



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. 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.

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%
TOTAL:	100%

JUDGING MECHANICS

Mechanics & Judging Committee	-	70%
NNC X	-	30%
TOTAL SCORE	-	100%

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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<https://www.nnc.gov.ph/regional-offices/mindanao/region-x-northern-mindanao>



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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]

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!”