

MECHANICS FOR THE 2016 NUTRITION MONTH THEME WRITING AND LOGO DESIGN CONTEST

The NNC Technical Committee during its meeting on 20 August 2015, approved the First 1,000 Days of Life as the focus of Nutrition Month (NM) 2016. Given the slow rate of reduction in the prevalence of undernutrition over the years, and the increasing prevalence of overnutrition, focusing on the First 1,000 Days of life will help address this double burden of malnutrition.

The First 1,000 Days is the period from conception and before the second birthday of the child. It is during this period when growth faltering happens. Many studies have shown a link between undernutrition, especially stunting, in the first years of life and overnutrition in the later years. Thus, the First 1,000 Days has been called the “window of opportunity” for a comprehensive package of nutrition and related interventions to achieve significant changes in reduction in child stunting, underweight and wasting, at the same time contribute to complete child development.

Highlighting the First 1,000 Days during Nutrition Month in July 2016 will create awareness on the importance of proper infant and young child feeding practices, particularly exclusive breastfeeding for the first 6 months and giving appropriate complementary food after six months while continuing breastfeeding.

In line with this, the National Nutrition Council shall conduct a contest for the 2016 NM theme and logo design along the First 1,000 Days of life. The contest shall be conducted using the following mechanics:

MECHANICS

1. The contest shall run from September to October 2015.
2. The contest is open to individual Filipino citizens (students, professionals, nutrition workers, barangay nutrition scholars, etc.) aged 15 years old and above.
3. For the theme contest, interested individuals shall propose the theme for the 2016 NM celebration focusing on the First 1,000 Days of life. The theme shall be in Filipino consisting of no more than 8 words. All entries must be original. The theme should be catchy and should capture the message of the theme.
4. For the logo contest, the proposed logo must be submitted in PDF format and must be accompanied by a brief description in less than 50 words.
5. Each individual can submit only 1 entry for each category (logo or theme). Entries should include the name of the contestant, mobile or telephone number/s, and e-mail address. The entry should be accompanied with a photocopy of a valid identification card with photo.
6. **Entries shall be submitted via email to info@nnc.gov.ph with the subject: 2016 Nutrition Month Theme and Logo Contest. Only entries submitted via email shall be considered.**
7. **Deadline for submission of entries is 12:00 o'clock midnight of 30 October 2015.**
8. NNC employees and relatives up to the 2nd degree of consanguinity are prohibited to join the contest.
9. The NNC Secretariat shall prepare the shortlist of best entries for review of the NNC Technical Committee which shall also decide on the winning theme and logo.
10. The NNC Secretariat shall notify the winner through e-mail and phone call. A cash prize of Php 10,000.00 for each winner of the logo and theme shall be awarded to the winner after proper identification and verification. The winner shall also be acknowledged in the NNC website, Nutrition Month Talking Points and flyer.
11. The winner shall be required to submit an editable, high resolution copy of the winning logo in Photoshop format.
12. Non-winners shall no longer be informed. NNC shall not entertain complaints from non-winning entries.
13. All entries shall be considered property of the NNC.

Approved:

(ORIGINAL SIGNED)

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