries are subject to initial screening. The Secretariat shall notify the top 10 qualified entries in each category through e-mail and SMS. Unqualified entries shall likewise be informed by the Secretariat.
- o. Shortlisted entries shall be uploaded to NNC X's Facebook Page, National Nutrition Council Region X on **31 August 2023** for public viewing and voting. Overall social media engagement shall be based on the total number of Facebook likes/reactions, comments and shares. Shares should be posted public using the hashtags **#OneRegioninNutrition** **#2023NationalBreastfeedingAwarenessMonth**. Public voting will close on **22 September, 5:00 PM**.
- p. Decision of the judges shall be final and irrevocable.

- q. All entries shall be considered property of the National Nutrition Council X.
- r. Awardees and finalists shall be duly recognized by the National Nutrition Council X during the Regional Nutrition Awarding Ceremony tentatively scheduled on November 2023.

CRITERIA

The entries shall be judged based on the following criteria:

1) Relevance to the Theme	40%
2) Technical and Visual Appeal	30%
3) Creativity and Originality	20%
4) Social Media Engagement	10%
TOTAL:	100%

PRIZES

Winners for the contest shall receive:

1. Cash Prize:
 - ₱5,000.00 – Grand Prize
 - ₱4,000.00 – Second Prize
 - ₱3,000.00 – Third Prize
2. Plaque of Recognition

Finalists shall receive:

- Consolation: ₱1,000.00
- Certificate of Recognition

Special award:

- People's Choice Award: ₱1,000.00



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ANNEX: 2023 National Breastfeeding Awareness Month Key Messages

Message	Goal
1. Breastmilk is TAMA, SAPAT, at EKSklusibo from 0 until the child turns six (6) months, and continued with complementary feeding from their 6 months old until they turn three (3) years old, and the most ideal intervention to curb malnutrition, especially stunting.	Mothers to be knowledgeable of the benefits of breastmilk as complete food for children 0 to 6 months, and is important to complementary feeding with safe, nutritious, adequate, and diverse food from 6 months onward.
2. Breastfeeding is a natural, but learned act.	Women and their families learn that there are ways to prepare oneself-during pregnancy and immediate postpartum-for breastfeeding.
3. All women can breastfeed with adequate support from their family, trusted health professionals, peers, and breastfeeding support groups.	Women and their families learn that they can get active support from health facilities and their workplaces/communities through health workers and support groups.
4. The community must get together to support women to breastfeed.	Families, communities, and workplaces(both formal and informal) to learn ways how they can support women and their families to breastfeed.
5. The Philippine Milk Code exists to ensure that unadulterated breastfeeding education is available to the public and that there is minimal to no commercial marketing interference in the first food system for newborns, infants, and young children.	The general public to learn about the Philippine Milk Code.
6. RA 10028, or the Expanded Breastfeeding Act of 2009, mandates formal and informal workplaces to build supportive workplaces for breastfeeding, starting from policies to physical spaces,	Breastfeeding mothers and families to be knowledgeable of their entitlements at work and communities.
7. The general public is a key factor in maintaining compliance to Milk Code and RA 10028.	The general public to learn about their role in the vigilance in the government's implementation of PH Milk Code and RA 10028.
8. Breastfeeding is also a modern natural family planning method, in the form of Lactational Amenorrhea Method (LAM), but only if certain categories are followed-and that there are other breastfeeding-safe modern family planning options.	That women and the general public become knowledgeable of how LAM works, and other breastfeeding-safe family planning options.
9. The Unang Yakap protocol and COVID vaccination for pregnant women is a key medical intervention in ensuring that newborns are protected against COVID, regardless of the status of the mother.	Mothers and families to be knowledgeable of the benefits of the Unang Yakap protocol and vaccination for pregnant women (and the general public) during the pandemic.



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REGISTRATION FORM

Name of SHS: _____

Complete school address: _____

Focal person: _____ Age: _____ Sex: _____

Mobile number: _____ Email address: _____

Facebook Profile (if applicable): _____

2023 NBAM Key Message Focus of entry:

[Signature over Printed Name]

NOTE: BY AFFIXING YOUR SIGNATURE HEREBY AGREE TO CONTEST RULES

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