

2022 Nutrition Month Celebration

2022 NM Vlog Contest for BNCs:

“Sama-samang gawan ng solusyon ang new normal na nutrisyon”

Contest Mechanics

1. The contest is open to all Barangay Nutrition Committees (BNC) in NCR. Vlog may feature at least three (3) members of the BNC, preferably the BNC Chair, BNAO, and BNS. Only one (1) entry per BNC is allowed.
2. Interested participants should do the following to be eligible to join the contest:
 - a. All BNC participants in the vlog to like the NNC-NCR Facebook Page
 - b. Like and share the SMC post announcing the contest and its mechanics
3. Official entries must be submitted on or before **15 July 2022 (Friday), not later than 3:00 pm through email at ncr@nnc.gov.ph** with the subject: “VlogContest_Barangay_LGU”.
4. An official entry must contain the following:
 - a. An original three-to-five-minute vlog or video blog of the BNC which would showcase the nutrition programs done during the pandemic and how can the BNC and the community build food and nutrition resilience in the new normal
 - i. High-resolution video with clear and audible audio
 - ii. Must be in a popularly supported video format (-mp4, -avi, -wmv, -mov)
 - iii. Playing time should be limited to 3-5 minutes
 - iv. Video must be taken during the contest period (June 22– July 14); photo inserts taken before the contest period may be used
 - v. Video must not be uploaded on any social media platform
 - vi. Execution is up to the participant; may use photos, animations, monologues, background music, etc.
 - vii. 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
 - viii. Should not promote/contain any malicious, violent, and similar content (both video and audio) that is against the law and moral norms of the Philippines
 - ix. Should provide acknowledgment in the credits, e.g. “editing by, music by”
 - x. The BNC must be able to say the line “*New normal na nutrisyon, bahagi kami ng solusyon*” anywhere in the vlog

- b. Accomplished Entry Form
5. In the body of the email, include the following information:
 - a. Title of vlog
 - b. Name of barangay
 - c. Names and designation of BNC members who participated in the vlog
 - d. Facebook Account Name and contact numbers of one (1) BNC member who participated in the vlog
 - e. Short description of the contents of the vlog (one paragraph, maximum of 100 words)
6. All entries will be posted to the NNC -NCR Facebook page from July 16-19, 2022
7. The judging of entries will be on July 25, 2022. A panel of three (3) judges shall determine the winners. Judging shall be based on the following contest criteria:

Relevance to the Nutrition Month Theme	30%
Clarity and Communication of Message	25%
Creative Concept and Technical Execution	25%
Entertainment Quality (Audience Engagement – FB Likes)	10%
Entertainment Quality (Audience Engagement – FB Shares)	<u>10%</u>
TOTAL	100%
8. The decision of the board of judges shall be final.
9. There will be three (3) contest winners who will each receive a certificate and cash award:

First place	Php 10,000
Second place	Php 7,000
Third place	Php 5,000
10. All entries shall become the property of NNC-NCR. The contestants will allow NNC-NCR to use the videos for promotional purposes provided that the creators are acknowledged.
11. Winning entries will be featured on the NNC-NCR Facebook page. Winners will be invited to attend the Regional Nutrition Month Culminating Activity on 29 July 2022 to receive their cash prizes and certificates. All BNCs that joined the contest will receive a Certificate of Participation.
12. Expenses for the contest will be charged to the 2022 Nutrition Month Fund, subject to usual accounting and auditing rules and regulations.