



## Nutri-Foodie para kay Baby: Complementary Food Recipe Video Contest

Stunting happens when a child has low height/length for his or her age. This form of chronic malnutrition compromises a child's health affecting physical and mental development, which implies that children who suffer from stunting are less likely to achieve their full height and cognitive potentials as adult. However, stunting can be prevented through optimum health and nutrition in the First 1000 Days of life.

Proper infant and young child feeding in the First 1000 days involves exclusive breastfeeding from birth to six months. From six months onwards, **complementary foods** should be given in addition to breastmilk to fully cater the nutritional needs of the growing infant. Complementary feeding is the introduction of solid foods into the diet of the baby in addition to breastmilk.

This contest intends to promote awareness on proper complementary feeding practices through the use of healthy, affordable and easy recipes.

### Mechanics:

1. The contest shall start from **6 July to 7 August 2020**.
2. This is open to all mothers or caregivers with children 6 months old to 2 years old in Region 10.
3. The short video should run for a maximum of two (2) minutes only.
4. The video must include the name of the recipe, list and quantity of ingredients, preparations and taste test. Cooked food must be consumed by their child at the end of the video.
5. Display of **brand** of ingredients to be used in the video is discouraged.
6. 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).
7. Registration form can be downloaded at NNC X webpage <https://www.nnc.gov.ph/component/phocadownload/category/58> and NNC X Facebook page, National Nutrition Council Region X.
8. The deadline for submission of entries is on **7 August 2020, 5:00 PM**. Submit entries together with your accomplished registration form to [nncregion10@gmail.com](mailto:nncregion10@gmail.com).
9. Entries will be uploaded at NNC X Facebook Page on **14 August 2020** for public viewing and voting.
10. Overall social media engagement shall be based on the total number of Facebook *likes/reactions, views, comments and shares*. Shares should be posted public using the hashtag *#OneRegioninNutrition* and *#NutriFoodieParaKayBaby*. Public votes will close on **11 September 2020, 5:00 PM**.
11. 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.
12. All entries shall be considered property of the National Nutrition Council X.
13. Winners will be posted at NNC X Facebook Page.

**Criteria:**

<b>Nutritional Quality:</b>	<b>40 %</b>
- Ingredients used	30 %
- Affordability	10 %
<b>Creativity and Originality</b>	<b>30 %</b>
<b>Social Media Engagement</b>	<b>20 %</b>
<b>Technical Quality of the Video</b>	<b>10 %</b>
<b>Total</b>	<b>100 %</b>

**Prizes:**

<b>1<sup>st</sup> Prize:</b>	<b>Php 5, 000.00</b>
<b>2<sup>nd</sup> Prize:</b>	<b>Php 3, 500.00</b>
<b>3<sup>rd</sup> Prize:</b>	<b>Php 2, 000.00</b>
<b>Consolation Prize:</b>	<b>Php 500.00</b>

**Certificate of Recognition for the winners**