



Republic of the Philippines
Department of Education
 REGION I



REGIONAL MEMORANDUM

No. 559, s. 2023

JUN 16 2023

NUTRI-JINGLE CONTEST SEASON 6

To: Schools Division Superintendents

1. This refers to the attached letter of the National Nutrition Council, Regional Office 1 regarding the 2023 Nutrition Month Celebration this July with the theme: **"Healthy diet gawing affordable for all!"**.
2. NNC-RO1 requests the participation of Schools Division Offices in the 8th Season of the Nutrition Month Pagbati Challenge and Nutri-Jingle Contest Season 6 to be participated by Secondary Students. Interested Contestants shall accomplish the registration form through the link: **<https://bit.ly/NutriJingleNNC2023> on or before June 30, 2023.**
3. Attached is the Mechanics for more details.
4. For information and guidance.

[Handwritten signature]

TOLENTINO C. AQUINO

Incls: As stated

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

PROGRAMS

SCHOOLS

ESSD-SQC/mar/2023 MEMO
 June 16, 2023



Republic of the Philippines
 Department of Education
 REGION I
SCHOOLS DIVISION OF ALAMINOS CITY

Office of the Schools Division Superintendent

July 7, 2023

DIVISION MEMORANDUM
DM-2023-309

TO : Assistant Schools Division Superintendent
 CID Chief
 SGOD Chief

Alaminos City National High School
 Please represent the SDO on the above Activity.

For information, guidance, wide dissemination and compliance.

[Handwritten signature]
VIVIAN LUZ S. PAGATPATAN, CESO VI
 Assistant Schools Division Superintendent
 Officer-in-Charge
 Schools Division Superintendent



Address: Flores St., Catbangan, City of San Fernando, La Union
 Telephone Nos.: (072) 607 - 8137/ 682 - 2324
 Email Address: region1@deped.gov.ph
 Website: www.depedro1.com



KAGAWARAN NG KALUSUGAN
NATIONAL NUTRITION COUNCIL
Regional Office I

DOH-CHD1 Cmpd., Parian, City of San Fernando, La Union 2500



14 June 2023

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 II!

We are pleased to inform you that the National Nutrition Council spearheads the nationwide celebration of Nutrition Month this July 2023 with the theme: *"Healthy diet gawing affordable for all!"*

Presidential Decree (PD) 491 of 1974 designated July as **Nutrition Month** for the purpose of creating greater awareness among our people on the importance of nutrition. This year's campaign calls for a collective effort to improve nutrition as we move forward to a better new normal. Particularly to raise awareness on the importance of nutrition in building resilience and recovery from the pandemic, stimulate discussions among stakeholders on how to build back better the design, delivery, and scale-up of nutrition interventions, and engage various sectors and the public in activities that promote nutrition.

Relative to this, may we request again for a partnership with your agency in the conduct of the **Nutri-Jingle Contest Season 6** to be participated by secondary students in the 14 DepEd Division Offices.


We also invite your office and SDOs to participate in the 8th Season of the Nutrition Month Pagbati Challenge.

Attached are the pertinent documents regarding our request and invitation.

Mr. Shamrock Bas-ilan, Project Development Officer I of NNC-Region I with telephone numbers (072)607-6594 and 0948-447-9040 will closely coordinate with your office on this matter.

Thank you and *Mabuhay!*

Very truly yours,


KENDALL PILGRIM A. GATAN
OIC- Nutrition Program Coordinator
National Nutrition Council Region I

"New normal na nutrisyon, sama-samang gawan ng solusyon!"

Telefax: OED: (63-2) 8843-5818 DED: 8818-7398 • 8892-4271 AD: 8816-4239 CASHIER: 8843-5834

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REPUBLIKA NG PILIPINAS
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NATIONAL NUTRITION COUNCIL
Regional Office I



DOH-CHD1 Cmpd., Parian, City of San Fernando, La Union 2500

Nutri-Jingle Video Contest Season 6

Mechanics

1. The contest is open to all secondary schools in Region I.
2. They may have one (1) to three (3) entries per School Division in the region.
3. The NNC reserves the right to disqualify entries that contain conflicting interests.
4. Each competing team shall compose of 8-15 members only. Every entry must not exceed a **maximum duration of 3-8 minutes** and shall be anchored with the 2023 Nutrition Month Theme: **“Healthy diet gawing affordable for all!”**.
5. Contestants should accomplish the registration form via the Google Form Link: <https://bit.ly/NutriJingleNNC2023> on or before **June 30, 2023**.
6. Participants must submit their video entries via **Google Drive** or **email link** to nncregioni@yahoo.com.ph and region1@nnc.gov.ph. Entries can also be submitted in person at the NNC-ROI Office using external storage. The deadline for submission of entries is **July 14, 2023, at 12:00 noon. Late entries will not be accepted.**
7. The presentation will be judged according to set criteria.
8. All submitted entries as screened by the National Nutrition Council Region 1 secretariat, and with no violations of the above mechanics will be posted in the NNC-ROI Official Facebook Page on **July 10, 2023**, and the evaluation of likes, views, and reach in the criteria will conclude on **July 21, 2023, at 12 noon**. The use of external auto-react applications will result to disqualification.
9. The final deliberation will take place on **July 26, 2023**. The results will be posted and announced on **July 28, 2023**. 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

Number of Likes and Heart Reacts	10%
<i>The popularity and appeal of the entry are evaluated based on the number of like 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>	
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	25%
<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	20%
<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>	

“New normal na nutrisyon, sama-samang gawan ng solusyon!”

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карионка ng rinas
KAGAWARAN NG KALUSUGAN
NATIONAL NUTRITION COUNCIL
Regional Office I

DOH-CHD1 Cmpd., Parian, City of San Fernando, La Union 2500



Judges

1 Representative from the DOH-CHD1 Health Promotion Unit
1 Representative from the Philippine Information Agency- RO1
1 Representative from Don Mariano Marcos Memorial State University (P.E. Professor)
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>	June 30, 2023
Deadline of submission of <u>Entries</u>	July 14, 2023
Posting of Entries	July 10, 2023
End of Social Media Evaluation	July 21, 2023 (12:00 PM)
Final Deliberation	July 26, 2023
Posting of Results	July 28, 2023

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Nutrition Month Pagbati Challenge Season 8

Mechanics

The Nutrition Month Pagbati Challenge is now on its 8th 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 2023 if possible.
 - b. The staff (all staff/participant if possible) in unison will recite "*Kami po ay sumusuporta sa pagdiriwang ng nutrition month 2023 na may temang: "Healthy diet gawing affordable for all!"*"
Note that the group can create their own personalized greetings in support of the 2023 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 on the first of July 2023 (July 3-7) using the hashtag **#NutritionMonth2023PagbatiChallenge** 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.
5. 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.

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