



Republika ng Pilipinas  
KAGAWARAN NG KALUSUGAN  
PAMBANSANG SANGGUNIANG SA NUTRISYON  
(NATIONAL NUTRITION COUNCIL)  
**NATIONAL CAPITAL REGION**



**2021 NUTRITION MONTH CELEBRATION**  
***"Malnutrisyon patuloy na labanan, First 1000 days tutukan!"***

**Vlog Contest**  
***"#ADayInALife of a BNAO"***

**Contest Mechanics**

1. The contest is open to all Barangay Nutrition Action Officers (BNAO) in NCR. Multiple participants may join per LGU. Only one (1) entry per participant is allowed.
2. Interested participants should do the following to be eligible to join the contest:
  - a. Like the NNC-NCR Facebook page
  - b. Like and share the smc post of this contest
  - c. Tag five (5) of their friends by commenting on the comment box
3. Official entries must be submitted on or before 10 July 2021 (Saturday), not later than 4:00 p.m. through email at [ncr@nnc.gov.ph](mailto:ncr@nnc.gov.ph) with the email subject as "VlogContest\_SURNAME\_LGU"
4. An official entry must contain the following:
  - a. Original three to five-minute vlog or video blog of the BNAO that focuses on their roles in the First 1000 Days program to prevent undernutrition and obesity in the community and 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 1-10); 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](https://drive.google.com) or [wetransfer.com](https://wetransfer.com); include the link of the video in the body of the email
    - Include an appropriate title for the vlog

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### Vlog Contest

*“#ADayInALife of a BNAO”*

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- Should not promote/contain any malicious, violent, and any similar content (both video and audio) that are is against the law and moral norms of 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
  5. In the body of the email, include the following information:
    - a. Name of Participant
    - b. Title of Vlog
    - c. Barangay and City/Municipality
    - d. Contact Number
    - e. Description of the video
  6. 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.
  7. The entries will be posted to the NNC -NCR Facebook page from July 12-16, 2021.
  8. The judging of entries will be on July 19, 2021. 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	40%
Clarity and Communication of Message	25%
Creative Concept and Technical Execution	25%
Entertainment Quality (Audience Engagement)	10%
TOTAL	100%
  9. There will be three (3) contest winners who will each receive a trophy and cash award:
    - First place - Php 7,000
    - Second place - Php 5,000
    - Third place – Php 3,000

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10. Winning entries will be featured on the NNC-NCR Facebook page and winners will be invited to attend the online Regional Nutrition Month Culminating Activity in August 2021. Cash prizes and trophies will be delivered to the winners. All contestants will each receive a Certificate of Participation.
11. Expenses for the cash prizes, trophies, honorarium for the judges, and supplies and materials will be shouldered by NNC-NCR charged to the Nutrition Month Activities fund, subject to usual accounting and auditing rules and regulations.

Particulars	Amount (Php)
Cash Prize (P7,000, P5,000, P3,000)	15,000.00
Trophies (P1,400, P1,200, P1,000)	3,600.00
Honorarium @P3000 x 3 Judges	9,000.00
Consolation Prizes @P1,000 x 5 pax	5,000.00
Supplies and materials	1,000.00
Meals during the judging of entries @P550 per pax x 7 pax	3,850.00
<b>TOTAL</b>	<b>37,450.00</b>

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