



Republic of the Philippines
DEPARTMENT OF EDUCATION
Region X
DIVISION OF MISAMIS ORIENTAL
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DIVISION MEMORANDUM

No. 477 s. 2016

**TO: SECONDARY SCHOOLS PRINCIPAL
SCHOOL IN – CHARGE**

**FROM: CHERRY MAE L. LIMBACO, Ph.D., CESO V
Schools Division Superintendent** *h*

DATE: October 17, 2016

SUBJECT: 2017 NUTRITION MONTH THEME WRITING AND LOGO DESIGN CONTEST

The National Nutrition Council of the Department of Health Region X, Carmen, Cagayan de Oro City will conduct the **Theme Writing and Logo Design Contest** in preparation for the celebration of the 2017 Nutrition month. The theme aims to focus on the consumption of healthier foods and discourage consumption of unhealthy diets.

In this connection, students and professionals aged 15 years old and above may join the contest. The contest will run from October 1 to November 15, 2016.

Enclosed is the mechanics of the contest for ready reference and can be downloaded in the NNC X Webpage and facebook page at:

[NNC@yahoo.com;](mailto:NNC@yahoo.com)
nnc.gov.ph
[https:// www.facebook.com/NNCregion10](https://www.facebook.com/NNCregion10)

For information and guidance.

VCS

Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL

**MECHANICS FOR THE 2017 NUTRITION MONTH
THEME WRITING AND LOGO DESIGN CONTEST**

The NNC Technical Committee during its meeting on 30 August 2016, approved "Healthy Diet" as the focus of Nutrition Month 2017. A healthy diet emphasizes vegetables, fruits, whole grains, root crops and fat-free or low-fat milk, lean meats, poultry, fish, egg, beans and nuts, and is low in saturated fats, trans-fats, cholesterol, salt (sodium) and added sugars. On the other hand, an unhealthy diet is composed of foods that are energy-dense and nutrient-poor, high in saturated fat, trans-fats, refined carbohydrates, and salt, and low in consumption of vegetables and fruits and low in fiber.

The theme focus aims to promote consumption of healthier foods and discourage consumption of unhealthy diets. Unhealthy diet is one of the common shared risk factors to obesity and non-communicable diseases. Based on the latest data, 31.1% of adults are overweight and obese while among children, the prevalence of overweight and obesity has been increasing in the last two decades.

The 2017 Nutrition Month campaign aims to promote healthy diets to contribute to the reduction of overweight and obesity and non-communicable diseases; help the public discern between healthy and unhealthy foods for better food choices; and encourage food industry including farmers, producers and distributors and food establishments to produce and make available healthier food options.

In line with this, the National Nutrition Council shall conduct a contest for the 2017 Nutrition Month theme and logo design along promotion of healthy diet. The contest shall be conducted using the following mechanics:

MECHANICS.

1. The contest shall run from 1 October to 15 November 2016.
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 2017 Nutrition Month celebration focusing on healthy diet. The theme shall be in Filipino or combination of English and Filipino and shall consist of 8 words or less. All entries must be original. The theme should be catchy and contain a call to action towards consuming healthier diets
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. The logo should be simple and not contain too many elements.

5. Each individual can submit only 1 entry for each category (logo and/or theme). Entries should include the name of the contestant, age, 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: **2017 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 15 November 2016.
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 Php10,000.00 for each winner of the logo and theme contest shall be awarded to the winner after proper identification and verification. The winner shall also be acknowledged in the NNC website, social media, 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.


Assistant Secretary of Health Maria Bernardita T. Flores, CESO II
Executive Director IV, National Nutrition Council

NATIONAL NUTRITION COUNCIL X
RBATF Meeting
October 14, 2016

CONFIRMATION SLIP

Please Tick:

- Yes, we will send representative.
- No, we cannot send representative.

Name/Position of Representative

Position

Kindly send on or before October 12, 2016
Email address: NNC_X@yahoo.com
Telefax Number: (088) 856-8700