



Republic of the Philippines
Department of Education
Region X
SCHOOLS DIVISION OF TANGUB CITY



June 18, 2025

DIVISION MEMORANDUM

No. 206 , s. 2025

2025 NUTRITION MONTH SHORT FILMMAKING CONTEST

To: Assistant Schools Division Superintendent
Chief Education Supervisors (CID & SGOD)
Public Schools District Supervisors
Secondary School Administrators
Private and Public Schools
All Others Concerned
This Division

1. Pursuant to the attached Regional Memorandum No. 401, s. 202, re: 2025 Nutrition Short Film Making Contest, an initiative of the National Nutrition Council (NCC) Region X, in partnership of Department of Education Region X, this office encourages all schools in this division to join the Short Filmmaking Contest.
2. This contest aims to promote awareness of nutrition security and the Philippine Plan of Action for Nutrition (PPAN) 2023-2028 through creative student expression. Anchored on the theme "Sa PPAN: Sama-sama sa Nutrisyong Sapat Para sa Lahat" and subtheme "Food at Nutrition Security, Maging Priority! Sapat sa Pagkain, Karapatan Natin!"
3. The registration period is May 13 – June 27, 2025, 5:00 p.m., through the following link: <https://bit.ly/SFMC2025RegistrationForm>.
4. Attached are the contest mechanics and criteria for reference.
 - * Talking points can be accessed – <https://www.facebook.com/NNCregion10>
 - * Open to public and private junior and senior high schools in Region 10
 - * Each school submit only (1) entry.
 - * Short film should run for a maximum of three (3) minutes only.
 - * Deadline of submission of film entries – August 15, 2025, 5:00pm
 - * Film must be sent via email - nncregion10@gmail.com
5. For inquires, please coordinate with Ms. Candice Margarette Mongas of the NCC Region X.
6. Immediate and wide dissemination of this Memorandum is desired.

SHAMEAH A. ABANTAS-USMAN, PhD, CESO VI
Schools Division Superintendent

Encl: As stated
Reference: Regional Memorandum No. 401, s. 2025
To be indicated in the Perpetual Index
under the following subjects
CONTEST FILMMAKING HEALTH EDUCATION
SAU/WTM



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SHORT FILMMAKING CONTEST 9.0 (CY 2025)

Contest Objectives:

The Short Filmmaking Contest 9.0 aims to promote the key messages of the 2025 Nutrition Month Campaign by engaging the creativity and innovativeness of junior and senior high school students in public and private schools in Region 10. The contest focuses on the overarching Nutrition Month theme: **"Sa PAPAN: Sama-sama sa Nutrisyong Sapat Para sa Lahat!"** for continuous advocacy in implementing the PAPAN 2023-2028 and this year's sub-theme, **"Food at Nutrition Security, Maging Priority! Sapat na Pagkain, Karapatan Natin!"** highlights healthier diets as a key pillar of nutrition security and reinforces that access to adequate and nutritious food is a fundamental human right that should be prioritized in national and local development agenda.

Contest Mechanics:

1. The contest is open to all public and private junior and senior high schools in Region 10.
2. Interested schools are requested to accomplish the Registration Form through this link: <https://bit.ly/SFMC2025RegistrationForm>. Registration will open on **13 May** until **27 June 2025, 5:00 PM**.
3. Registered schools will be required to attend a face-to-face/virtual contest orientation on film production to be organized by MANGO DIEZ and NNC Region X on **10 July 2025**. Further details will be communicated to all registered schools prior to the orientation.
4. The film production of the participating schools shall commence after the orientation. All video entries must be in line with the overarching Nutrition Month theme and the 2025 sub-theme. Talking points on the theme can be accessed through the National Nutrition Council Region X Facebook Page (<https://www.facebook.com/NNCregion10>).
5. Each school can submit only **one (1) entry**.
6. Schools can choose the genre for their short film, but it must be restricted to one of the following: comedy, drama, or action.
7. The short film should run for a maximum of **three (3) minutes only**.
8. Entries should be original. In accordance with the copyright laws, music used in an entry must be original, licensed or in the public domain (ask permission from the composer).
9. Video resolution should be at least 1080p (1920x1080), 30fps frame rate.
10. 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.
11. Short film should have captions either in English or Filipino.
12. Display of brands of foods/beverages/formula milk to be used in the video is discouraged according to Executive Order 51 or the "Milk Code of the Philippines". Use of bottles, teats, and/or pacifiers is also discouraged.
13. Deadline of submission of film entries is on **15 August 2025, 5:00 PM**. Films must be sent via email (nncregion10@gmail.com), email subject **SFMC_Name of School_Genre**. Upon uploading, the school must make sure that the video is accessible by anyone by opening permission (Viewer mode) in the file settings.
14. 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 NNC Region X Secretariat.
15. Shortlisted entries shall be uploaded to NNC Region X's YouTube Channel and Facebook Page, National Nutrition Council Region X on **5 September 2025** 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 #2025NutritionMonth #NutrisyongSapatParaSaLahat**. Public voting will close on **3 October 2025, 5:00 PM**.
16. Decision of the judges shall be final and irrevocable.
17. Employees of the National Nutrition Council Region X and their relatives up to the second degree of consanguinity or affinity are not qualified to join the contest.
18. All entries shall be considered property of the National Nutrition Council Region X.
19. Awardees and finalists shall be duly recognized by the National Nutrition Council Region X during the Regional Nutrition Awarding Ceremony scheduled on **29 October 2025**.

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%

Qualified videos will be judged according to the following criteria:

1)	Relevance to the theme <ul style="list-style-type: none"> The film relates service delivery for nutrition interventions, as well as individual and community initiatives in promoting good nutrition and PPAN 2023-2028. (20%) The film shows togetherness and cooperation between different people, population groups, or sectors in promoting nutrition, food security, and PPAN 2023-2028. (10%) Media elements enhance the viewer's understanding of the promotion of good nutrition and PPAN 2023-2028. (10%) 	40%
2)	Creativity and originality <ul style="list-style-type: none"> The overall structure of the short film is innovative, shows uniqueness and originality of the story, and in-depth understanding of the subject/theme. (10%) Media elements are used in a creative way that compels the viewer's attention. (5%) The theme exhibits originality. Entry was never used for similar competitions. (5%) The film displays innovative and unique ways to promote good nutrition and PPAN 2023-2028. (5%) The introduction and conclusion of the short film have impact and display storytelling techniques and styles. (5%) 	30%
3)	Technical Quality <ul style="list-style-type: none"> Cinematography (10%) <ul style="list-style-type: none"> Quality of images must be clear and sharp. Camera positioning and angles used add meaning to the story. Editing (5%) <ul style="list-style-type: none"> Editing helps clarify the flow of the story Film transitions are smooth and well-paced and not distracting. Opening titles and credits are appealing and easy to read. Sound Effects (5%) <ul style="list-style-type: none"> Audio and soundtrack complement the story. Use of dialogue/narration are easy to understand Volume levels/audio mixes are well controlled. 	20%
4)	Social Media Engagement <ul style="list-style-type: none"> The film stimulates thoughts and ideas of viewers online. (2%) Number of Facebook reactions. (2%) Number of Facebook comments and shares. (2%) Number of Facebook views. (2%) Number of YouTube views. (2%) 	10%
	TOTAL:	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
- Certificate of Recognition

Special Awards:

- Social Media Favorite Award
- MANGO DIEZ Choice Award
- Best in Comedy Film Award
- Best in Drama Film Award
- Best in Action Film Award

Prepared by:


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Nutrition Officer II
NNC Region X

Approved by:


REGINALDO T. GUILLEN, MPA
Nutrition Program Coordinator and DIC
NNC Region X

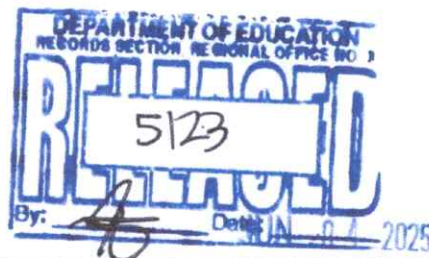

CANDICE MARGARETTE MONGAS
Project Development Officer I
NNC Region X

Noted by:


SHEENA MARIE T. ABELLANOSA
Nutrition Officer III
NNC Region X



Republic of the Philippines
Department of Education
REGION X - NORTHERN MINDANAO



May 29, 2025

REGIONAL MEMORANDUM
No. 401, s. 2025

2025 NUTRITION MONTH SHORT FILMMAKING CONTEST

To: Schools Division Superintendents
All Others Concerned

1. This issuance refers to the upcoming **2025 Nutrition Month Short Filmmaking Contest**, an initiative of the National Nutrition Council (NNC) Region X, in partnership of DepEd Region X.
2. This contest aims to promote awareness of nutrition security and the Philippine Plan of Action for Nutrition (PPAN) 2023–2028 through creative student expression. Anchored on the theme “Sa PPAN: Sama-sama sa Nutrisyong Sapat Para sa Lahat!” and subtheme “Food at Nutrition Security, Maging Priority! Sapat na Pagkain, Karapatan Natin!”
3. The registration period is from May 13 to June 27, 5:00 p.m., through the following link: <https://bit.ly/SFMC2025RegistrationForm>.
4. Attached are the contest mechanics and criteria for reference.
5. For inquiries, please coordinate with Ms. Candice Margarette Mongas of the NNC Region X.
6. This Office directs the immediate and wide dissemination of this Memorandum.


DR. ARTURO B. BAYOCOT, CESO III
Regional Director

ATCH.: As stated
To be indicated in the Perpetual Index
under the following subjects:

CONTESTS FILMMAKING HEALTH EDUCATION

ESSD/hns/hlr



National
Nutrition
Council
REGION 10
NORTHERN MINDANAO



BAGONG PILIPINAS

Republika ng Pilipinas
KAGAWARAN NG KALUSUGAN
NATIONAL NUTRITION COUNCIL
NORTHERN MINDANAO

2nd Floor, Door 1, Rego Bldg., Agoho Drive,
Zone 1, Carmen, Cagayan de Oro City

29 April 2025
NNCX/C157/cmm

ARTURO B. BAYOCOT, CESO III

Regional Director

Department of Education Regional Office X
Zone 1, Upper Balulang, Cagayan de Oro City

Dear **Director Bayocot**:

Greetings from the National Nutrition Council Region X!

Nutrition Month is the annual campaign held every July to create greater awareness on nutrition among Filipinos per Presidential Decree 491 or the Nutrition Act of the Philippines. The same law mandates the National Nutrition Council (NNC) to lead and coordinate the campaign. This year's Nutrition Month campaign will carry the overarching theme "**Sa PPAN: Sama-sama sa Nutrisyong Sapat Para sa Lahat!**" for continuous advocacy in implementing the PPAN 2023-2028. To highlight a key pillar of the PPAN, this year's subtheme is "**Food at Nutrition Security, Maging Priority! Sapat na Pagkain, Karapatan Natin!**" which highlights healthier diets as a key pillar of nutrition security and reinforces that access to adequate and nutritious food is a fundamental human right that should be prioritized in national and local development agenda.

As part of the campaign, NNC Region X in partnership with its regional media network, Media Advocates for Nutrition in Governance for Region 10 (MANGO DIEZ), is conducting the 2025 Nutrition Month Short Filmmaking Contest open to all public and private junior and senior high schools in Northern Mindanao. The contest aims to increase awareness and promote good nutrition, key messages of PPAN 2023-2028, and to create interest and discover creativity among the junior and senior high school students.

In this regard, we humbly request the support of DepEd X, as member of the Regional Nutrition Committee, in disseminating the contest mechanics to all junior and senior high schools in the region through the issuance of Memorandum. Interested schools are required to accomplish the Registration Form through this link: <https://bit.ly/SFMC2025RegistrationForm>. Registration will open on **13 May** until **27 June 2025, 5:00 PM**.

Enclosed are the contest mechanics and criteria, for reference and guidance. For further queries, Ms. Candice Margarette Mongas of our staff will coordinate with your office.

Thank you so much for your continued support to our journey in One Region in Nutrition.

Very truly yours,

REGINALDO T. GUILLEN, MPA

Nutrition Program Coordinator and OIC

"Nutrisyong sapat para sa lahat!"

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