



Republic of the Philippines  
**Department of Education**  
 REGION X - NORTHERN MINDANAO  
 DIVISION OF MALAYBALAY CITY

DM - 2021-07 - 341  
 DEPED MALAYBALAY CITY DIVISION  
 RELEASED 7:09 pm  
 DATE: JUL 8 7 2021  
 BY:

Division Memorandum  
 No. 341 series of 2021

TO : Assistant Schools Division Superintendent  
 Chief Education Supervisors, CID and SGOD  
 Public Secondary School Heads  
 All Others Concerned

FROM : **VICTORIA V. GAZO, PhD, CESO V**  
 Schools Division Superintendent

DATE : July 7, 2021

RE : **DISSEMINATION OF REGIONAL MEMORANDUM 342, S. 2021:  
 FIRST 1000 DAYS SHORT FILM-MAKING CONTEST: LEVEL-UP!**

1. This Office hereby informs the field re: **DepEd Regional Memorandum 342 s. 2021** from National Nutrition Council (NNC) X. In support of the 2021 Nutrition Month campaign **Malnutrisyon patuloy na labanan, First 1000 Days tutukan!**, all Junior and Senior High Schools are invited to participate in the **FIRST 1000 DAYS SHORT FILM-MAKING CONTEST: LEVEL-UP!**. Entries will be accepted until August 27, at 5:00 pm.

2. The contest shall involve secondary learners (Junior and Senior High Schools) to promote awareness of the importance of optimum nutrition during the first 1000 days of life. This undertaking is in partnership with the regional media network, Media Advocates for Nutrition in Governance for Region X (MANGO DIEZ). Please see attached contest mechanics, criteria, and registration form for your guidance in consonance to standards and guidelines set to prevent the spread of COVID-19.

3. Shall there be queries, contact **PAUL REGIE C. MABELIN, MD**, Medical Officer III, through **0917-718-1975**.

Encl.:

As stated

Copy Furnished:  
 SGOD-School Health Unit  
 Records Unit



Address: Sayre Hi-way, Purok 6, Casisang, Malaybalay City  
 Telefax No.: 088-314-0094; Telephone No.: 088-813-1246  
 Email Address: [malaybalay.city@deped.gov.ph](mailto:malaybalay.city@deped.gov.ph)



Republic of the Philippines  
**Department of Education**  
REGION X - NORTHERN MINDANAO

# : 21-59224  
2021-35284

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*Ony* *7/6/21*

Office of the Regional Director

July 2, 2021

REGIONAL MEMORANDUM

No. 342, s. 2021

**FIRST 1000 DAYS SHORT FILM-MAKING CONTEST: LEVEL-UP!**

To: Assistant Regional Director  
Schools Division Superintendents  
School Health Section  
TLE Education Program Supervisors  
School Heads  
All Others Concerned

1. Regarding the invitation of the National Nutrition Council X (NCC X) to the **2021 First 1000 Days Short Film-Making Contest: Level Up!** and supporting the 2021 Nutrition Month campaign **Malnutrisyon patuloy na labanan, First 1000 Days tutukan!**, this Office calls for the full participation of the schools and learners.
2. Through the partnership with the regional media network, the Media Advocates for Nutrition in Governance for Region 10 (MANGO DIEZ), this contest is aimed at engaging high school learners in Northern Mindanao in promoting awareness of the importance of optimum nutrition during the first 1000 days of life. Hence, target participants are all public and private Junior and senior high schools in Region X.
3. Please see attached contest mechanics and criteria as well as the registration form, which are all tailored in consonance to standards and guidelines set to prevent the spread of COVID-19.
4. Please take note that the deadline for submission of entries is only until August 27, at 5:00 p.m.



DepEd Regional Office X, Zone 1, Upper Balulang, Cagayan de Oro City  
(088) 856-3932 | (088) 881-3137 | (088) 881-3031

Department of Education Region 10  
region10@deped.gov.ph

www.deped.gov.ph



5. For further inquiries and coordination, please contact Ricardo G. Dragon, DM, RN, MN, regional nurse and SBFP focal person, through mobile at (+63) 926 5680095 or e-mail at [rgdragon@regional.ese.doh.gov.ph](mailto:rgdragon@regional.ese.doh.gov.ph).

6. Immediate and wide dissemination of this Memorandum is desired.



**DR. ARTURO B. BAYOCOT, CESO III**  
Regional Director

ATCH.: As stated

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

HEALTH  
NUTRITION

\* First 1000 Days Short Film-Making Contest: Level-Up!

ESSD/chard



Republika ng Pilipinas  
KAGAWARAN NG KALUSUGAN  
**NATIONAL NUTRITION COUNCIL X**  
2<sup>nd</sup> Floor, Door 1, Rego Bldg., Agoho Drive  
Zone 1, Cagnen, Cagayan de Oro City



1 July 2021  
NNCX/C114/vtav

**DR. ARTURO B. BAYOCOT, CESO III**  
Regional Director  
Department of Education Regional Office 10  
Masterson Avenue, Upper Balulang,  
Zone 1, Cagayan de Oro City

Dear Director Bayocot:

*Greetings from the National Nutrition Council X!*

We are pleased to inform you of that we will conduct the **2021 First 1000 Days Short Filmmaking Contest: Level-Up!** in line with the 2021 Nutrition Month campaign, **"Malnutrisyon patuloy na labanan, First 1000 Days tutukan!"** The contest is being done in partnership with our regional media network, the Media Advocates for Nutrition in Governance for Region 10 (MANGO DIEZ).

Same with our initiative in the previous years, our target participants for this contest are all public and private Junior and Senior High Schools in Region 10. We would like to engage the high school learners in Northern Mindanao in promoting awareness on the importance of optimum nutrition during the First 1000 Days of life. The contest mechanics and criteria are tailored in consonance to standards and guidelines set to prevent the spread of COVID-19.

In this regard, we would like to enjoin the support of the DepEd Region X, as member of the Regional Nutrition Committee, in the dissemination of the contest to all junior and senior high schools through issuance of a Department Memorandum. The deadline for submission of entries is on **27 August 2021**.

Enclosed please find copy of the contest mechanics, criteria and registration form.

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* even amidst the COVID-19 pandemic!

Very truly yours,

  
**GLADYS MAE S. FERNANDEZ**  
Nutrition Program Coordinator

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*"Malnutrisyon patuloy na labanan, First 1000 Days tutukan!"*

Telefax no. (088)-856-8700

NNCX@yahoo.com

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

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

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Wastong Nutrisyon.



## FIRST 1000 DAYS SHORT FILMMAKING CONTEST: LEVEL-UP!

### Contest Objective:

The contest aims to increase awareness of the importance of optimum nutrition during the First 1000 Days of life. The contest further intends to create interest and discover creativity among **junior and senior high school students** to promote and mobilize actions for the First 1000 Days in relation to the 2021 Nutrition Month theme: ***"Malnutrisyon patuloy na labanan, First 1000 Days tutukan!"***.

This year, the contest will be "leveled up" by engaging mothers and their testimonies in their First 1000 Days journey.

### Contest Rules:

1. The contest shall start from **1 July 2021** and is open to all public and private junior and senior high schools in Region 10.
2. Each school can submit only one (1) entry, which should focus on the 2021 Nutrition Month theme: ***"Malnutrisyon patuloy na labanan, First 1000 Days tutukan!"***. Each entry must incorporate a mother's success story on her First 1000 Days journey through pregnancy, then breastfeeding their child, and giving their child appropriate complementary feeding while continuing breastfeeding.

Talking points on the theme can be accessed through the National Nutrition Council Region X Facebook Page.

3. The short film should run for a maximum of three (3) minutes only.
4. Entries should be original. In accordance to the copyright laws, music used in an entry must be original, licensed or in the public domain (ask permission from the composer).
5. Video resolution should be at least 720p (1280x720), 25fps frame rate.
6. Entries should not contain any offensive or inappropriate language, image and/or content. Animation films are discouraged. The video should be appropriate for general viewership.
7. Upon production and shooting of video, **minimum health standards** (i.e. wearing of mask, physical distancing, frequent handwashing) must be **strictly observed** as protection against coronavirus disease (COVID-19) and other infectious diseases.
8. Physical gathering is discouraged while doing the film production. Thus, filming must be done in spacious and well-ventilated places, with limited number of persons.
9. The video must still be able to convey its message despite filming and production in the new normal setting.
10. Display of brands of foods/beverages/formula milk to be used in the video is discouraged. Use of bottles, teats, and/or pacifiers is also discouraged.
11. Each participating school must submit their registration form together with the video entry to [nncregion10@gmail.com](mailto:nncregion10@gmail.com). Upon uploading, the school must make sure that the video is accessible by anyone by opening permission (Viewer mode) in the file settings.
12. Deadline of submission of entries is until **27 August 2021, 5:00 PM**.
13. All entries are subject to initial screening. The Secretariat shall notify the top 10 qualified entries through e-mail and SMS. Unqualified entries shall likewise be informed by the Secretariat.
14. Shortlisted entries shall be uploaded to NNC X's YouTube Channel and Facebook Page, National Nutrition Council Region X on **3 September 2021** for public viewing and voting. Overall social media engagement shall be based on the total number of Facebook and YouTube likes/reactions, views and shares. Shares should be posted public using the hashtags **#OneRegioninNutrition #Laking1000 #2021NutritionMonth #First1000Days**. Public voting will close on **29 October 2021, 5:00 PM**.
15. Decision of the judges shall be final and irrevocable.
16. Employees of the National Nutrition Council X and their relatives up to the second degree of consanguinity or affinity are not qualified to join the contest.
17. All entries shall be considered property of the National Nutrition Council X.
18. Awardees and finalists shall be duly recognized by the National Nutrition Council X during the Regional Nutrition Awarding Ceremony tentatively scheduled on November 2021.



## FIRST 1000 DAYS SHORT FILMMAKING CONTEST: LEVEL-UP!

### REGISTRATION FORM

Name of school: \_\_\_\_\_

Complete school address: \_\_\_\_\_

Focal person: \_\_\_\_\_ Age: \_\_\_\_\_ Sex: \_\_\_\_\_

Grade level: \_\_\_\_\_

Mobile number: \_\_\_\_\_ Email address: \_\_\_\_\_

Facebook page/profile (if applicable): \_\_\_\_\_

Title of short film entry: \_\_\_\_\_

Brief description of entry: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
[Signature over Printed Name]

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**NOTE: BY AFFIXING YOUR SIGNATURE YOU AND THE SCHOOL HEREBY AGREE TO CONTEST RULES**

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**2021 Nutrition Month Theme: "Malnutrisyon patuloy na labanan, First 1000 Days tutukan!"**

## CRITERIA

Qualified videos will be judged according to the following criteria:

1) Relevance to the theme	40%
2) Creativity and originality	30%
3) Technical quality	20%
4) Social Media Engagement	10%
<b>TOTAL:</b>	<b>100%</b>

## JUDGING MECHANICS

Mechanics & Judging Committee	-	70%
NNC X	-	30%
<b>TOTAL SCORE</b>	-	<b>100%</b>

## PRIZES

Winners for the contest shall receive:

- Cash Prizes: ₱15,000.00 – grand prize, ₱10,000.00 – second prize, ₱5,000.00 – third prize
- Plaque of Recognition

Finalists shall receive:

- Consolation: ₱2,000.00 (*to determine the amount of prize according from the remaining budget*)
- Certificate of Recognition

Special Awards:

- Social Media Favorite Awards
- MANGO DIEZ Choice Awards

**National Nutrition Council X**  
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www.facebook.com/NNCRegion10  
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