

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

2022 Nutrition Month Celebration

VLOG CONTEST: A DAY IN A LIFE OF A BNS MECHANICS

Introduction

Since the new normal brought about a lot of changes, delivery of health and nutrition services was also affected. All activities requiring mass gatherings and long trips were prohibited by the National Interagency Task Force on Emerging Infectious Diseases. These events brought about the shift of all activities to digital platforms. All meetings are being conducted virtually, even monitoring activities and information dissemination. But to ensure that nutrition is being prioritized during these challenging times, the Department of Health released Department Memorandum No. 2020-0237 – “Interim Guidelines for the Delivery of Nutrition Services in the Context of COVID-19 Pandemic”.

In line with the 48th Nutrition Month Celebration’s theme ***“New Normal na Nutrisyon, Sama-Samang Gawan ng Solusyon,”*** a vlog contest will be held open to all Barangay Nutrition Scholar (BNS) in MIMAROPA. The vlog will feature their everyday life on how they deliver nutrition services in their barangay under the new normal. Multiple participants may join per LGU but only one (1) entry per participant is allowed.

1. Participating Contestants

- a. The Vlog contest is open to all BNS of MIMAROPA Region.

2. How to join the contest:

- a. Staff-in-charge will thoroughly check if mechanics were all followed. Mechanics will be as follows:
 - ✓ Like and share the Facebook page of NNC MIMAROPA (<https://www.facebook.com/NNCMiMaRoPaRegion/>).
 - ✓ Like and share the post of this contest.
 - ✓ On the comment section, mention five (5) Facebook friends and upload a screenshot as proof of liking our page.
 - ✓ Make sure to set your shared post as public for verification purposes.

- b. Official entries must be submitted on or before 13 July 2022, not later than 3:00 p.m. through email at nncmimaropa@gmail.com with the email subject as 2022 NM VlogContest_SURNAME_LGU.

3. What to capture in the VLOG

An official entry must contain the following:

- a. Original three to five-minute vlog or video blog of the BNS that focuses on how they carry-out their tasks amidst the pandemic
- ✓ High resolution video with clear and audible audio
 - ✓ Must be in a popularly supported video format (.mp4, .avi, .wmv, .mov)
 - ✓ Playing time should be limited to 3-5 minutes
 - ✓ Video must be taken during the contest period (July 2022); photo inserts taken before contest period may be used
 - ✓ Video must not be uploaded on any social media platform
 - ✓ Execution is up to the participant; may use photos, animations, monologues, background music, etc.
 - ✓ If the file is too big, the video may be uploaded via cloud-based platforms such as drive.google.com or wetransfer.com; include the link of the video in the body of the email
 - ✓ Include an appropriate title for the vlog
 - ✓ Should not promote/contain any malicious, violent, and any similar content (both video and audio) that are against the law and moral norms in the Philippines
 - ✓ Should provide acknowledgment in the credits, e.g. "editing by, music by"
- b. Description of the video included in the body of the email which briefly summarizes the contents of the vlog

4. Other important guidelines

- a. In the body of the email, include the following information:
- ✓ Name of Participant
 - ✓ Title of Vlog
 - ✓ Barangay and City/Municipality
 - ✓ Contact Number
 - ✓ Description of the video
- b. All entries shall become the property of NNC MIMAROPA. The contestants will allow NNC MIMAROPA to use the videos for promotional purposes provided that the creators are acknowledged.
- c. The entries will be posted to the NNC MIMAROPA Facebook page from 20-28 July 2022.

5. Judging

- a. Each entry will be rated on how well the video showed the life of a BNS, on how they deliver nutrition services in the new normal situation, 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%

- b. The board of judges coming from DOST MIMAROPA, PIA, and PROMO 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 2022 (AM Session). Once winners are declared, it will be final and irrevocable.
- c. Foul graphics with violent actions or any form of plagiarism in both poster entry and essay are ground for immediate disqualifications.
- d. Participant who violates any of the above-stated rules shall be automatically disqualified from the competition.

6. Timetable

1 July 2022	Launching of the Contest
1-19 July 2022 (12:00 NN)	Submission of entries
20 – 28 July 2022 (2:00 PM)	Posting of entries in NNC MIMAROPA Facebook Page for liking contest
29 July 2022 (AM)	Final Tally and Deliberations with Inter-agency
2 August 2022	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	P4,000.00 cash incentive
3 rd Prize	P3,000.00 cash incentive
<i>Consolation prize of P1000.00 cash incentive shall be given to four (4) non-winners.</i>	

All winners shall receive Nutrition Month Collaterals (shirt) and Certificate of Participation.

- 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 **2 August 2022 (Tuesday)**.

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