

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

2021 Nutrition Month Celebration

FIRST 1000 DAYS TIKTOK CHALLENGE MECHANICS

Introduction

The theme for this year's Nutrition Month is "***Malnutrisyon Patuloy na Labanan, First 1000 Days Tutukan!***" which focuses on raising the awareness and mobilizing actions to intensify the first 1000 days. The 2021 Nutrition Month campaign aims to: 1) Raise awareness on the significance of first 1000 days or the golden window of opportunity of life as a strategic way to deteriorate all forms of malnutrition and other related conditions that may develop; 2) Stimulate local discourse on first 1000 days and understand its potential outcomes and the multi-sectoral solutions for increased investments in interventions; 3) Reduce prevalence rate of malnutrition in the country exclusively in the context of COVID-19 pandemic; and 4) Generate concrete commitment among various stakeholders to scale up nutrition actions.

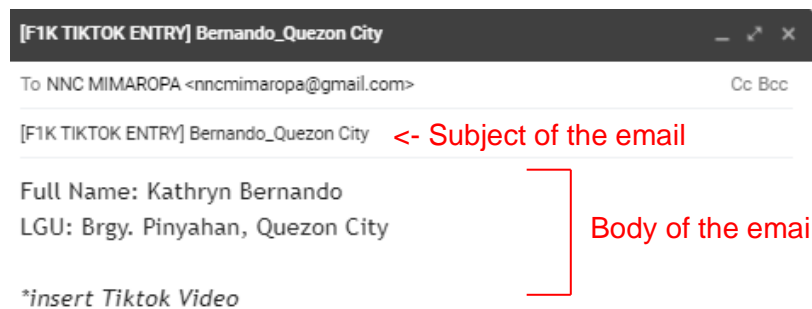
Current trends in social media involve tiktok videos, especially dance challenges. Joining the bandwagon, a First 1000 Days Tiktok Challenge is initiated by NNC MIMAROPA which aims to highlight the importance of the first 1000 days of life. All interested likers of NNC MIMAROPA Facebook Page shall choreograph and submit a maximum of one-minute unique tiktok entry in relation to the Nutrition Month theme.

1. Who can join?

- a. The tiktok challenge 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 **14 July 2021 (Wednesday)** for consolidation:
 - i. Subject of the Email:
[F1K TIKTOK ENTRY] Surname_Province/City
Example: [FIK TIKTOK ENTRY] Bernardo_Quezon City
 - ii. Body of the Email:
 - Full Name of the Participant/s
 - LGU: Brgy, Mun/City, Province
 - Tiktok Video



- iii. Screenshots as proof of liking both NNC Official and NNC MIMAROPA Facebook Pages

- b. All entries must be the original creation of the contestant and not published previously nor entered in prior contests.
- c. All qualified entries shall be posted at the **National Nutrition Council MIMAROPA Region Official Facebook Page from 15-28 July 2021, 2:00 PM** with hashtags **#2021NutritionMonth, #F1KTiktokChallenge, #Laking1000, and #First1000Days** to initiate the Facebook liking contest.

3. What to capture in the tiktok entry

- a. Each entry must depict the theme of the 2021 Nutrition Month celebration ***"Malnutrisyon Patuloy na Labanan, First 1000 Days Tutukan!"***.
- b. The entry must be original, self-made, and within the duration of one (1) minute only.
- c. Encouraging messages to invest on the first 1,000 days of life or key points on focusing to this critical period should be expressed in a lively and entertaining way.
- d. You may select the tiktok audio, filters and effects of your choice.
- e. A maximum of two (2) participants only should be in one frame to observe safety protocols.
- f. 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 is only one participant, wearing of face mask is unnecessary.
- b. If there are two participants involved, compliance with the minimum public health safety protocols such as proper wearing of face mask and at least one (1) meter of social distancing should be strictly observed.
- c. Duplicate tiktok entries and those not in line with the 2021 Nutrition Month theme will not be entertained.
- d. Strictly one entry per participant only.
- e. When submitting an entry, send only once to avoid flooding.
- f. Participants who do not comply with the correct subject of email will not be considered.

5. Judging

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

Criteria	Description	Percentage
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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 PIA 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 member of the board of judges will do the final tally and deliberations on 30 July 2021 (AM Session). Once winners are declared, it will be final and irrevocable.
- c. Foul and violent actions or any form of plagiarism in the tiktok video is ground for immediate disqualifications.
- d. Participant who violates any of the above-stated rules shall be automatically disqualified from the competition.

6. Timetable

14 – 30 June 2021	Provinces/Cities to disseminate the information to the target audience
1 – 14 July 2021	Submission of participant's information and tiktok entry
15 July 2021	Consolidation of qualified entries
15 – 28 July 2021 (2:00 PM)	Posting of entries in NNC MIMAROPA Facebook Page for liking contest
30 July 2021 (AM)	Final Tally and Deliberations with Inter-agency
3 August 2021	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	P3,000.00 cash incentive
3 rd Prize	P2,000.00 cash incentive
<i>Consolation prize of P500.00 cash incentive shall be given to four (4) electronically drawn non-winners. All participating contestants shall receive Nutrition Month Collaterals (shirt and tumbler) 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 **3 August 2021 (Tuesday)**.

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