



Republic of the Philippines
Department of Education
REGION I

SCHOOLS DIVISION OF THE CITY OF BATAC

DIVISION MEMORANDUM

No. **407**, s. 2025

26 JUN 2025

NUTRI-JINGLE CONTEST SEASON 8

To: Assistant Schools Division Superintendent
Chief Education Supervisors
Unit and Section Heads
Public Secondary School Heads
All Others Concerned

1. In celebration of the 2025 Nutrition Month with the theme "Food at Nutrisyon Security, Maging Priority! Sapat na Pagkain, Karapatan Natin!", the National Nutrition Council Regional Office I in partnership with DepEd Regional Office I will conduct the Nutri-Jingle Contest Season 8.
2. In connection to this, all secondary learners are encouraged to participate in the said activity. Interested participants shall register through the link <https://forms.office.com/r/9i9wrMtuzs> on or before June 27, 2025. Submission of entries must be made not later than July 11, 2025 via email region1@nnc.gov.ph.
3. Attached is the copy of the Activity Guidelines for reference.
4. For information and guidance.


ANSELMO R. ALUDINO
Schools Division Superintendent

Encl.: As stated

Reference: Regional Memorandum No. 790, s. 2025

To be indicated in the Perpetual Index
under the following subjects:

NUTRITION PROGRAMS

SGOD/JIRM/DM Nutri-Jingle Contest
25025/2509047/June 24, 2025

Department of Health
NATIONAL NUTRITION COUNCIL
REGIONAL OFFICE I

Nutri-Jingle Video Contest Season 8
Activity Guidelines

I. Background

As part of the 2025 Nutrition Month celebration, the National Nutrition Council – Regional Office I (NNC ROI) in collaboration with the Department of Education Region I, will be holding the Nutri-Jingle Video Contest Season 8. Now on its eighth season, the contest aims to promote the 2025 Nutrition Month theme: “Food at Nutrition Security, Maging Priority! Sapat na Pagkain, Karapatan Natin!”

This activity engages high school students in the Ilocos Region to showcase their creativity through music, singing, dancing, and content creation. The contest also serves as a platform to strengthen nutrition advocacy by maximizing the reach of social media in spreading the message of food and nutrition security in alignment with the Philippine Plan of Action for Nutrition (PPAN) 2023–2028.

II. Objectives

1. Promote the 2025 Nutrition Month theme through youth-led music videos;
2. Encourage active participation of students in creative nutrition advocacy;
3. Leverage social media platforms to expand public awareness of food and nutrition security.

III. Participants

1. The contest is open to all public and private high schools in Region I.
2. Participants must be currently enrolled high school students from the same school.
3. Each School Division Office (SDO) may endorse up to three (3) entries.

IV. Mechanics

A. Eligibility

1. Open to all junior and senior high school students enrolled in any public or private secondary school in Region I.
2. Group members must be from the same school.
3. Each School Division Office (SDO) may endorse a maximum of three (3) entries.
4. Each team must consist of 8 to 15 members only.
5. NNC reserves the right to disqualify entries with conflicting interests.

B. Contest Guidelines

1. Each entry must feature an original jingle video that promotes the 2025 Nutrition Month theme: “Food at Nutrition Security, Maging Priority! Sapat na Pagkain, Karapatan Natin!”

2. Video duration should be three to eight minutes long.
3. Entries should showcase music, singing, dancing, or storytelling that creatively promotes nutrition advocacy.
4. Lyrics may be in Filipino, English, or Taglish, and must contain positive, family-friendly, and advocacy-focused content.
5. No branding, commercial endorsements, or political content are allowed.
6. The jingle must be appropriate for general audiences and aligned with the goals of PPAN 2023–2028.

C. Video Format

1. Video must be in MP4 format, landscape orientation, and of HD quality.
2. Creative elements like choreography, animation, or effects are encouraged if they enhance the advocacy message.
3. All visual or audio materials used (graphics, music beds, etc.) must be royalty-free or original.
4. The video must clearly show the group members performing the jingle.

D. Submission Guidelines

1. Register your group via this Google Form link: <https://forms.office.com/r/9i9wrMtuzs> on or before **June 27, 2025**.
2. Submit entries on or before **11 July 2025 at 12:00 NN** through any of the following:
 - Google Drive link or file-sharing service sent to: **region1@nnc.gov.ph**
 - In-person via USB or external storage to the NNC Region I Office
3. Use the file name format: **NutriJingle2025_SchoolName**
4. All entries must include:
 - A copy of the jingle lyrics (PDF format)
 - Signed media consent forms
 - Proof of school enrollment (any ID or certificate)
5. Late submissions will not be accepted.

E. Schedule of Activities

Activity	Schedule
Deadline of Submission of Registration Forms	27 June 2025
Deadline of Submission of Entries	11 July 2025
Posting of Entries	14 July 2025
End of Social Media Evaluation	25 July 2025, 12:00 PM
Final Deliberation	29 July 2025
Posting of Results	30 July 2025

F. Other Rules

1. Use of auto-react or engagement manipulation tools will result in immediate disqualification.
2. All entries become co-owned by NNC Region I, with due credit to the submitting group when used in advocacy or promotional materials.

G. Awards and Prizes

Place	Prize
1 st Place	10,000.00 + Certificate of Appreciation
2 nd Place	8,000.00 + Certificate
3 rd Place	5,000.00 + Certificate
Consolation Prizes for 6 entries	2,000.00 + Certificate
Non-winning entries	Certificate of Appreciation

H. Judging Criteria

The entries will be judged by one representative each from the NDAP La Union Chapter, the media partner, and NNC-RO I. Meanwhile, the netizens will serve as judges for the number of positive reactions (likes, wow, and heart reacts) component of the criteria.

Criteria	Percentage
<i>Creativity and Originality</i> Consideration is given to the unique and innovative ways in which the content is presented, as well as its ability to captivate and engage the audience. This shall include the innovative use of melody, lyrics, rhythm, and instrumentation.	30%
<i>Content Quality and Relevance to the Topic</i> The overall quality and relevance of the content presented in the entry are evaluated, taking into account the accuracy, depth, coherence of the information, and its alignment with the given topic.	30%
<i>Overall Impact</i> The criterion evaluates the practical value of the information presented in the entry. It assesses how effectively the entry educates and empowers the audience by providing practical insights and actionable advice.	15%
<i>Number of Positive Reactions (Like, Wow and Heart Reacts)</i>	10%

The popularity and appeal of the entry are evaluated based on the number of like, wow and heart reactions it receives on Facebook.	
<i>Number of Views</i> The visibility and engagement of the entry are evaluated based on the number of views it accumulates on Facebook.	10%
<i>Number of Reach</i> The extent of the entry's reach and impact is measured by considering the number of people it reaches, whether through shares, tags, or reposts on Facebook.	5%
TOTAL	100%