

Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL
National Capital Region

2023 NUTRITION MONTH CELEBRATION
“Healthy diet gawing affordable for all!”

Simultaneous Promotional Events on the Nutrition Month Theme
***“Usapang Nutrisyon sa Barangay:
Healthy diet, gawing affordable for all!”***

*July 21, 2023 * 9:00 – 11:00 A.M.*

Terms of Reference

I. Introduction/Background

Nutrition Month is celebrated every July by virtue of section 7 of Presidential Decree No. 491 or the “Nutrition Act of the Philippines, 25 June 1974”. It aims to create awareness on the importance of good nutrition. The Nutrition Month theme for this year is *“Healthy diet gawing affordable for all!”*.

The campaign aims to raise awareness on supporting Filipinos to improve access to affordable healthy diets to reduce malnutrition, food security, health, and quality of life. Specifically, the celebration aims to: (1) engage consumers to support improvements in levels of diet quality towards sustainable healthy diets; (2) generate participation of stakeholders at various levels on actions towards enabling access to affordable, sustainable healthy diets; and (3) call support for the Philippine Plan of Action for Nutrition 2023-2028 as the framework for action to improve nutrition security.

In support of the celebration, NNC-NCR will have the Simultaneous Promotional Events on the Nutrition Month Theme on July 21, 2022 from 9:00 to 11:00 am in all the seventeen (17) LGUs in Metro Manila. The promotional event in each LGU will be conducted by the City/Municipal Nutrition Committee and witnessed by a member of the Regional Nutrition Management Group. It will be held in partnership with the Nutrition Action Officers Association of NCR and BNAOs Association of Metro Manila.

II. Objectives

This special event aims to:

1. increase awareness on the importance of healthy diet to prevent malnutrition and contribute to the reduction of overweight and obesity and non-communicable diseases;
2. help the public improve their diet to make it healthy at an affordable price;
3. encourage LGUs to continue promoting healthy and affordable diet through various promotional activities; and

4. advocate among the local officials and other stakeholders for the enactment of local legislation/policies supportive of an enabling environment for an affordable sustainable healthy diet.

III. Participants and Venue

The event will be held simultaneously on July 21, 2023, 9:00-11:00 a.m. in all the 17 LGUs in Metro Manila. Participants of the event will be thirty (30) mothers of under-five children who are members of the *Pantawid Pamilyang Pilipino Program* (4Ps). Also invited to attend the program in each LGU are the local chief executive (LCE), city/municipal and barangay nutrition action officers (NAO), local nutrition program coordinator/s, members of the local nutrition committee, and other local officials.

Members of the Regional Nutrition Management Group will be assigned to an LGU to grace and witness the event.

The local nutrition offices will take charge of the following:

1. Identify and prepare the venue for the event
2. Invite 30 4Ps mothers and guests particularly the chair and members of the City/Municipal Nutrition Committee
3. Request the public information office and members of media, if any, to cover the event; posting of photo on local nutrition committee or LGU FB pages and documentation through web article or newsletter are encouraged.
4. Coordinate and prepare the venue and sound system
5. Provide additional prizes and materials for the activity
6. Prepare the programme/invitation
7. Conduct and manage the event
8. Submit to NNC-NCR the following not later than one (1) month after the event:
 - a. Attendance Sheet
 - b. Photo and narrative documentation report

NNC-NCR will provide the following to each LGU:

1. Backdrop tarpaulin streamer for the event (6x8 ft)
2. Snacks for 35 guests and participants
3. IEC materials for distribution to participants: each participant to receive one (1) pc. of the following:
 - a. Pinggang Pinoy Placemat
 - b. One-week healthy meal plan brochure
 - c. 10 Kumainments Flyer
 - d. Healthy Diet Flyer
4. Pinggang Pinoy Plate as prizes for the activity
5. Mechanics of the event
6. 2023 Nutrition Month PowerPoint presentation

II. Mechanics

1. *Schedule/Program of activities*

Time	Activity
8:30 a.m.	Registration
9:00	Opening Program <ul style="list-style-type: none">• Invocation• National Anthem• Introduction of Guests and Participants• Welcome Remarks• Message/s of Mayor and/or C/MNAO• Message from Regional Nutrition Management Group member
9:30	Lecture-Presentation on the 2023 Nutrition Month Theme
10:00	Activity Awarding of prizes
10:50	Closing Program
11:00	Distribution of Snacks

The LGU may add on/improve the program as deemed appropriate.

2. *Lecture-Presentation*

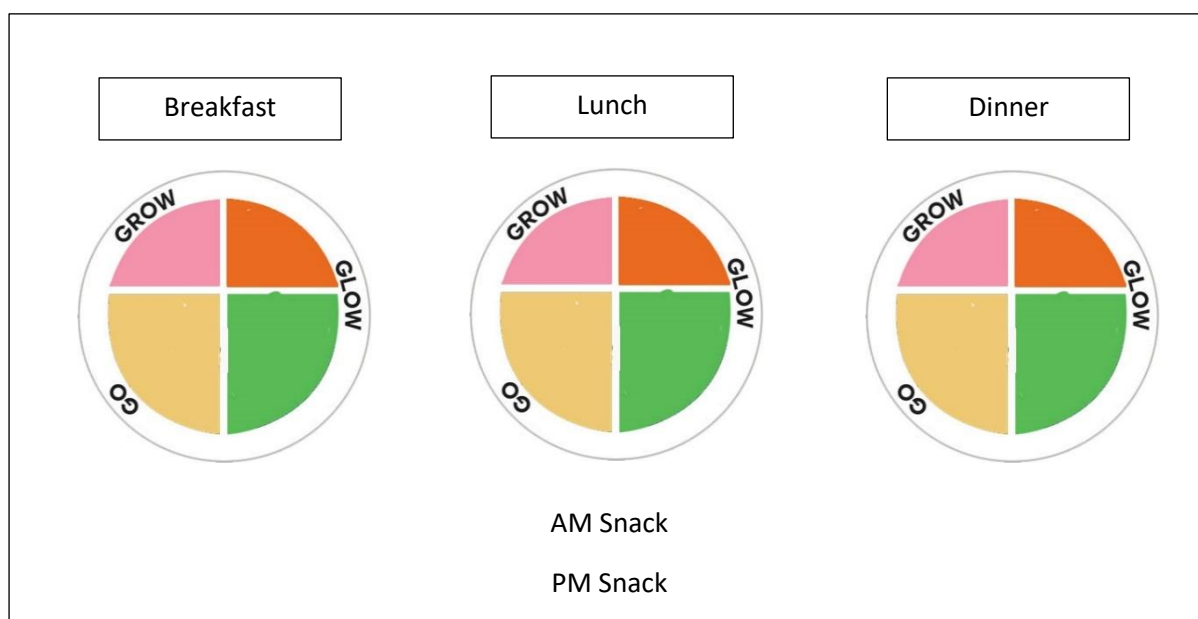
Presentation to be sent to the nutrition secretariat through email.

3. *Activity: Healthy and affordable meals ng pamilya, kaya natin yan!"*

Three (3) mothers will be requested to participate in this game. The participants will make a healthy and affordable one-day meal plan for breakfast, lunch, dinner and two (2) snacks for AM and PM. The meal plan should follow the Pinggang Pinoy®. The participant should state the dish and/or food items per meal and discuss why it is considered healthy (e.g. go, grow and glow foods must be present) and affordable. The Pinggang Pinoy® should be displayed in the PowerPoint presentation during the game as reference. All participants will be provided with the Pinggang Pinoy Plate.

The secretariat needs to prepare/provide the following before the activity:

(a) 3 pcs. white cartolina/manila paper (1 per contestant); (b) pentel pen, and (c) adhesive tape. On a one whole white cartolina/manila paper, the secretariat should draw 3 *Pinggang Pinoy* plates:



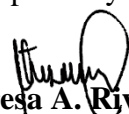
Each participant will be given one white cartolina/manila paper and pentel pen.

III. Budget

Expenses for snacks and supplies will be shouldered by NNC-NCR charged to Nutrition Month fund, subject to usual accounting and auditing rules and regulations.

Particulars	Amount (Php)
Snacks (35 pax x P90/pax x 17 LGUs)	53,550.00
Tarpaulin streamer, 6x8 ft (P1,100/pc x 17 pcs)	18,700.00
Prizes (P200/LGU x 17 LGUs)	3,400.00
Total	75,650.00

Prepared by:


Theresa A. Rivas

Development Management Officer II

Reviewed and approved by:


Milagros Elisa V. Federizo

Regional Nutrition Program Coordinator