



Republic of the Philippines
Department of Education
REGION I

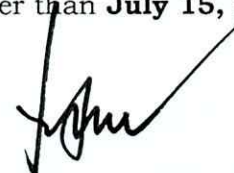


REGIONAL MEMORANDUM
No. 719, s. 2024

NUTRI-JINGLE CONTEST SEASON 7

To: Schools Division Superintendents

1. The National Nutrition Council Regional Office I in partnership with DepED Regional Office I will conduct the Nutri-Jingle Contest Season 7 in celebration of the 2024 Nutrition Month with the theme **“Sa PPAAN:Sama-sama sa Nutrisyong Sapat Para sa Lahat!”**.
2. The contest is open to all secondary learners. Attached is the mechanics of the contest for reference.
3. Contestants shall register through the link at **<https://bit.ly/Nutri-Jingle2024> on or before July 5, 2024**. Submit video entries through google drive or email at **region1@nnc.gov.ph** not later than **July 15, 2024 at 12:00 noon**.
4. For information and guidance.


TOLENTINO G. AQUINO
Director IV

Incl.: As Stated.

To be included in the Perpetual Index
under the following subjects:

CONTESTS
NUTRITION EDUCATION
PROGRAMS

ESSD-DCN/mar/2024 MEMO
June 25, 2024



Flores St., Catbangen, City of San Fernando, La Union

Telephone Nos.: (072) 607-8137/682-2324

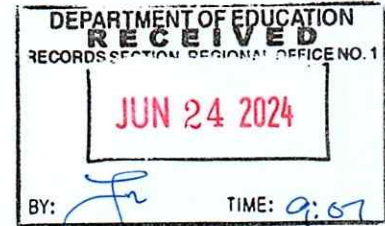
 DepEd Region I  region1@deped.gov.ph  www.depedro1.com



Republika ng Pilipinas
KAGAWARAN NG KALUSUGAN
NATIONAL NUTRITION COUNCIL REGIONAL OFFICE I
MXM Building, GF Unit 3&4, Pindangan Rd., Pagudpud,
City of San Fernando, La Union 2500

21 June 2024

DIR. TOLENTINO G. AQUINO
Regional Director, DEPED-ROI and
Member, Regional Nutrition Committee
City of San Fernando, La Union



Attention: **MS. MARICRIS A. RIMAS**
Member, Regional Nutrition Planning and Evaluation Team

Dear **Director Aquino**:

Advance Happy Nutrition Month from the National Nutrition Council-Regional Office I!

We are pleased to inform you that the National Nutrition Council will once again spearhead the nationwide celebration of Nutrition Month this coming July 2024 with the theme: **“Sa PPAN: Sama-sama sa Nutrisyong Sapat Para sa Lahat!”**. This will undoubtedly be a milestone since it marks the 50th Celebration of Nutrition Month.

Presidential Decree (PD) 491 of 1974 also known as Nutrition Act of the Philippines, declared July as Nutrition Month for the purpose of creating greater awareness among our people on the importance of nutrition. This year’s campaign intends to create massive awareness on 2023-2028 Philippine Plan of Action for Nutrition which aims to reduce all forms of malnutrition across life stages. Additionally, it also intends to generate participation and commitments for increased support for the PPAN among stakeholders.

Relative to this, may we request again for a partnership with your agency in the conduct of the **Nutri-Jingle Contest Season 7** to be participated by secondary students in the 14 DepEd Division Offices.

We also invite your office and SDOs to participate in the 9th Season of the Nutrition Month Pagbati Challenge.

Attached are the pertinent documents regarding our request and invitation.

For queries and clarifications, feel free to contact Mr. Jeffrey C. Peralta of NNC-ROI at 09667895858 / (072)607-6294 / (072)607-6294 or email us at region1@nnc.gov.ph / nncregioni@yahoo.com.ph.

Thank you and *mabuhay*.

Sincerely yours,


KENDALL PILGRIM A. GATAN
OIC-Nutrition Program Coordinator, NNC-Region I



“Nutrisyong sapat para sa lahat!”

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Nutri-Jingle Video Contest Season 7
in partnership with the Department of Education Region 1

Mechanics

1. The contest is open to all secondary schools in Region I.
2. School Division or School may submit maximum of three entries.
3. The NNC has the discretion to disqualify entries that contain conflicting interests.
4. Each competing team shall compose of 8-15 members only. Video should have a total running time of 3-8 minutes anchored with the 2024 Nutrition Month Theme: “Sa PPAN: Sama-sama sa Nutrisyong Sapat Para Sa Lahat!”. Additionally, it should be in mp4 format.
5. Contestants should accomplish the registration form via the Google Form Link: <https://bit.ly/Nutri-Jingle2024> on or before **July 5, 2024**.
6. Participants must submit their video entries via **Google Drive or email link to region1@nnc.gov.ph**. Entries can also be submitted in person at the NNC-ROI Office **July 15, 2024, at 12:00 noon. Late entries will not be accepted.**
7. The presentation will be judged according to set criteria for judging to include:
 - a) Creativity and Originality (30%)
 - b) Content Quality and Relevance to the topic (30%)
 - c) Overall Impact (15%)
 - d) Number of Positive Reactions (likes, wow, and heart reacts) (10%)
 - e) Number of Views (10%)
 - f) Number of Reach (5%)
8. All submitted entries that are carefully screened by the National Nutrition Council Region 1 Secretariat, and adhere to the mechanics will be posted on the NNC-ROI Official Facebook Page on **July 17, 2024**, and the evaluation of reactions (like, wow and heart), Views and Reach in the criteria will conclude on **July 26, 2024, at 12 noon**. The use of external auto-react applications will result to disqualification.
9. The final deliberation will take place on **July 30, 2024**. The results will be posted and announced on **July 31, 2024**. The awarding of prizes will be conducted virtually.
10. All submitted entries will be co-owned by the National Nutrition Council. However, the performing group will always be acknowledged and cited whenever their piece is utilized for promotional and advocacy purposes.

Criteria for Judging

Creativity and Originality	30%
<i>Consideration is given to the unique and innovative ways in which the content is presented, as well as its ability to captivate and engage the audience. This shall include the innovative use of melody, lyrics, rhythm, and instrumentation.</i>	
Content Quality and Relevance to the Topic	30%
<i>The overall quality and relevance of the content presented in the entry are evaluated, taking into account the accuracy, depth, coherence of the information, and its alignment with the given topic.</i>	
Overall Impact	15%
<i>The criterion evaluates the practical value of the information presented in the entry. It assesses how effectively the entry educates and empowers the audience by providing practical insights and actionable advice.</i>	
Number of Positive Reactions (Like, Wow and Heart Reacts)	10%

<i>The popularity and appeal of the entry are evaluated based on the number of like, wow and heart reacts it receives on Facebook.</i>	
Number of Views	10%
<i>The visibility and engagement of the entry are evaluated based on the number of views it accumulates on Facebook.</i>	
Number of Reach	5%
<i>The extent of the entry's reach and impact is measured by considering the number of people it reaches, whether through shares, tags, or reposts on Facebook.</i>	

Judges

1 Representative from the NDAP La Union Chapter
1 Representative from the Media Partner
1 Representative from the NNC ROI
Netizens

Prizes: Cash Incentives from NNC-ROI

PLACE	PRIZE
First Place	10,000.00 + Certificate
Second Place	8,000.00 + Certificate
Third Place	5,000.00 + Certificate
Consolation Prizes for 6 entries	2,000.00 + Certificate
Non-winning entries	Certificate of Appreciation

Contest Proper Dates Overview

Deadline of submission of <u>Registration Forms</u>	July 5, 2024
Deadline of submission of <u>Entries</u>	July 15, 2024
Posting of Entries	June 17, 2024 (5:00PM)
End of Social Media Evaluation	July 26, 2024 (12:00 PM)
Final Deliberation	July 30, 2024
Posting of Results	July 31, 2024

Nutrition Month Pagbati Challenge Season 9

Mechanics

The Nutrition Month Pagbati Challenge is now on its 9th season, calling upon **all nutrition stakeholders** to express their full support and participation in this annual celebration thru their respective Tiktok and Facebook Reels accounts. This challenge is not a contest but rather a symbol of solidarity, demonstrating the full support and cooperation of each agency, office, organization, or group in commemorating the nutrition month and their commitment as advocates for this year's nutrition month theme.

The following are the steps to undertake in participating in the said challenge:

1. The agency/LGU/office/organization/group shall prepare a maximum of a 2-minute video presentation in **mp4 or avi format** in support of the nutrition month celebration.
2. The video can be in Ilocano/Pangasinense, Filipino or English.
3. The video presentation **should include** the following:
 - a) The **regional director/regional head/local chief executive/office head/group leader** will deliver his/her brief message in support of the Nutrition Month Celebration 2024 if possible.
 - b) The staff (all staff/participant if possible) in unison will recite "*Kami po ay sumusuporta sa pagdiriwang ng nutrition month 2024 na may temang: "Sa PPAN: Sama-sama sa Nutrisyong Sapat Para sa Lahat!". Happy 50th Nutrition Month Celebration, we are One for PPAN!*"

Note that the group can create their own personalized greetings in support of the 2024 nutrition month celebration aside from the lines instructed above.

4. The said video will be posted on the respective agency's/LGU/organization/group's official Facebook Reels or Tiktok preferably within the last week of June 2024 (June 24-28, 2024) using the hashtag **#NutritionMonth2024PagbatiChallenge** or if none, can be emailed to NNC-Regional Office I region1@nnc.gov.ph via sendspace, dropbox and /or google drive and the staff in-charge will be the one to post in the NNC's official page.

Once uploaded, all participants are encouraged to mention and/or tag their friends, families, colleagues, and acquaintances to start a nutrition month pagbati "*frenzy*" to promote and advocate the month-long celebration.