



## ***I-Flex mo si Nanay! Photo Contest***

### **What is Nutrition Month?**

Nutrition Month is an annual campaign held every July to create greater awareness on the importance of nutrition among Filipinos. Presidential Decree 491 or the Nutrition Act of the Philippines (1974) mandates the National Nutrition Council (NNC) to lead and coordinate the nationwide campaign. Now on its 47<sup>th</sup> year, the Nutrition Month celebration has been institutionalized by local government units, schools, as well as other stakeholders. This year's campaign theme is: ***“Malnutrisyon patuloy na labanan, First 1000 days tutukan!”***

### **What is the First 1000 Days?**

The First 1000 Days is the period from conception until the child's 2<sup>nd</sup> birthday. This period covers 270 days of pregnancy, 180 days from birth to 6 months and 550 days from 6 months to 2 years of a child's life. The First 1000 Days, also called the “golden window of opportunity”, 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.

This period requires **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.

### **Why is First 1000 Days is 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 during this period enables children to overcome life-threatening childhood diseases, and they are also most likely to perform well in school. As adults, they are more likely to have healthier families, and they go on to earn more in wages as adults. With optimum nutrition during this period, forms of malnutrition can be prevented and addressed.

### **What are the objectives of the 2021 Nutrition Month?**

The campaign aims to catalyze actions to:

1. increase understanding of the First 1000 Days of Life strategy and the PPAN as overall framework;
2. facilitate collaboration among various stakeholders for scaled up interventions to fight malnutrition; and
3. generate interactions from stakeholders about nutrition.

### **Photo Contest Objective:**

The contest aims to showcase and acknowledge the hard work of mothers in pursuing the First 1000 Days despite the pandemic, in relation to the 2021 Nutrition Month theme.

### **Photo Contest Categories:**

1. Mobile – This category covers photos taken using mobile devices.
2. Conventional – This category includes photos taken using all types of traditional or conventional cameras like Digital Single Lens Reflex (DSLR) and Point-and-Shoot.

## Contest Rules:

1. The contest shall start from **1 July 2021** and is open to all individuals in Region 10.
2. Interested participants can submit only one (1) entry per category, which should focus on the 2021 Nutrition Month theme: ***“Malnutrisyon patuloy na labanan, First 1000 Days tutukan!”*** Each entry must provide a brief description of the mother’s success story on her First 1000 Days journey.
3. Each participant can only choose one category to join in: 1) mobile; or 2) conventional.
4. Photos submitted should be in high resolution, preferably a minimum of 3.5 MB, and in JPEG format. All photos should be in color (no black & white monochrome, no sepia). Collaged photos are not allowed. Photos must not contain date stamps, watermarks or any text on the image.
5. Display of brands of foods/beverages/formula milk to be used in the photo is discouraged. Use of bottles, teats, pacifiers, and similar equipment is also discouraged.
6. Entries should not contain any elements that violate another person’s rights, including but not limited to copyright and which are highly immoral, relatively obscene and/or in violation of public moral and/or public policy.
7. Photographs that have been previously submitted or have won in any local or international photography contest is not allowed.
8. Each participant must submit their consent form and registration form together with their entry to [nncregion10@gmail.com](mailto:nncregion10@gmail.com) with the subject: 2021 Nutrition Month\_Category\_Photo Contest\_Last Name, First Name, Middle Initial. Participants must be ready to provide the raw file of their entry.
9. Deadline of submission of entries is until **21 July 2021, 5:00 PM.**
10. All entries are subject to initial screening. The Secretariat shall notify the top 10 qualified entries in each category through e-mail and SMS. Shortlisted participants are required to submit their raw file. Unqualified entries shall likewise be informed by the Secretariat.
11. Shortlisted entries shall be uploaded to NNC X’s Facebook Page, National Nutrition Council Region X on **28 July 2021** for public viewing and voting. Overall social media engagement shall be based on the total number of Facebook likes/reactions, comments and shares. Shares should be posted public using the hashtags **#OneRegioninNutrition #Laking1000 #2021NutritionMonth #First1000Days**. Public voting will close on **23 August 2021, 5:00 PM.**
12. Decision of the judges shall be final and irrevocable.
13. 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.
14. All entries shall be considered property of the National Nutrition Council X.
15. 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

The winners shall be judged based on the following criteria:

1) Relevance to the theme	40%
2) Overall Impact	30%
3) Technical Quality and Originality	20%
4) Social Media Engagement	10%
<b>TOTAL:</b>	<b>100%</b>

## PRIZES

Winners for the contest shall receive:

1. Cash Prize:

- Mobile Category
  - ₱4, 000.00 – Grand Prize
  - ₱3,000.00 – Second Prize
  - ₱2,000.00 – Third Prize
- Conventional Category
  - ₱4, 000.00 – Grand Prize
  - ₱3,000.00 – Second Prize
  - ₱2,000.00 – Third Prize

2. Certificate of Recognition

Finalists shall receive:

- Consolation: ₱1,000.00
- Certificate of Participation

Special awards:

- People's Choice Award



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



## I-Flex mo si Nanay! Photo Contest

### REGISTRATION FORM

Name: \_\_\_\_\_

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

Category: \_\_\_\_\_ Age: \_\_\_\_\_ Sex: \_\_\_\_\_

Mobile/Conventional Specifications: \_\_\_\_\_

Photo Metadata (ISO, aperture value, and shutter speed) (if Conventional): \_\_\_\_\_

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

Facebook Profile (if applicable): \_\_\_\_\_

Title of entry: \_\_\_\_\_

Date when the photo was captured/taken (day, month, year): \_\_\_\_\_

Location of Photography: \_\_\_\_\_

Brief description of entry:

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

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

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**NOTE: BY AFFIXING YOUR SIGNATURE HEREBY AGREE TO CONTEST RULES****Contest Rules:**

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2021 NM Theme: **“Malnutrisyon patuloy na labanan, First 1000 Days tutukan!”**



ORO  
PHOTOGRAPHIC  
SOCIETY, INC.



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### CONSENT AND MODEL RELEASE FORM

<b>Name:</b>	
<b>Address:</b>	
<b>Contact Number:</b>	
<b>Location of Photography:</b>	
<b>Date of photography:</b>	
<b>Name of person requesting consent:</b>	

I would like to take photos and use it as my entry.

These images may appear in the National Nutrition Council Facebook Page, NNC X website, in printed materials produced for promotional purposes including leaflets, posters and adverts, in materials sent out to the media, or in reports to funding bodies.

We will not include personal e-mail or postal addresses, or telephone or fax numbers on our website or in printed publications. Please note that websites can be seen throughout the Philippines.

To comply with the **Data Protection Act of 2012**, we need your permission before we take any photographs of you/your child.

Please answer the questions below, then sign and date the form as indicated.

#### Conditions of use

- We will not include personal details (such as postal addresses, or telephone number) on our website, printed materials or other marketing/promotional materials.
- Copyright of photographs taken will remain with the organization named above.

Do you give your permission as the subject of the photo?  
(Please tick as appropriate)

YES

NO

<b>Signature of subject:</b>	
<b>Name of subject:</b>	
<b>Date:</b>	

*If the model is under 18 years of age, a parent or legal guardian must also sign.*

\_\_\_\_\_  
Signature Over Printed Name

\_\_\_\_\_  
Date