



Tanggapan ng Kalihim
Office of the Secretary

DepED MEMORANDUM
No. **453**, s. 2003

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2004 NUTRITION MONTH THEME CONTEST

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Regional Directors
Directors of Services/Centers and Heads of Units
Schools Division/City Superintendents

1. The National Nutrition Council (NNC) Secretariat announces the conduct of the Search for the 2004 Nutrition Month Theme Contest to come up with the most appropriate celebration concept theme for the coming year.
2. The theme must capture the concept of complementary feeding with emphasis on the quality and appropriate timing of introducing complementary foods to the children.
3. Enclosed are the contest mechanics, entry form and guidelines of the Search for the information and guidance of all concerned.
4. Immediate and widest dissemination of this Memorandum is desired.


EDILBERTO C. DE JESUS
Secretary

Encls.:
As stated

Reference:
None

Allotment: 1—(D.O. 50-97)

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

CELEBRATIONS and FESTIVALS CONTESTS SEARCH

Title: DM Search for 2004 Nutrition Month theme contest
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Republic of the Philippines
Department of Agriculture
NATIONAL NUTRITION COUNCIL

**MECHANICS OF THE YEAR 2004
NUTRITION MONTH THEME CONTEST**

Background

The yearly celebration of nutrition month is mandated by section 7 of Presidential Decree No. 491 (Nutrition Act of the Philippines, 25 June 1974) "for the purpose of creating awareness among the people on the importance of nutrition. The celebration is coordinated by the National Nutrition Council (NNC) Secretariat and implemented by various national government agencies, nongovernment organizations and the local government units."

As in any celebration, the yearly celebration of Nutrition Month focuses on a particular theme. For 2004, the focus is on complementary feeding. Complementary feeding means giving other foods *in addition* to breastmilk. Complementary feeding is important because by the sixth month of life, breastmilk alone is not sufficient to meet the child's nutritional needs. Thus, complementary foods are then needed to fill the gap between the total nutritional needs of the child and the amounts to be provided by breastmilk.

In many developing countries, including the Philippines, the early introduction of complementary foods is commonly practiced. Mothers use signs of an infant's interest in food as a trigger for introducing foods other than milk to the infants. Foods given to infants are usually low in caloric density and lacking in variety. Studies show that children were given *Cerelac* and *lugao* or rice porridge as early as 4 months. As a result of these faulty complementary feeding practices, growth rates within the first two years of life slows down, oftentimes leading to malnutrition. Although mothers especially those exposed to nutrition education, are beginning to add fish, oil and mashed vegetables to *lugao* to improve its nutrient content.

To facilitate the adoption of desired nutrition behaviours, mothers and caregivers should be armed with correct, relevant and timely information on nutrition, including complementary feeding, and motivated to care for their children. Toward this end, the National Nutrition Education Program (NNEP) which provides the framework for the promotion of the Nutritional Guidelines for Filipinos, include a target on improving infant feeding practices, as per NGF #2, "Breastfeed infants exclusively from birth up to 6 months, and then, give appropriate foods while continuing breastfeeding". Further, NM 2004 which operationalizes NNEP concerns will focus on complementary feeding.

A theme that can be easily understood, followed and identified by the mothers can be an initial step to push this campaign. Hence, a contest to conceptualise next year's nutrition month theme is proposed.

1. Participants

The contest is open to all Filipinos of all ages, e.g. students, professionals, etc. except employees of the NNC Secretariat and their relatives up to the second degree of consanguinity and affinity.

2. General Guidelines

- a. The theme must capture the concept of complementary feeding with emphasis on the quality and the appropriate timing of introducing complementary foods to the child.
- b. It must be catchy, easy to recall, and appropriate or relevant.
- c. Entries must be in Filipino (the national language) and up to a maximum of five words only. A compound word will be considered as one word e.g. *kapit-bisig*
- d. A participant can submit 1 entry only.
- e. Contestants are required to put their entries on the official entry form (Form 1). All entries must have the name, signature, address and when possible, telephone number of contestant. Only signed official entry forms will be evaluated by the board of judges.
- f. The entry forms can be secured from the regional offices of the National Nutrition Council beginning 15 October 2003, the official start of the contest.
- g. All entries must be submitted to the appropriate NNC regional office. Entries from national agencies based in Metro Manila should be submitted to the NNC-NCR office. Entries from regional offices or units of national agencies should be submitted to the respective regional offices.

3. Timeframe

- a. All entries must be submitted (mailed or hand carried) to the corresponding NNC regional office on or before 12:00 noon of 14 November 2003. Mailed entries should be postmarked (receiving post office) no later than 14 November 2003. Late entries will not be considered for the evaluation.
- b. Regional screening and evaluation of all entries will be done between 16-30 November 2003.
- c. The list of regional entries must be submitted to the NNC Central office on or before 7 December 2003 for the national evaluation.
- d. National screening and evaluation will be done between 8-15 December 2003.

- e. The winner will be proclaimed no later than 15 December 2003. The winner will be notified by letter or mail by 16 December 2003.
4. Receiving and screening the entries at the regional level
- a. All entries will be stamped RECEIVED, indicating the date and time of receipt and initials of receiving person, and numbered in the appropriate space. (Use Form No. NM2004-1).
 - b. The entries will be listed in duplicate using Form No. NM2004-2.
 - c. The regional Nutrition Officer III will screen each entry. The following are grounds for disqualification.
 - 1) The entry is not in Filipino (the national language)
 - 2) The entry is more than five (5) words
 - 3) The entry is not placed in the official entry form.
 - 4) Entry form is not signed
 - 5) The entry was submitted late.
 - d. The regional NO III shall prepare a list of all qualified entries using Form No. NM2004-3
5. Evaluation of Entries

Regional Screening and Evaluation

- a. Composition of the Regional Screening and Evaluation Committee (RSEC)

The RSEC shall be composed of the following:
 - 1) PIA regional director or a designated permanent representative
 - 2) Nutrition Program Coordinator (NPC), NNC
 - 3) A representative from the local media or academe (nutrition or communication or extension field) to be mutually selected by the PIA representative and the NPC.
- b. Evaluation process
 - 1) The RSEC will hold a series of meetings to select the winners.
 - 2) Using Form No. NM2004-1, each member of the RSEC will first choose the best 10 entries based on his or her judgement bearing in mind the contest's objectives of coming up with a catchy, easy to recall, and appropriate theme for Nutrition Month 2004.

- 3) From among the 30 (or less, depending on the choice of the committee members) entries, each member of the RSEC will again choose the best 5 entries based on the individual members' judgement bearing in mind the contest's objectives.
- 4) The RSEC will then evaluate the 15 (or less) entries based on the following criteria:

CRITERIA	PERCENT
RELEVANCE AND APPROPRIATENESS	40
○ Theme captures essence of complementary feeding, i.e. timing and quality of complementary food	20
○ Theme stimulates or motivates people to action, or projects an appeal for action	20
IMPACT	40
○ Theme is simple, clear, easy to recall, catchy	15
○ Theme can be easily understood	15
○ Theme does not contain any unacceptable connotation	10
ORIGINALITY	20
○ Theme is a "fresh" concept	10
○ Theme is independent and creative in thought and design	10
TOTAL	100

- 5) The first 5 entries with the highest percentage ratings will qualify to compete for the national evaluation.
- 6) The list of 5 entries will be entered in Form No. NM2004-4 to be signed by members of the RSEC. Form No. NM2004-4 will be submitted to the NNC-Central Office Contest Secretariat. The Information Section of the Nutrition Information and Education Division shall act as the Contest Secretariat.

National Screening and Evaluation

- a. Composition of the National Screening and Evaluation Committee (NSEC)

The NSEC shall be composed of the following:

- 1) NNC Executive Director as chair
- 2) PIA Director-General or his designated representative

- 3) A representative from an advertising agency to be selected by the NNC Executive Director
- b. Receiving and screening of entries at the national level
- 1) All entries will be stamped RECEIVED, indicating the date and time of receipt and initials of receiving person at the Personnel Section, Administrative Division of NNC.
 - 2) From the Personnel Section, the entries will be forwarded to the NNC-NIED, which shall prepare a list of all entries using Form No. NM2004-5. Each entry will be assigned a new number.
- c. Evaluation process
- 1) The NSEC will hold a series of meetings to select the winners.
 - 2) Each member of the NSC will be provided with a copy of Form No. NM2004-5 which contains the list of qualified entries from the regional level.
 - 3) Initially, each member of the NSEC will first choose the best 10 entries based on his or her judgment bearing in mind the contest's objectives of coming up with a catchy, easy to recall, and appropriate theme for Nutrition Month 2004.
 - 4) Based on the initial evaluation, the NNC-Contest Secretariat shall prepare a list of themes which have qualified for the second round of evaluation.
 - 5) From among the 30 (or less, depending on the choice of the committee members) entries, each member of the NSEC will again choose the best 5 entries based on the individual members' judgment bearing in mind the contest's objectives.
 - 6) The NNC-Contest Secretariat shall again prepare a list of the themes which have qualified for the third round of evaluation.
 - 7) The NSEC will then evaluate the 15 (or less) entries based on the following criteria:

CRITERIA	PERCENT
RELEVANCE AND APPROPRIATENESS	40
○ Theme captures essence of complementary feeding, i.e. timing and quality of complementary food	20
○ Theme stimulates or motivates people to action, or projects an appeal for action	20
IMPACT	40
○ Theme is simple, clear, easy to recall, catchy	15
○ Theme can be easily understood	15
○ Theme does not contain any unacceptable connotation	10
ORIGINALITY	20
○ Theme is a "fresh" concept	10
○ Theme is independent and creative in thought and design	10
TOTAL	100

- 8) The first 5 entries with the highest percentage ratings will qualify to compete for the final judging.
- 9) The NNC-Contest Secretariat shall then prepare the list of the five finalists for the final judging.
- 10) The NSEC will again evaluate the 5 entries following the same set of criteria as above. The entry with the highest percentage rating will be proclaimed winner.

6. Prizes


The overall winner will receive a plaque of appreciation and a cash prize of P30,000. The participants with second and third highest score in the national evaluation will be given a plaque of appreciation.

7. All entries shall become the property of the National Nutrition Council. All copyrights are waived on submission.
8. The decision of the NSEC is considered final and irrevocable.

9. Budgetary requirements

EXPENSE ITEM	AMOUNT (P)
Cash prize	
o First Prize	20,000
o Second Prize	7,000
o Third Prize	3,000
Meals and snacks during committee meetings	
o RSEC - P1,000/region	17,000
o NSEC	2,000
Tokens for RSEC Board of Judges @ P1,000.00 each x 17 regions at 2 judges per region	34,000
Tokens for 2 NSEC Board of Judges @ P1000.00 each	2,000
Printing of:	
o 3,000 copies of flyer @ P1.00 each	3,000
o 3,000 copies entry forms @ P0.50 each	1,500
Total	89,500

Prepared by:


NERISSA P. BABARAN
Nutrition Officer IV

Approved:


ELSA M. BAYANI, CESO III
Executive Director

FORM NO. NM2004-1

Republic of the Philippines
Department of Agriculture
NATIONAL NUTRITION COUNCIL

SEARCH FOR THE NUTRITION MONTH THEME FOR YEAR 2004

Name of Contestant: _____

Complete Mailing Address: _____

Telephone Number: _____

PROPOSED THEME: _____

I, _____, assign all rights on this entry and affirm that
(print name) I have not copied this from other
potentially copy-righted source.

Signature : _____

Date : _____

Received by : _____
(Print Name and Signature)

Date and Time: _____



Search for the 2004 Nutrition Month Theme Contest

Background

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- In many developing countries, including the Philippines, the early introduction of complementary foods is commonly practiced. Mothers use signs of an infant's interest in food as a trigger for introducing foods other than milk to the infants. Foods given to infants are usually low in caloric density and lacking in variety. Studies show that children were given *Cerelac* and *lugao* or rice porridge as early as 4 months. As a result of these faulty complementary feeding practices, growth rates within the first two years of life slows down, oftentimes leading to malnutrition. Although mothers especially those exposed to nutrition education, are beginning to add fish, oil and mashed vegetables to *lugao* to improve its nutrient content.
- To facilitate the adoption of desired nutrition behaviours, mothers and caregivers should be armed with correct, relevant and timely information on nutrition, including complementary feeding, and motivated to care for their children. Toward this end, the National Nutrition Education Program (NNEP) which provides the framework for the promotion of the Nutritional Guidelines for Filipinos, include a target on improving infant feeding practices, as per NGF #2, "Breastfeed infants

exclusively from birth up to 6 months, and then, give appropriate foods while continuing breastfeeding". Further, NM 2004 which operationalize NNEP concerns will focus on complementary feeding.

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Schedule of evaluation

1. Regional screening and evaluation of all entries will be done between 16-30 November 2003.
2. National screening and evaluation will be done between 8-15 December 2003.
3. The winner will be proclaimed no later than 15 December 2003. The winner will be notified by letter or mail by 16 December 2003.

Criteria for evaluation

1. Relevance and appropriateness (40 percent)

- o Theme captures essence of complementary feeding, i.e. timing and quality of complementary food (20 percent)
- o Theme stimulates or motivates people to action, or projects an appeal for action (20 percent)

2. Impact (40 percent)

- o Theme is simple, clear, easy to recall, catchy (15 percent)
- o Theme can be easily understood (15 percent)
- o Theme does not contain any unacceptable connotation (10 percent)

3. Originality (20 percent)

- o Theme is a "fresh" concept
- o Theme is independent and creative in thought and design (10 percent)

Prizes

- o First Prize Winner – P20,000
- o Second Prize Winner – P7,000
- o Third Prize Winner – P3,000

Directory of NNC Nutrition Program Coordinators (NPC)

Ms. Victoria N. Mañez, NPC-Region I, National Nutrition Council, Aguila Road, Sevilla Norte, San Fernando City, La Union; Telefax No. (072) 2425272

Ms. Rhodora G. Maestre, NPC-Region II, National Nutrition Council, Department of Agriculture, San Gabriel Village, Tuguegarao, Cagayan; Telefax No. (078) 8461353

Ms. Ofelia T. Santiago, NPC-Region III, National Nutrition Council, DA Compound, San Fernando Pampanga; Tel. No. (045) 9612950 Fax No. (045) 9613472

Ms. Alicia C. Ramos, NPC-Region IV, CALABARZON, and OIC, MIMAROPA, National Nutrition Council, Villamor Interchange, South Superhighway, Makati City; Telefax Nos. 8164147; 8435850

Ms. Josalita C. Armea, NPC-Region V, National Nutrition Council, 3rd Floor, King's Building I, Penaranda St. Legaspi City; Telefax. No. (052) 8205196

Ms. Nona B. Tad-y, NPC-Region VI, National Nutrition Council, Iloilo Provincial Library, Gen. Luna Street, La Paz, Iloilo City; Telefax. No. (033) 3200260

Ms. Parolita A. Mission, NPC-Region VII, National Nutrition Council, DA Compound, M. Velez Street, Cebu City; Telefax. No. (032) 2543263

Ms. Carina Z. Santiago, NPC-Region VIII, National Nutrition Council, 4th Floor, TCS Building P. Burgos Street, Tacloban City; Telefax. No. (053) 3213976

Ms. Pamela R. Tarroza, NPC-Region IX, National Nutrition Council, DA Compound, Port Area, Zamboanga City; Telefax. No. (062) 9914657

Ms. Zenaida T. Tondares, NPC-Region X, National Nutrition Council, DA-Fisheries Building, Macabalan, Cagayan de Oro City; Telefax. No. (088) 8568700

Ms. Maria Teresa L. Ungson, NPC-Region XI, National Nutrition Council, Room 203, 2nd Floor AMESCO Building, Q-Suazo Street, Davao City; Telefax. No. (082) 3007269

Mr. Jose P. Vestal, NPC-Region XII and OIC, ARMM, National Nutrition Council, Suwaib Apartment, Javier Street, Rosary Heights, Cotabato City; Telefax. No. (064) 421-5678

Dr. Micaela M. Defiesta, NPC-Cordillera Administrative Region, National Nutrition Council, DA Multipurpose Building, Baguio Dairy Compound, Sto. Tomas Road, Baguio City; Tel. No. (074) 4470892; Fax No. (074) 4449874

Mr. Ricardo C. Regis, OIC-CARAGA Region, DA Regional Field Unit XIII, Capitol Compound, Butuan City; Telefax. No. (085) 3412114

Ms. Delia R. Jimenez, NPC-NCR, National Nutrition Council, Villamor Interchange, South Superhighway, Makati City; Telefax No. 8936883