



2016 Nutrition Month Mobile Photo Contest



What is Nutrition Month?

Nutrition Month is a campaign held every July to create greater awareness among Filipinos on the importance of nutrition. Presidential Decree 491 (1974) or the Nutrition Act of the Philippines mandates the National Nutrition Council (NNC) to lead and coordinate the nationwide campaign. Now on its 42nd year, the Nutrition Month celebration has been institutionalized nationwide involving various stakeholders including schools and local government units. The theme for this year is ***“First 1000 days ni baby pahalagahan para sa malusog na kinabukasan!”***

What is the First 1000 Days of life?

The First 1000 Days is the period from conception until the child’s 2nd birthday. The First 1000 days comprise 270 days of pregnancy, 365 days for the first year of life of the child and another 365 days for the 2nd year of his/her life. The First 1000 Days is the period of rapid growth where nutrient deficiencies can have long-term consequences. Good nutrition during this period can help maximize the child’s ability to grow, learn and develop that has profound effect in his/her health, well-being and success later on in adulthood.

Why is the First 1000 Days of life important?

The First 1000 Days is globally recognized as the “golden window of opportunity” for nutrition and related interventions to have a positive impact on the child’s physical and mental development. Good nutrition of both the mother and the child is an important driver for a child to achieve maximum growth and development potential that has lasting, profound effect in the life course.

What are the objectives of the 2016 Nutrition Month?

The campaign aims to create awareness on the significance of ***good maternal nutrition and proper infant and young child feeding practices***, particularly, ***exclusive*** breastfeeding for the first 6 months ***and*** giving of ***appropriate complementary foods*** on the 6th month while continuing breastfeeding up to two years and beyond, and the continuum of services in early childhood care and development.

THE 2016 NUTRITION MONTH MOBILE PHOTO CONTEST

The National Nutrition Council X announces the conduct of a Mobile Photo Contest in Northern Mindanao in partnership with the Media Advocates for Nutrition in Governance in Region X or MANGO DIEZ, the regional media network organized for nutrition improvement in the region.

CONTEST MECHANICS

Photo Contest Objective: To increase awareness on the importance of proper nutrition and early childhood care and development focused on the theme ***“First 1000 Days ni baby pahalagahan para sa malusog na kinabukasan!”***

Contest Rules:

1. The contest shall run from July 6-20, 2016 and is open to all Grade 6-12 students in Region X (public and private).
2. There shall be two (2) categories: Grades 6-10 and Grades 11-12.

3. Registration and entry form is downloadable at NNC X webpage and NNC X facebook page:

<http://www.nnc.gov.ph/regional-offices/region-x>
<https://www.facebook.com/NNCregion10>

4. All photo submissions must be taken using a mobile/camera phone(a mobile phone which is able to capture photographs) and must have relevance to the theme ***“First 1000 days ni baby pahalagahan para sa malusog na kinabukasan!”***
5. All editing must be done with the mobile phone. All photos should be in color (no black & white monochrome, no sepia).
6. Transfer of photos from digital cameras to smart phones is not allowed.
7. Each participant (per category) can submit a maximum of 5 entries.
8. Each participant must submit their registration and entry forms together with the entry photos on or before July 20, 2016 (5:00 PM) via email to **NNC X@yahoo.com** with the subject: **2016 Nutrition Month Photo Contest**. Entries submitted beyond the deadline will no longer be considered.
9. Screening and selection of finalists will be done on July 22, 2016.
10. Finalists will be notified via email and phone call and will be required to submit original copies of the photos in 8 x 12 photo size. The photos will be uploaded in the NNC X facebook page.
11. Awarding ceremony will be on July 29, 2016 in Cagayan de Oro City (venue to be announced).
12. All entries shall be considered property of the National Nutrition Council X.

CRITERIA

The winners shall be judged based on the following criteria:

I.	Relevance/Content	-	50%
II.	Overall Impact	-	20%
III.	Artistic Merit	-	15%
IV.	Originality	-	15%
Total			100%

PRIZES

Winners for each category will receive:

- P6,000.00 Cash Prize
- Plaque of Recognition
- Article feature in selected dailies and in the NNC X Web and FB pages

Finalists for each category will receive:

- Special Awards
- Certificate of Recognition
- Article feature in the NNC X Web and FB pages



**ni baby pahalagahanpara sa
malusognakinabukasan!**



MOBILE PHONE PHOTO CONTEST
National Nutrition Council X
2016 July Nutrition Month



Registration Form

Name : _____
Complete address: _____
Age: _____ Sex: _____ Birthday: _____
Nationality: _____
Name of School: _____
Grade level: _____
Mobile Number: _____
Email address: _____
Facebook page(if applicable): _____
Type of Mobile (Camera) Phone used : _____

[SIGNATURE OVER PRINTED NAME]

+++++

NOTE: BY AFFIXING YOUR SIGNATURE YOU HEREBY AGREE TO CONTEST RULES

1. The contest shall run from July 6-20, 2016 and is open to all Grade 6-12 students in Region X (public and private).
2. There shall be two (2) categories: Grades 6-10 and Grades 11-12.
3. Registration and entry form is downloadable at NNC X webpage and NNC X facebook page:

<http://www.nnc.gov.ph/regional-offices/region-x>
<https://www.facebook.com/NNCregion10>
4. All photo submissions must be taken using a mobile/camera phone (a mobile phone which is able to capture photographs) and must have relevance to the theme **"First 1000 days ni baby pahalagahan para sa malusog na kinabukasan!"**
5. All editing must be done with the mobile phone. All photos should be in color (no black & white monochrome, no sepia).
6. Transfer of photos from digital cameras to smart phones is not allowed.
7. Each participant (per category) can submit a maximum of 5 entries.
8. Each participant must submit their registration and entry forms together with the entry photos on or before July 20, 2016 (5:00 PM) via email to **NNC X@yahoo.com** with the subject: **2016 Nutrition Month Photo Contest**. Entries submitted beyond the deadline will no longer be considered.
9. Screening and selection of finalists will be done on July 22, 2016.
10. Finalists will be notified via email and phone call and will be required to submit original copies of the photos in 8 x 12 photo size. The photos will be uploaded in the NNC X facebook page.
11. Awarding ceremony will be on July 29, 2016 in Cagayan de Oro City (venue to be announced).
12. All entries shall be considered property of the National Nutrition Council X.



**ni baby pahalagahan para sa
malusog na kinabukasan!**



MOBILE PHONE PHOTO CONTEST
National Nutrition Council X
2016 July Nutrition Month



ENTRY FORM

Instructions: Fill out according to how many photos you wish to submit. Cut off excess forms to avoid confusion.

Photo 1

Title of Photo: _____
Name of Photographer: _____
Photo's Story: _____
Type of Camera Phone Used: _____

✂ _____

Photo 2

Title of Photo: _____
Name of Photographer: _____
Photo's Story: _____
Type of Camera Phone Used: _____

✂ _____

Photo 3

Title of Photo: _____
Name of Photographer: _____
Photo's Story: _____
Type of Camera Phone Used: _____

✂ _____

Photo 4

Title of Photo: _____
Name of Photographer: _____
Photo's Story: _____
Type of Camera Phone Used: _____



**ni baby pahalagahan para
sa malusog na kinabukasan!**