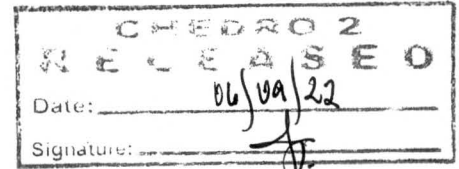




Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION
Region 02



REGIONAL MEMORANDUM ORDER
No. 180, series of 2022

FOR : ALL PRESIDENTS/HEADS OF PUBLIC AND PRIVATE HIGHER
EDUCATION INSTITUTIONS (HEIs) IN REGION 02

SUBJECT : INVITATION FOR THE PARTICIPATION TO THE 2022 NUTRITION
SHORT FILMMAKING CONTEST

DATE : JUNE 9, 2022

The Commission on Higher Education Regional Office 2 hereby disseminates the information in the attached communication from **Ms. Maria Gisela M. Lonzaga**, Nutrition Program Coordinator, National Nutrition Council, Regional Office 2, regarding the invitation to all Higher Education Institutions in Region 2 to participate to the **2022 Nutrition Short Filmmaking Contest** with the theme "**New Normal na Nutrisyon, Sama-samang Gawan ng Solusyon**".

Attached in the communication is the concept paper, registration form and mechanics of the contest.

For inquiries, you may contact **Mr. John Nestor Ballad** at cellphone number **0936-576-0619** or telephone number **(078) 846-1353**.

Wide dissemination of this Memorandum is desired.


ATTY. MARCO CICERO F. DOMINGO
OIC - Director IV

Encl.: as stated

Kindly rate the delivery of our services through the link below:

Link: <http://bit.ly/CHEDRO2CSS>

Your response shall help us improve our systems and procedures so we can better serve you.

Thank you.

:rgd/06092022/TR No. 16480, 16483



Republika ng Pilipinas
KAGAWARAN NG KALUSUGAN
**PAMBANSANG SANGGUNIAN SA NUTRISYON
(NATIONAL NUTRITION COUNCIL)**
Regional Office No. 02
2nd Floor PopCom Building, Bagay Road
San Gabriel Village, Tuguegarao City, Cagayan



07 June 2022

ATTY. MARCO CICERO F. DOMINGO
OIC-Director IV
Commission on Higher Education Region 02
2 Dalan na Imammo Corner By-Pass Road
Regional Government Center
Carig Sur, Tuguegarao City, Cagayan



Dear Director Atty. Domingo:

Greetings from the National Nutrition Council (NNC) – Region 02!

Presidential Decree 491 declares July as annual Nutrition Month Celebration in the country and mandated the National Nutrition Council to lead the celebration. This year's nutrition month theme is: **"New Normal na Nutrisyon, Sama-samang Gawan ng Solusyon!"**. The theme calls for strengthened nutrition interventions and solidarity towards nutrition improvement as the country shifts towards living with the COVID-19 virus. The theme signifies the key role of nutrition in building resilience from pandemic to endemic paradigm. The term "new normal" was adopted to signify a transition to a better normal while bringing the positive impacts of the pandemic to become more resilient and to prevent future pandemics.

The pandemic has made a huge impact on nutrition such as disruptions in the delivery of nutrition and related services, increased hunger incidence due, and many more. But there are also positive impacts such as innovation in service delivery, home food production, increased awareness of one's health and consuming healthy diets, and the solidarity amongst the people to help each other.

The Nutrition Month campaign aims to highlight the importance of nutrition in recovery, stimulate discussions on how to build back better the design and delivery of nutrition interventions, and encourage the participation of various sectors to promote nutrition. The campaign calls upon stakeholders to implement evidence-based and innovative solutions to increase resilience and improved nutrition outcomes. Nutrition Month will also call upon

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

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Alamin, Gawin at Palaganapin



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nutrition advocates influence decision-makers to ensure that nutrition is part of the development agenda in the coming administration.

In view hereof, the National Nutrition Council Region 02 planned to conduct **2022 Nutrition Short Filmmaking Contest** open to all students of Philippine Higher Education Institutions in Region 02. **Maximum of two (2) entries per institution will be accepted.** As a result, may we respectfully request your agency for a regional memorandum to be distributed to all higher education institutions inviting them to participate in the said activity.

Attached herewith is the concept paper, registration form and mechanics of the activity.

For queries, your staff may contact our staff, Mr. John Nestor Ballad, with cp no. 0936-576-0619 or telephone no. (078) 846-1353.

Thank you very much and we are looking forward to a positive response regarding our request.

Very truly yours,


MARIA GISELA M. LONZAGA, RND, MDM, MSc.
Nutrition Program Coordinator

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

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Alamin, Gawin at Palaganapin

Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL
Region 02

PROJECT PROPOSAL
2022 Nutrition Short Filmmaking Contest

Theme: "New Normal na Nutrisyon, Sama-samang Gawan ng Solusyon!"

PROJECT DESCRIPTION:

The proposal is Nutrition Short Filmmaking Contest of the National Nutrition Council Region 02. It is a competition open to all students of Philippine Higher Education Institutions. Maximum of two (2) entries per institution will be accepted.

This year's Nutrition Short Filmmaking competition will highlight the 2022 Nutrition Month Theme: **"New Normal na Nutrisyon, Sama-samang Gawan ng Solusyon!"**

RATIONALE:

Nutrition Month is celebrated annually every July which all activities are focused on a chosen theme. This year's nutrition month theme is: **"New Normal na Nutrisyon, Sama-samang Gawan ng Solusyon!"**. The theme calls for strengthened nutrition interventions and solidarity towards nutrition improvement as the country shifts towards living with the COVID-19 virus. The theme signifies the key role of nutrition in building resilience from pandemic to endemic paradigm. The term "new normal" was adopted to signify a transition to a better normal while bringing the positive impacts of the pandemic to become more resilient and to prevent future pandemics.

The pandemic has made a huge impact on nutrition such as disruptions in the delivery of nutrition and related services, increased hunger incidence due, and many more. But there are also positive impacts such as innovation in service delivery, home food production, increased awareness of one's health and consuming healthy diets, and the solidarity amongst the people to help each other.

The Nutrition Month campaign aims to highlight the importance of nutrition in recovery, stimulate discussions on how to build back better the design and delivery of nutrition interventions, and encourage the participation of various sectors to promote nutrition. The campaign calls upon stakeholders to implement evidence-based and innovative solutions to increase resilience and improved nutrition outcomes. Nutrition Month will also call upon nutrition advocates influence decision-makers to ensure that nutrition is part of the development agenda in the coming administration.

This 2022 Nutrition month celebration will still adapt blended approach for celebration, hence this online contest is proposed.

OBJECTIVES:

- Maximize social media as medium of nutrition and health messages
- Showcase the artistic inclinations of nutrition stakeholders
- Present to the public importance of collective actions in addressing malnutrition
- Highlight the multifaceted problem of malnutrition and its call for multistakeholder participation
- To utilize art to increase awareness on nutrition and prioritize it in the new normal

MECHANICS OF IMPLEMENTATION:

1. The competition is open to all students of Philippine Higher Education Institutions in Region 02. Maximum of two (2) entries per institution will be accepted.
2. All entries submitted shall bear a registration form (annex 1), synopsis of the film (not more than 200 words—either written in Filipino/English), and 15-second teaser of the film.
3. The short film shall be maximum of five (5) minutes (including intro and extro) must be a documentary type featuring strategies and innovative ways on how nutrition workers cope up and continuing delivering nutrition activities despite the COVID-19 pandemic and shall revolve around 2022 Nutrition Month theme, **“New Normal na Nutrisyon, Sama-Samang Sawan ng Solusyon!”** 2022 Nutrition month materials will be uploaded to our FB Page: (<https://www.facebook.com/nncrehiyondos/>). Participants should like and follow our fb page for updates.
4. Dialogues may be in any language/ dialects if film shall be subtitled in English.
5. Entries should be original. In accordance with the copyright laws, music used in an entry must be original, licensed or in the public domain (ask permission from the composer).
6. Video resolution should be at least 1080p (1280x1080), 25fps frame rate.
7. Entries should not contain any offensive or inappropriate language, image and/or content. Animation films are strongly discouraged. The video should be appropriate for general viewership.
8. Display of brands of foods/beverages/formula milk to be used in the video is discouraged.

9. All entries are subject to **initial screening**. The Secretariat shall notify the top 10 qualified entries through e-mail and phone call. Unqualified entries shall be informed by the Secretariat.

Entries will be screened with the following mechanics:

CRITERIA FOR SCREENING:

- | | |
|--------------------------------|------|
| a. Relevance to the theme | -40% |
| b. Creativity and Originality | -20% |
| c. Engagement and Storytelling | -30% |
| d. Technical Quality | -10% |

Total: **100%**

10. Deadline of submission of entries including the item in guideline no. 02 is on **13 July 2022, 5:00 PM**. Entries may be submitted personally to: **National Nutrition Council Region II, 2nd Floor, PopCom Building, Bagay Road, Brgy. San Gabriel, Tuguegarao City, Cagayan 3500**. Or may email at region2@nnc.gov.ph with subject: **NAME OF School_ShortFilmmakingContest2022**

11. Shortlisted entries will be posted on National Nutrition Council Region 02 Official FB Page (<https://www.facebook.com/nncrehiyondos/>) on **18 July 2021 until 27 July 2022 11:59PM**, **counting of official votes for social media audience impact will be on 28 July 2021**, hence participants and supporters of respective institutions should like our official FB page in order to count their votes under the Social Media Audience Impact rating. Criteria for judging for the final score are as follows:

CRITERIA FOR JUDGING:

- | | | |
|---------------------------------------|------|--------------------------------|
| a. Score during the initial screening | -80% | |
| b. Social Media Audience Impact | -20% | (with the following breakdown) |
| i. Views and engagements | 15% | |
| ii. Reactions | 5% | |

Total: **100%**

Note: Only people who like the National Nutrition Council Region 02 FB page will be counted as official vote for SOCIAL MEDIA AUDIENCE IMPACT (so please like our page and share it to your respective supporters)


12. From among the entries, three winners will be awarded with cash prize of Php 10,000.00 with plaque, Php 7,000.00 with plaque and Php 5,000.00 with plaque while the non-winners are provided 2,000.00 (three consolation) as their consolation prizes.
13. Certificate of Recognition and participation will be given to winners and finalists through their institutions.

14. Announcements of winners for their cash prizes will be on 29 July 2022 during the Nutrition Month Culmination Activity while plaques of the top 3 winners will be awarded during the 2022 Regional Nutrition Awarding Ceremony in October 2022.
15. Employees of the National Nutrition Council Region 02 and their relatives up to the second degree of consanguinity or affinity are not qualified to join the contest.
16. The institution is accountable for any issues that may arise with regards to the originality and authenticity of the design. All entries will automatically become official property of the National Nutrition Council Region 02. NNC R02 reserves the right to revoke all prizes and titles herein in any case of misrepresentation, intended or otherwise, committed by any entries upon due assessment by the NNC R02 TWG for the NM Celebration 2022.
17. Judges' decisions are final and irrevocable. For any complaints regarding the result of the said contested activities, the NNC Secretariat will address any concerns but may not affect the result of the decision of the board of judges unless guidelines no. 16 will be satisfied.

Prepared by:


JOHN NESTOR L. BALLAD
NO II

APPROVED:


MARIA GISELA M. LONZAGA
NPC – NNC, RO2



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 Regional Office No. 02
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 San Gabriel Village, Tuguegarao City, Cagayan



2022 Nutrition Short Filmmaking Contest

REGISTRATION FORM

Name of Higher Education Institution:

Complete institution address:

Focal Person: _____

Sex: _____ Age: _____

Contact Number: _____

Email Address:

Title of Entry: _____

Synopsis of Entry:

 [Signature over Printed Name]

NOTE: BY AFFIXING YOUR SIGNATURE AND SUBMITTING YOUR ENTRIES YOU ARE HEREBY AGREE TO CONTEST RULES

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

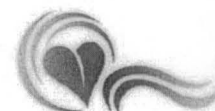
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 - a. The use of other materials not specified above is strictly prohibited.
17. Judges' decisions are final and irrevocable. For any complaints regarding the result of the said contested activities, the NNC Secretariat will address any concerns but may not affect the result of the decision of the board of judges unless guidelines no. 16 will be satisfied.

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CHED Regional Office 2 <chedro2@ched.gov.ph>

Request Letter Nutrition Month Short Filmmaking Contest

1 message

Nestor Ballad <nestor.ballad@nnc.gov.ph>
To: chedro2@ched.gov.ph

Tue, Jun 7, 2022 at 3:47 PM

Good day CHED RO2,

Greetings from the National Nutrition Council (NNC) – Region 02!

Presidential Decree 491 declares July as annual Nutrition Month Celebration in the country and mandated the National Nutrition Council to lead the celebration. This year's nutrition month theme is: **"New Normal na Nutrisyon, Sama-samang Gawan ng Solusyon!"**. The theme calls for strengthened nutrition interventions and solidarity towards nutrition improvement as the country shifts towards living with the COVID-19 virus. The theme signifies the key role of nutrition in building resilience from pandemic to endemic paradigm. The term "new normal" was adopted to signify a transition to a better normal while bringing the positive impacts of the pandemic to become more resilient and to prevent future pandemics.

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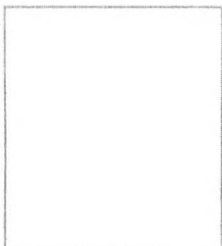
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Thank you very much and we are looking forward to a positive response regarding our request.

--



John Nestor Legaspi-Ballad

Nutrition Officer II

nestor.ballad@nnc.gov.ph

0936-576-0619

**"NEW NORMAL NA NUTRISYON,
SAMA-SAMANG GAWAN NG SOLUSYON!"**