



Republic of the Philippines
Department of Education
 REGION I



JUN 16 2026

REGIONAL MEMORANDUM

No. 753, s. 2026

**NUTRI-JINGLE VIDEO MAKING CONTEST SEASON 9 AND THE
 NUTRITION MONTH POSTER MAKING CONTEST**

To: Schools Division Superintendents

1. In celebration of the 2026 Nutrition Month with the theme **“Nutrisyon at Kalikasan, Ating Alagaan!”**, The National Nutrition Council (NNC) Regional Office I, in partnership with DepED Regional Office I, will conduct the **Nutri-Jingle Video Making Contest Season 9** and the **Nutrition Month Poster Making Contest**.
2. The contests aim to promote nutrition awareness, creativity and environmental stewardship among learners through various artistic and multimedia expressions. Participation is open to all secondary learners in the region. The contest mechanics and guidelines are attached for reference and guidance.
3. Interested contestants are required to register through the designated registration link **on or before June 22, 2026**. All video entries shall be submitted via google drive link or through email at **region1@nnc.gov.ph** not later than **July 2, 2026**.
4. For information and guidance.

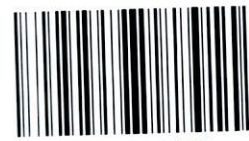
elo
ESTELA P. LEON-CARIÑO, EdD. CESO III
 Director IV/Regional Director

Incl.: As Stated.

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

CONTESTS
 NUTRITION EDUCATION
 PROGRAMS

ESSD-SQC/mar/2026 RM
 June 16, 2026



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June 16, 2026

DIR. ESTELA P. LEON-CARIÑO, EdD, CESO III

Regional Director

DEPED-RO 1

City of San Fernando, La Union

Attention: MS. MARICRIS A. RIMAS

Member, Regional Nutrition Planning and Evaluation Team

Dear Director Cariño:

Advance Happy Nutrition Month from the National Nutrition Council-Regional Office 1 (NNC1).

Once again, the NNC1 will be spearheading this year's nutrition month celebration in the region with this year's sub-theme: **"Nutrisyon at Kalikasan, Ating Alagaan!"**. This is an annual campaign held every July led by NNC to create greater awareness on the importance of nutrition among Filipinos as mandated by Presidential Decree 491.

This year's subtheme underscores the role of environmental protection through climate-smart practices, in pursuit of sustainable food systems and proper nutrition for all. Aligned with the overarching theme for 2024-2028, "Sa PPAN: Sama-Sama sa Nutrisyong Sapat Para sa Lahat!"

In line with the celebration of Nutrition Month, we respectfully request the continued partnership and support of DepEd Regional Office I in the conduct of this year's Nutrition Month activities, particularly the Nutri-Jingle Video Making Contest Season 9 and the Nutrition Month Poster Making Contest.

To facilitate the dissemination of information and encourage participation among schools and students, we have attached the mechanics and guidelines for both contests for your reference.

For further details, please feel free to reach our staff, Mr. Jeffrey C. Peralta with contact numbers (072)607-6594 and 0966-789-5858.

Thank you and *mabuhay*.

Sincerely yours,


KENDALL PILGRIM A. GATAN

Officer-in-charge, NNC-Region 1

"Nutrisyong sapat para sa lahat!"

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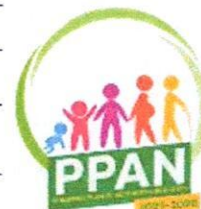
info@nnc.gov.ph

www.facebook.com/nncofficial

[www.twitter.com/nncofficialph](https://twitter.com/nncofficialph)

www.facebook.com/First1000DaysPH

www.youtube.com/NationalNutritionCouncilOfficialPhilippines





Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL
REGIONAL OFFICE I

Nutri-Jingle Video Contest Season 9
Activity Guidelines

I. Background

As part of the 2026 Nutrition Month celebration, the National Nutrition Council – Regional Office I (NNC ROI) in collaboration with the Department of Education Region I, will be holding the Nutri-Jingle Video Contest Season 9. The Nutri-Jingle Video Contest is an annual initiative of NNC Region I that engages secondary school students across the region. This activity aims to encourage students to showcase their creativity in dancing, singing, and content creation, all aligned with this year’s Nutrition Month subtheme *“Nutrition at Kalikasan, Ating Pangalagaan!”*.

It also seeks to maximize the use of social media platforms to promote wider awareness, enhance audience engagement, and strengthen the visibility of Nutrition Month and the Philippine Plan of Action for Nutrition (PPAN). Furthermore, the Nutri-Jingle Video Contest will be undertaken in partnership with DepEd Region I.

II. Objectives

1. Promote the 2026 Nutrition Month theme through youth-led music videos;
2. Encourage active participation of students in creative nutrition advocacy;
3. Leverage diverse social media platforms to amplify public awareness and engagement on the critical link between environmental sustainability and nutrition.

III. Participants

1. The contest is open to all public and private high schools in Region I.
2. Participants must be currently enrolled high school students from the same school.
3. Each School Division Office (SDO) may endorse **three (3) entries only**.

IV. Mechanics

A. Eligibility

1. Open to all junior and senior high school students enrolled in any public or private secondary school in Region I.
2. Group members must be from the same school.
3. Each School Division Office (SDO) may endorse a **maximum of three (3) entries**.
4. Each team must consist of 8 to 15 members only.
5. NNC reserves the right to disqualify entries with conflicting interests.

B. Contest Guidelines

1. Each entry must feature an original jingle video that promotes the 2026 Nutrition Month theme: "Nutrisyon at Kalikasan, Ating Pangalagaan!"
2. Video duration should be **three to eight minutes long**.
3. Entries should showcase music, singing, dancing, or storytelling that creatively promotes nutrition advocacy.
4. Lyrics may be written in Filipino, English, or Taglish, and must convey positive, family-friendly, and advocacy-driven messages that promote constructive values and social awareness.
5. Entries **must be free** of any form of **branding, commercial endorsements, or political content** to ensure neutrality and maintain focus on the advocacy.
6. The jingle must be appropriate for general audiences and aligned with the goals of PPAN 2023–2028.

C. Video Format

1. Video must be in MP4 format, landscape orientation, and of HD quality.
2. Creative elements like choreography, animation, or effects are encouraged if they enhance the advocacy message.
3. All visual or audio materials used (graphics, music beds, etc.) must be **royalty-free or original**. The use of AI-generated music is strongly discouraged.
4. The video must clearly show the group members performing the jingle.

D. Submission Guidelines

1. The participating school must complete its registration through the designated Google Form (link: _____) on or before **June 22, 2026**.

2. Submit entries on or before **4 July 2025** at **12:00 NN** through any of the following:
 - Google Drive link or file-sharing service sent to: **region1@nnc.gov.ph**
 - In-person via USB or external storage to the NNC Region I Office
3. Use the file name format: **NutriJingle2026_SchoolName**
4. All entries must include:
 - A copy of the jingle lyrics (PDF format)
 - Signed media consent forms
5. **Late submissions will not be accommodated.**

E. Schedule of Activities

Activity	Schedule
Deadline of Submission of Registration Forms	22 June 2026
Deadline of Submission of Entries	6 July 2026
Posting of Entries	8 July 2026
End of Social Media Evaluation	20 July 2026, 12:00 PM
Final Deliberation	23 July 2025
Posting of Results	30 July 2025

F. Other Rules

1. Use of auto-react or engagement manipulation tools will result in immediate disqualification.
2. All entries become co-owned by NNC Region I, with due credit to the submitting group when used in advocacy or promotional materials.

G. Awards and Prizes

Place	Prize
1 st Place	10,000.00 + Certificate of Appreciation
2 nd Place	8,000.00 + Certificate
3 rd Place	5,000.00 + Certificate
Consolation Prizes for 6 entries	2,000.00 + Certificate
Non-winning entries	Certificate of Appreciation

H. Judging Criteria

The entries will be evaluated by a panel of judges composed of representatives from the media sector and the field of nutrition. Meanwhile, the netizens will serve as judges for the number of positive reactions (likes, wow, and heart reacts) component of the criteria.

Criteria	Percentage
<p><i>Creativity and Originality</i></p> <p>Consideration will be given to the originality and creativity of the presentation, particularly how effectively the content captures and sustains audience interest. This includes the innovative use of melody, lyrics, rhythm, and instrumentation. The musical composition must be entirely original, and the tune must not be derived from or closely resemble existing works.</p>	30%
<p><i>Content Quality and Relevance to the Topic</i></p> <p>The overall quality and relevance of each entry will be assessed based on the accuracy, depth, and clarity of the information presented. Evaluators will also consider how well the content aligns with the theme, the coherence of ideas, and the message of the entry.</p>	30%
<p><i>Overall Impact</i></p> <p>This criterion evaluates the entry's overall impact, including its ability to captivate, inspire, and leave a lasting impression on the audience while effectively conveying its message.</p>	15%
<p><i>Number of Positive Reactions (Like, Wow and Heart Reacts)</i></p> <p>The popularity and appeal of the entry are evaluated based on the number of like, wow and heart reactions it receives on Facebook.</p>	10%
<p><i>Number of Views</i></p> <p>The visibility and engagement of the entry are evaluated based on the number of views it accumulates on Facebook.</p>	10%
<p><i>Number of Reach</i></p> <p>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.</p>	5%
TOTAL	100%



**Mechanics on the Conduct of the
Poster Making Contest for the 2026 Nutrition Month (NNC Region 1)**

Eligibility

1. The contest is open to all individuals aged 12 to 18 years old as of 30 June 2026, including both enrolled students and out-of-school youth.
2. Participants must be residents of Region 1.
3. Only one (1) entry per participant shall be allowed.

Submission Guidelines

- a. All participants should register through this Google form <https://forms.gle/ATcxD2VCbS1zASf28> on or before **June 22, 2026**.
- b. All entries must be properly packaged and submitted at the **NNC Regional Office I** on or before **July 02, 2026**.
Addressee: Mr. Kendall Pilgrim Gatan
Address: Unit 3&4, Ground Floor, MXM Building Pindangan Road, Pagudpud, City of San Fernando, La Union 2500.
- c. Each poster entry must include the following:
 - i. Title and short write-up not exceeding 300 words, submitted on a separate sheet of paper
 - ii. Attestation Form duly signed by the artist, declaring that the artwork is original, personally created by them, and has not been previously published or submitted in other contests
- d. Incomplete entries or those that violate any of the prescribed specifications, including those that are clearly unrelated to the theme, shall be automatically disqualified.
- e. Participants are required to submit a short video as proof of their entry. The video must clearly show the participant along with their ongoing entry. All videos should be sent to our official email: region1@nnc.gov.ph.
- f. All submitted entries will be featured on the National Nutrition Council Region 1 Facebook page. The entry that receives the **highest number of positive reactions** (like, heart, wow, and care react) will be awarded a **Special Recognition Certificate**.

Schedule of activity (Regional Level)

Activity	Schedule
Deadline of Submission of Registration Forms	22 June 2026
Deadline of Submission of Entries	02 July 2026

Posting of Entries	06 July 2026
End of Social Media Evaluation	13 July 2026, 12:00 PM
Final Deliberation	15 July 2026
Posting of Results	30 July 2026

Guidelines

1. Poster Specifications

- a. Entries must reflect the 2026 Nutrition Month theme: “Nutrisyon at Kalikasan, Ating Pangalagaan!”. Posters should highlight the relationship between nutrition, food systems, environmental protection, and climate change actions.
 - b. To give the artists creative freedom, the exact theme text is not needed to be explicitly placed on the poster, but must be clearly reflected in the overall concept and message of the artwork.
 - c. Poster must be created on illustration board (15” x 20”) or equivalent size.
 - d. Medium may include watercolor, oil pastel, crayon, acrylic, colored pencil, or any traditional art material. Use of digital platforms in poster-making is not allowed.
 - e. Posters must be original and not previously published or submitted in contests other than the National Nutrition Council’s.
2. The regional winner (champion) from each region shall automatically qualify and represent their region in the National Poster-Making Contest to be conducted by the NNC Central Office.
 3. Once regional winners have been identified, Regional Offices shall submit the following to the NNC Central Office on or before 24 July 2026:
 - a. The original poster of the regional winner
 - b. Title and brief writeup of the artwork (not exceeding 300 words)
 - c. Attestation Form duly signed by the artist
 4. Once delivered to the NNC Central Office, an exhibit will be set up at the NNC Sunken Lobby, where all entries will be displayed. The identified panel of expert judges will score all entries face-to-face using the scoring matrix provided in this document.
 5. The top three (3) entries with the highest average score from all judges will be considered winners and shall receive a certificate of recognition and cash awards.
 6. If two or more entries obtain the same final score, the entry with the higher sum of scores under Relevance to Theme and Creativity and Originality shall be ranked higher. If a tie still exists, the judges shall deliberate and decide on the higher-ranking entry.

Prizes and Recognition

a. Regional Level

Place	Prize
1 st Place	5,000.00 + Certificate

2 nd Place	4,000.00 + Certificate
3 rd Place	3,000.00 + Certificate
4 th Place	2,000.00 + Certificate
Non-winning entries	Certificate of Participation

b. National Level

National winners shall receive cash prizes, certificates, and recognition during the 2026 Nutrition Month Culminating Activity.

Criteria for Judging

The entries will be scored by a panel of judges composed of NNC officials and other Technical Committee member agencies, with the following criteria as basis:

1. Relevance to the Theme – 40%
 2. Creativity and Originality – 30%
 3. Visual Impact and Artistic Quality – 20%
 4. Clarity of Message – 10%
- Total: 100%

The average of scores shall serve as the final score. To ensure that the judging process is fair and objective, a scoring matrix will be used by all judges. The matrix indicates specific standards and their corresponding score per criterion.

Relevance to Theme	(40) Artwork clearly presents a relevant, insightful, and meaningful interpretation of the theme.	(35) Artwork reflects the theme and effectively communicates its intended advocacy or message.	(30) Artwork shows moderate relevance to the theme, though some elements or concepts may be underdeveloped or loosely connected.	(25) Artwork has limited relevance to the theme and only partially conveys the intended advocacy or message.	(20) Artwork shows only a vague or barely recognizable connection to the theme, even with accompanying explanation or interpretation.
Creativity & Originality	(30) Highly unique concept that cannot be easily replicated	(25) Shows creativity and originality; some unique	(20) Some creative effort but ideas are common or predictable.	(15) Limited creativity; mostly basic or copied style.	(10) No originality; appears copied or very generic.

	or imitated; very creative design and layout; stands out from others.	elements are present.			
Visual Impact & Artistic Quality	(20) Very visually appealing; excellent use of color, balance, and composition; high artistic quality.	(17) Visually appealing; good use of design elements and composition.	(13) Acceptable visuals; some issues with balance, color, or neatness.	(10) Weak visual appeal; noticeable issues in design and execution.	(5) Poor visual quality; lacks effort and is not appealing.
Clarity of Message	(10) Message is very clear, concise, and easy to understand at a glance.	(8) Message is clear and understandable.	(6) Message is somewhat clear but may need more explanation.	(4) Message is unclear and difficult to understand.	(2) Message is not understandable.

Given the objective mechanism in judging, decisions of the Board of Judges shall be final and non-appealable.

Selection Process

a. Regional Level Judging

1. NNC Regional Office I will organize a Regional Board of Judges composed of representatives from relevant fields (e.g., nutrition, arts, communication, or environment).
2. Entries will be evaluated based on the approved criteria.
3. The Top 4 winners may be announced at the regional level, one (1) Grand Winner will advance to compete at the national level.
4. Submission of Regional Winners
 - a. Regional Offices shall submit the following to the NNC Central Office:
 - b. The original poster of the Regional Grand Winner
 - c. High-resolution digital copy of the poster

- d. Brief description or explanation of the artwork
- e. All entries must be properly packaged and delivered to the NNC Central Office on or before the deadline to be announced.

b. National Level Judging

The National Poster-Making Contest shall be conducted by the NNC Central Office, where all Regional Grand Winners will be evaluated by a National Panel of Judges (composition to be determined).

Rights and Usage

By submitting an entry, participants grant the organizers permission to use the submitted work for promotional, educational, and advocacy purposes. All submitted entries shall become the property of the National Nutrition Council (NNC). The NNC reserves the right to reproduce, publish, adapt, and use the artworks in its information, education, communication materials, and other related platforms, with proper acknowledgment and attribution to the artist.

Annex E

Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL
REGIONAL OFFICE I

Nutrition Month Pagbati Challenge Season 11
Activity Guidelines

I. Background

Social media continues to be a key and accessible platform for raising awareness. In line with this, NNC–Regional Office I will carry on the Nutrition Month *Pagbati Challenge*, now in its 11th season. This initiative calls on all nutrition stakeholders to express their support for the Nutrition Month celebration by creating and sharing short video greetings through their Facebook accounts or pages.

The Pagbati Challenge is not a competition, but a symbol of unity and shared advocacy—a platform that highlights the collective commitment of agencies, offices, organizations, and groups in promoting the celebration and advancing this year’s Nutrition Month theme, “Nutrisyon at Kalikasan, Ating Pangalagaan”.

Through the power of social media, the challenge aims to spark a wave of solidarity across government agencies, LGUs, schools, offices, and communities. The videos serve not only as creative greetings but also as a form of grassroots advocacy.

II. Objectives

1. To raise awareness and promote the 2026 Nutrition Month theme using accessible social media platforms;
2. To foster solidarity among nutrition stakeholders through shared video greetings; and
3. To amplify the public’s role in advocating for food and nutrition security through online community engagement.

III. Mechanics

A. Eligibility

1. Open to all national government agencies, local government units, offices, organizations, schools, academic institutions, and community-based groups.
2. Participation is voluntary and non-competitive.

B. Content Guidelines

1. Video should be a maximum of 2 minutes in MP4 or AVI format.
2. May be in Ilocano, Pangasinense, Filipino, or English.
3. Must include the following:
 - A brief message of support from the agency or group head (e.g., Regional Director, LCE, Office Head, or Group Leader), if possible;
 - A unified group recitation of:
"Ang (Name of Office/Agency/Group) ay buong puso nakikiisa sa pagdiriwang ng Buwan ng Nutrisyon 2026, na may temang: "Nutrisyon at Kalikasan, Ating Pangalagaan!"
4. Groups are encouraged to create personalized greetings in addition to the official line above.
5. Creativity is welcome, but content must be appropriate for general audiences and must not promote any brand, political agenda, or commercial product.

C. Video Format

1. Can be in either portrait (for Reels/TikTok) or landscape orientation; HD quality preferred
1. Group uniforms or coordinated attire are encouraged but optional
2. Optional enhancements may include music, choreography, or props as long as they support the message

D. Submission Guidelines

1. Post the video on the group's official Facebook Reels or TikTok account within **22-30 June 2026**.
2. Use the official hashtag: **#NutritionMonth2026PagbatiChallenge**
3. If social media posting is not feasible, email the video to: **region1@nnc.gov.ph** via Google Drive.
4. Filename format: **Pagbati2026_NameOfAgencyOrGroup**
5. NNC-RO I will post submissions received via email on its official social media page.

E. Other Rules

1. By submitting, participants grant NNC the right to use and repost the video for advocacy purposes.
2. Videos must be respectful, inclusive, and aligned with the Nutrition Month theme.

3. While not a competition, groups are encouraged to tag friends, colleagues, and partners to help spark a Nutrition Month “pagbati” frenzy online.

F. Recognition

While this challenge is non-competitive, videos featured and highlighted on the official NNC ROI Facebook page during the month-long celebration.

Annex F

Republic of the Philippines
 Department of Health
NATIONAL NUTRITION COUNCIL
 REGIONAL OFFICE I

2025 Regional Nutrition Month Culminating and Awarding Ceremony
 30 July 2026 | Zoom and Facebook Live

Program of Activities

Schedule	Activity	In-Charge
9:00 – 9:10 AM	Prayer National Anthem Bagong Pilipinas Hymn NNC Hymn	AVP
9:10 – 9:20 AM	Acknowledgment of Participants	NNC-Region I
9:20 – 9:30 AM	Welcome Message	MR. KENDALL PILGRIM GATAN Officer-in-Charge, Regional Nutrition Program Coordinator NNC – Region I
9:30 – 9:40 AM	Video Presentation: 52 nd Regional Nutrition Month Launch	AVP
9:40 – 9:50 AM	Keynote Message	TBI
9:50 – 10:10 AM	Presentation of Certificates for Partners, and Judges	
10:10 – 10:25 AM	Presentation of Awards: Poster Making Contest	<ul style="list-style-type: none"> ● Acknowledgement of Non-Winning and winning entries
10:25 – 10:40 AM	Presentation of Awards: Nutri-Jingle Contest Season 9	<ul style="list-style-type: none"> ● Acknowledgement of Non-Winning Entries ● Consolation Prizes: 4th Place-9th Place
10:40 – 11:20 AM	Acknowledgement of the Participants (RLAs, LGUs and others) of Pagbati Challenge Season 11	
11:20 – 11:30 AM	Presentation of Awards: Nutri-Jingle Contest Season 9	Winners <ul style="list-style-type: none"> ● 3rd Place ● 2nd Place ● Champion

11:30 AM -11:35 AM	Message from the Champion of Nutri Jingle Video Contest	Representative from the Champion
11:35 AM onwards	Closing Message	MR. KENDALL PILGRIM GATAN Officer-in-Charge, Regional Nutrition Program Coordinator NNC – Region I
Moderator: TBI		