

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

2021 Nutrition Month Celebration

IDOL KO SI TATAY POSTER MAKING CONTEST 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.

Nutrition Month Poster Making Contest is launched by NNC MIMAROPA last July 2020 where each province and city of the MIMAROPA region will select one father or father figure contestant to represent the LGU. On its second year of implementation, contestants shall craft their own distinctive yet eye-catching masterpiece to depict their understanding on the importance of support during the first 1000 days of life (pregnancy up to two years of the child).

1. Who can join?

- a. The competition is open to all interested males in 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. The contestant should have at least one (1) family member within the first 1000 days of life scope. This includes pregnant women and/or children aged two (2) years old and below. Proof of documents include: photo of any medical document indicating pregnancy or birth certificate of child.
- c. The contestant must NOT be a professional painter or artist.

2. How to join the contest?

- a. Through the facilitation of P/CNAOs and/or D/CNPCs, participants should submit the following registration documents at email address nncmimaropa@gmail.com not later than 5 July 2021 (Monday) for verification purposes:
 - i. PDF Form of Accomplished Registration Form (Attachment 1)
 - ii. Scanned copy of valid ID or any legal document of the participant
 - iii. Copy of supporting document proving family member within the

scope of first 1,000 days of life (Item 1-b).

- iv. Screenshot as proof of liking NNC MIMAROPA Facebook Page (<https://www.facebook.com/NNCMiMaRoPaRegion/>)

- b. Contestants must craft the poster in portrait mode for uniformity.
- c. All entries must be the original creation of the contestant and not published previously nor entered in prior contests.
- d. All entries will be submitted to NNC Regional Office with office address Unit 304 M28 Building, Mapagmahal St., Brgy. Pinyahan, Quezon City on or before 15 July 2021 (Thursday) and shall be posted at the **National Nutrition Council MIMAROPA Region Official Facebook Page from 16-28 July 2021, 2:00 PM** with hashtags **#2021NutritionMonth**, **#IdolTatayPosterMakingContest**, **#Laking1000**, and **#First1000Days** to initiate the Facebook liking contest.

3. What to capture in the poster

- a. Each entry must depict the theme of the 2021 Nutrition Month celebration ***“Malnutrisyon Patuloy na Labanan, First 1000 Days Tutukan!”***.
- b. The poster must be original, self-made, and with a small yet readable font size of the 2021 Nutrition Month theme.
- c. All medium and materials to be used will be provided by NNC MIMAROPA. The poster making kit is composed of the following:
 - a. Canvas board sized 15x20 cm (1/4 illustration board size)
 - b. Medium-sized paint bottles (consists of colors black, white, green, blue, red and yellow),
 - c. Pair of brushes, mixing cups and paint palette
 - d. Plastic cover and scotch tape – to secure the entry upon delivery.
- d. Each must provide their own painting rags, cotton balls, Q-tips or tissue papers and water. *Please note that the contestant(s) who will be utilizing materials apart from the provided kit by the NNC MIMAROPA will be automatically disqualified.*
- e. Contestants must wear the 2021 Nutrition Month Shirt from NNC MIMAROPA **only if** received by the LGU prior to actual contest day.

4. Other important guidelines

- a. The P/CNAO or D/CNPC will supervise the actual conduct of painting on **13 July 2021 (Tuesday), 9:00 AM to 12:00 NN**. Painting materials shall **ONLY** be handed to the participants on the contest day itself. The competition 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. People within the contest area should be limited to ten (10) persons only.
- 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. These must be sent within the actual contest day (13 July 2021) through email address nncmimaropa@gmail.com for posting at Facebook Page.

- d. The poster must be delivered the next day (14 July). Before delivering the actual poster to NNC RO, wait for the poster to completely dry and wrap with plastic cover provided to secure the artwork.
- e. Once the actual poster has been sent via preferred courier (LBC/JRS/etc), P/CNAOs or D/CNPCs must provide the NNC Secretariat with a copy of the tracking number or official receipt for ease tracking.
- f. NNC MIMAROPA shall have no liability for lost entries.
- g. All posters submitted shall become property of the NNC MIMAROPA.

5. Judging

1. 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 likes and shares	Likes	20%
		Shares	10%
TOTAL			100%

Note: For public impact, reactions do not count as likes.

2. The board of judges coming from DepEd MIMAROPA, DOH CHD 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 member of the board of judges will do the final tally and deliberations on 29 July 2021 (PM Session). Once winners are declared, it will be final and irrevocable.
3. Foul graphics with violent actions or any form of plagiarism in both poster entry and essay are ground for immediate disqualifications.
4. 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 search and identify contestant
30 June – 8 July 2021	Submission of accomplished registration form of contestants together with scanned documents
2 – 7 July 2021	Sending of poster making kit via preferred courier
13 July 2021	Actual Poster Making (under supervision of P/CNAO or D/CNPC)
14-15 July 2021	Submission to NNC Secretariat through courier
16 – 28 July 2021 (2:00 PM)	Posting of entries in NNC MIMAROPA Facebook Page for liking contest
29 July 2021 (PM)	Final Tally and Deliberations with Inter-agency

3 August 2021	Announcement of Winners (Culminating Activity)
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7. Awarding of prizes:

1. Prizes will be awarded for entries with the highest scores:

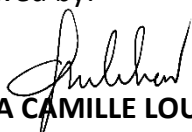
1 st Prize	P5,000.00 cash incentive
2 nd Prize	P3,000.00 cash incentive
3 rd Prize	P2,000.00 cash incentive
<i>Consolation prize of P500.00 cash incentive shall be given to four (4) non-winners.</i> <i>All participating contestants shall receive Nutrition Month Collaterals (shirt and tumbler) and Certificate of Participation.</i>	

2. 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)**.

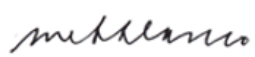
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