

2021 HEALTHY BUNTIS PHOTO CONTEST

The first 1000 days of life - between a woman's pregnancy and her child's second birthday - is a unique period of opportunity when the foundations for optimum health and development across the lifespan are established. The 1000 days comprise 270 days of pregnancy, 365 days for the first year of life of the child and another 365 days for the 2nd year of his/her life.

The First 1000 Days is the period of rapid growth where nutrient deficiencies can have long-term consequences. Stunting is an irreversible outcome of poor nutrition and repeated bouts of infection during the First 1000 Days. Children who are stunted have diminished cognitive and physical development, reduced productive capacity and poor health.

On the otherhand, the mother should get a balanced and varied diet together with right amounts of vitamins and minerals to provide the needs of the growing child in her womb. This lays the foundation for the child's cognitive, motor and social skills that will eventually affect future school performance, employment and productivity. Evidence shows that a mother's diet during pregnancy can affect the disposition of a child towards developing non-communicable diseases such as diabetes and heart diseases.

The right nutrition and care during the 1000-day window influences not only whether the child will survive, but also his or her ability to grow, learn and rise out of poverty. As such, it contributes to society's long-term health, stability and prosperity. (References: NM 2016 Talking Points and <https://www.unicef.org/>)

In celebration of the Nutrition Month held every month of July, with the theme, "**Malnutrisyon patuloy na labanan, First 1000 days tutukan!**", the National Nutrition Council XII spearheads the **2021 Healthy Buntis Photo Contest** among pregnant women in Region XII. The contest aims to:

- A. Increase awareness on the importance of proper nutrition during the First 1000 days of life
- B. Promote and support good maternal nutrition before and during pregnancy
- C. Promote collaboration among stakeholders for increased investment in nutrition serving families with pregnant women and children with 0-2 years old

GUIDELINES AND MECHANICS FOR THE 2021 HEALTHY BUNTIS PHOTO CONTEST:

1. The photo contest is open to all pregnant women in Region XII.
2. One photo entry per pregnant only.
3. Must submit the entrant's recent pregnancy photo with the fully completed entry form. The Pregnant is also required to flex a healthy meal/diet (may be in collage form or a pose in one picture) in the photo entry. Entry must be sent via NNC XII's official facebook page or email at nncro12@gmail.com on or before July 15, 2021 (until 12noon only).
4. Must reflect in the entry form the entrant's Complete name, age, address, contact number/email address, weight, height, age of gestation, a photo of prenatal form/checklist and the recipe of the flexed meal in the photo entry. (**See attachment**).
5. Ensure that the picture is of high quality (may use digital camera or mobile phone). Photos may be in JPEG or PNG format.
6. Photos with nudity will not be accepted.
7. The Entrant should be the sole and exclusive owner of the Entry, including the Photo.
8. The Photo is 100% original and entrant owns all rights in and to the Photo, including copyright.
9. Photo will not infringe on or conflict with the rights of any third parties.

10. Shall have no any other persons appearing in the photo entry, (except the entrant/pregnant with the flexed healthy meal).
11. By entering, all qualified entrants acknowledge and agree that their respective entries will be posted on the official Facebook page of National Nutrition Council XII and grant their permission to have the Photo posted on the page.
12. Facebook 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**. Final counting of likes will be on July 30, 2021 (at 12 noon).
13. 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
14. The criteria for judging are as follows:
 - a. Healthy Nutritional Status and Recipe (based on the flexed healthy meal/diet, BMI and Prenatal card/form)- 25%
 - b. Relevance/Content-20%
 - c. Originality-15%
 - d. Creativity -15%
 - e. No. of likes in NNC XII Facebook page-15%
 - f. Visual appeal and photo quality-10%

TOTAL -100%
15. All photo Entries become the sole and exclusive property of the National Nutrition Council XII.
16. Decision of the Board of Judges is final and irrevocable.

ENTRY FORM		
Name of Entrant/Pregnant:		
Age:		
Complete Address:		
Contact number(s)/Email address:		
Height:_____	Weight:_____	Age of gestation:_____
Photo of Prenatal card: <i>(Attached separate photo of prenatal card as basis)</i>		
FLEXED HEALTHY RECIPE: <i>(Include Name of recipe, ingredients and brief procedures)</i>		

Please submit this form together with your photo entry on or before 15 July 2021 (cut off time at 12:00noon) thru email at nncro12@gmail.com