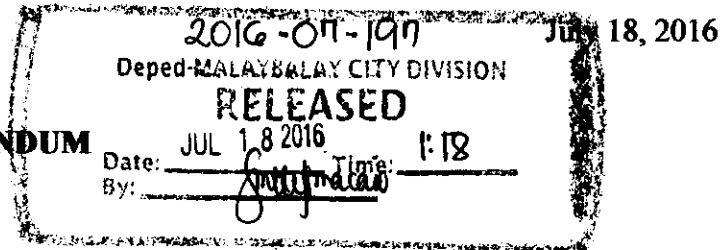




Department of Education
Region X- Northern Mindanao
DIVISION OF MALAYBALAY CITY



DIVISION MEMORANDUM
No. 364 s. 2016

2016 NUTRITION MONTH MOBILE PHOTO CONTEST

**To: Chief Education Supervisors and staff-CID and SGOD
Public/Private Elementary and Secondary School Heads
All Others Concerned
This Division**

- 1. In support of an unnumbered Regional Memorandum re : 2016 Nutrition Month Mobile Photo Contest, this Office enjoins all concerned to participate in this contest which is open to Grades 6-12 public and private schools students. Its main objective is to increase awareness on the importance of proper nutrition and early childhood care and development.**
- 2. Entries in the said photo contest shall submit registration and entry forms on or before July 20, 2016 (5:00 PM) via email to NNC X@yahoo.com with the subject: 2016 Nutrition Month Photo Contest. Please find enclosure for contest mechanics and criteria for ready reference.**
- 3. Immediate dissemination and appropriate action of this Memorandum is desired.**


EDILBERTO L. OPLENARIA, CESO VI
N/d Schools Division Superintendent



Republic of the Philippines
Department of Education
REGION X - NORTHERN MINDANAO
Zone 1 Upper Bulabang
Cagayan de Oro City



Telephone No. (088) 880-7072, 880-7071, email: region10@deped.gov.ph

MEMORANDUM

TO : The Schools Division Superintendents
Heads, Public and Private Elementary and
Secondary Schools

FROM : **ALLAN G. FARNAZO, CESO IV**
Regional Director

DATE : July 11, 2016

SUBJECT: **2016 NUTRITION MONTH MOBILE PHOTO CONTEST**

DepED-10
Cagayan de Oro City

14 JUL 2016
9047

1. In addition to the Nutrition Month Celebration per Regional Memorandum No. 142 s.2016, the National Nutrition Council X in partnership with our regional media network will be conducting a Mobile Photo Contest open to all Grades 6-12 public and private school students in this Region. The main objective of the Photo Contest is to increase awareness on the importance of proper nutrition and early childhood care and development by focusing on this year's theme.
2. All schools are enjoined to participate in the said photo contest. Attached is a letter from NNC X the contest mechanics and criteria for your easy reference.
3. Registration and entry forms together with the entry photos shall be submitted on or before July 20, 2016 (5:00 PM) via email to NNC_X@yahoo.com with the subject: 2016 Nutrition month Photo Contest.
4. Immediate dissemination of this Memorandum is desired.

Incl.: As stated

C/SMB



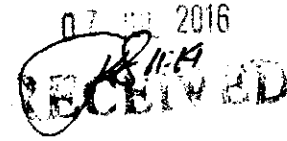
Republika ng Pilipinas
KAGAWARAN NG KALUSUGAN
NATIONAL NUTRITION COUNCIL X
DOH – RO X Compound, J.V. Serifa St., Carmen, Cagayan de Oro City



7 July 2016
NNCX/ 941/fev

DepED-X
Cagayan de Oro City

DIR. ALLAN G. FARNAZO, Ph.D., CESO V
Regional Director
Department of Education Regional Office 10
Masterson Avenue, Upper Balulang,
Zone 1, Cagayan de Oro City



Dear Director Farnazo:

Greetings from the National Nutrition Council X!

Nutrition Month is a campaign held every July to create greater awareness among Filipinos on the importance of nutrition. Presidential Decree 491 (1974) or the Nutrition Act of the Philippines mandates the National Nutrition Council (NNC) to lead and coordinate the nationwide campaign. Now on its 42nd year, the Nutrition Month celebration has been institutionalized nationwide involving various stakeholders including schools and local government units. The theme for this year is "First 1000 days ni baby pahalagahan para sa malusog na kinabukasan!"

As part of the celebration, NNC X in partnership with our regional media network we will be conducting a Mobile Photo Contest open to all Grades 6-12 public and private school students in Region 10. The main objective of the Photo Contest is to increase awareness on the importance of proper nutrition and early childhood care and development by focusing on this year's Nutrition Month theme.

In this regard, we would like to enjoin the support of the DepEd Region X, as member of the Regional Nutrition Committee, by disseminating the contest mechanics to concerned all public schools.

Enclosed please find copy of the contest mechanics & criteria for your easy reference. Further, the contest mechanis and criteria is downloadable in the NNC X webpage and facebook page:

NNC_X@yahoo.com
<http://www.nnc.gov.ph/regional-offices/region-x>
<https://www.facebook.com/NNCregion10>

Thank you for your continued support in addressing hunger and malnutrition. Let us continue to join hands in our journey to *One Region in Nutrition!*

Very truly yours,

MARISSA D.M. NAVALES
Nutrition Program Coordinator

"One Region in Nutrition!"

Telefax no. (088)-856-8700

NNC_X@yahoo.com

<http://www.nnc.gov.ph/regional-offices/region-x>

<https://www.facebook.com/NNCregion10>





2016 Nutrition Month Mobile Photo Contest



What is Nutrition Month?

Nutrition Month is a campaign held every July to create greater awareness among Filipinos on the importance of nutrition. Presidential Decree 491 (1974) or the Nutrition Act of the Philippines mandates the National Nutrition Council (NNC) to lead and coordinate the nationwide campaign. Now on its 42nd year, the Nutrition Month celebration has been institutionalized nationwide involving various stakeholders including schools and local government units. The theme for this year is **"First 1000 days ni baby pahalagahan para sa malusog na kinabukasan!"**

What is the First 1000 Days of life?

The First 1000 Days is the period from conception until the child's 2nd birthday. The First 1000 days comprise 270 days of pregnancy, 365 days for the first year of life of the child and another 365 days for the 2nd year of his/her life. The First 1000 Days is the period of rapid growth where nutrient deficiencies can have long-term consequences. Good nutrition during this period can help maximize the child's ability to grow, learn and develop that has profound effect in his/her health, well-being and success later on in adulthood.

Why is the First 1000 Days of life important?

The First 1000 Days is globally recognized as the "golden window of opportunity" for nutrition and related interventions to have a positive impact on the child's physical and mental development. Good nutrition of both the mother and the child is an important driver for a child to achieve maximum growth and development potential that has lasting, profound effect in the life course.

What are the objectives of the 2016 Nutrition Month?

The campaign aims to create awareness on the significance of **good maternal nutrition and proper infant and young child feeding practices**, particularly, **exclusive** breastfeeding for the first 6 months **and** giving of **appropriate complementary foods** on the 6th month while continuing breastfeeding up to two years and beyond, and the continuum of services in early childhood care and development.

THE 2016 NUTRITION MONTH MOBILE PHOTO CONTEST

The National Nutrition Council X announces the conduct of a Mobile Photo Contest in Northern Mindanao in partnership with the Media Advocates for Nutrition in Governance in Region X or MANGO DIEZ, the regional media network organized for nutrition improvement in the region.

CONTEST MECHANICS

Photo Contest Objective: To increase awareness on the importance of proper nutrition and early childhood care and development focused on the theme **"First 1000 Days ni baby pahalagahan para sa malusog na kinabukasan!"**

Contest Rules:

1. The contest shall run from July 6-20, 2016 and is open to all Grade 6-12 students in Region X (public and private).
2. There shall be two (2) categories: Grades 6-10 and Grades 11-12.

3. Registration and entry form is downloadable at NNC X webpage and NNC X facebook page:

<http://www.nnc.gov.ph/regional-offices/region-x>

<https://www.facebook.com/NNCregion10>

4. All photo submissions must be taken using a mobile/camera phone (a mobile phone which is able to capture photographs) and must have relevance to the theme **"First 1000 days ni baby pahalagahan para sa malusog na kinabukasan!"**
5. All editing must be done with the mobile phone. All photos should be in color (no black & white monochrome, no sepia).
6. Transfer of photos from digital cameras to smart phones is not allowed.
7. Each participant (per category) can submit a maximum of 5 entries.
8. Each participant must submit their registration and entry forms together with the entry photos on or before July 20, 2016 (5:00 PM) via email to **NNC_X@yahoo.com** with the subject: **2016 Nutrition Month Photo Contest**. Entries submitted beyond the deadline will no longer be considered.
9. Screening and selection of finalists will be done on **July 22, 2016**.
10. Finalists will be notified via email and phone call and will be required to submit original copies of the photos in 8 x 12 photo size. The photos will be uploaded in the NNC X facebook page.
11. Awarding ceremony will be on **July 29, 2016** in Cagayan de Oro City (venue to be announced).
12. All entries shall be considered property of the National Nutrition Council X.

CRITERIA

The winners shall be judged based on the following criteria:

I.	Relevance/Content	-	50%
II.	Overall Impact	-	20%
III.	Artistic Merit	-	15%
IV.	Originality	-	15%
	Total		100%

PRIZES

Winners for each category will receive:

- P6,000.00 Cash Prize
- Plaque of Recognition
- Article feature in selected dailies and in the NNC X Web and FB pages

Finalists for each category will receive:

- Special Awards
- Certificate of Recognition
- Article feature in the NNC X Web and FB pages



**ni baby pahalagahan para sa
malusog na kinabukasan!**