

Republic of the Philippines
Department of Health
National Nutrition Council XII

2021 Nutri-Tiktok Battle

Background:

Tiktok, a popular application used by many, is a video-sharing social networking platform. During this pandemic when the population is put to different quarantine protocols, Tiktok has served as online users’ way of entertainment, especially when going out is unadvisable and online has become the new normal.

Aside from its entertainment purposes, Tiktok has also become an avenue for people to learn new ideas and hacks. Many professionals, such as doctors, pharmacists, and even nutritionist-dietitians, use this platform to educate and spread awareness to users of all ages.

With this, the Nutri-Tiktok Battle, using the Tiktok application with its wide audience, will serve as an initiative to spread awareness on the First 1000 Days (F1KD) through the National Nutrition Council official jingle “*Laking 1000 Days Jingle*”. This will be danced in Tiktok to promote F1KD and hone creativity of Filipinos.

Mechanics and Criteria:

1. The Nutri-Tiktok Battle is open to all ages across the country. Solo, duet, and group entries are under one category only.
2. Only one (1) entry for each user is allowed. For duet and group entries, only one user from the group will post their entry. The entry duration should be within 1 minute.
3. Official entry/user must accomplish an entry form (as attached) and email us at nncro12@gmail.com with subject: NUTRI-TIKTOK on/or before July 9, 2021.
4. Participants shall create their own choreography of the F1KD official jingle “*Laking 1000 Days*” audio from NNC XII Tiktok account with username @nncxii. Participants are free to apply Tiktok effects and be creative.
5. Official entries shall post their video through the Tiktok application using the said audio, from July 9, 2021 12:00 AM until July 26, 2021 1:30 PM.
6. Official entries shall use the following hashtags:
#NNC12 #NutritionMonth2021 #First1000Days #NutriTiktokBattle
7. Evaluation shall start from July 26, 2021 1:30 PM and immediately tally the heart engagement of the entries for the social media impact criterion. Evaluation shall be until July 28, 2021.
8. Through the National Nutrition Council Region 12 Official Facebook Page, the winners of the Nutri-Tiktok Jingle Battle will be announced on July 29, 2021, including their Tiktok video entries.
9. The entries which attained the highest average ratings will be declared as winners.
The judges will select top 3 winners and shall receive the following recognition and prizes:

Top 3 Winner Prizes
First Place: 3,000 Php
Second Place: 2,000 Php
Third Place: 1,000 Php

The winners will be notified personally through phone, email or Tiktok entry user account.
Prizes will be sent to the participants after thorough verification, along with certificates.

10. The criteria for judging are as follows:

Choreography	30%
Musicality and Execution	30%
Appearance	25%
Social Media Impact	15%

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Evaluation Tool

Name of Participant/Group: _____ Date:_____

1.) Choreography	30%
a. Creativity	15 _____
b. Difficulty of movement	10 _____
c. Originality	5 _____
2.) Musicality and Execution	30%
a. Rhythm and timing	15 _____
b. Technique and style	15 _____
3.) Appearance	25%
a. Visual/Digital effects	15 _____
b. Props and costume	10 _____
4.) Social Media Impact	15%
a. Heart reactions	15 _____
TOTAL	100%

Entry Form

Name of Participant/s and Group

Name (for Duet/Group):

Address:

Email address:

Contact number/s:

Submit your entry form at nationalnutritioncouncilxii@yahoo.com on or before July 7, 2021.