



Republic of the Philippines  
**Department of Education**  
REGION I  
SCHOOLS DIVISION OF VIGAN CITY

Division Memorandum  
No. 373, s. 2025

**NUTRI-JINGLE VIDEO CONTEST SEASON 8**

To: Public Secondary and Integrated School Heads

1. In reference to Regional Memorandum No 790, s 2025, **“Nutri-Jingle Contest Season 8”**, the National Nutrition Council Regional Office I and DepEd Regional Office I will conduct Nutri-jingle contest as part of the Nutrition Month Celebration 2025 with the theme **“Food at Nutrisyon Security, Maging Priority! Sapat na Pagkain, Karapatan Natin!”**.
2. In line with this, secondary school learners are encouraged to participate in the said contest.
3. This activity aims to encourage the engagement of high school learners of Region 1 to showcase their creative flare through music, singing, dancing and content creation. Furthermore, it also serves as a venue to strengthen nutrition advocacy and promote the 2025 Nutrition Month theme through social media and music video.
3. Attached is the copy of the Regional memorandum and mechanics of the contest for reference.
4. Immediate dissemination of this memorandum is desired.

  
**VILMA D. EDA, CESO V**  
Schools Division Superintendent



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Republic of the Philippines  
**Department of Education**  
REGION I

DEPARTMENT OF EDUCATION  
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C16490  
JUN 19 2025

REGIONAL MEMORANDUM  
No. 790, s. 2025

**NUTRI-JINGLE CONTEST SEASON 8**

To: Schools Division Superintendents

1. The National Nutrition Council Regional Office I in partnership with DepED Regional Office I will conduct the **Nutri-Jingle Contest Season 8** in celebration of the 2025 Nutrition Month with the theme **"Food at Nutrisyon Security, Maging Priority! Sapat na Pagkain, Karapatan Natin!"**.
2. The contest is open to all secondary learners. Attached is the mechanics of the contest for reference.
3. Contestants shall register through the link at **<https://forms.office.com/r/9i9wrMtuzs>** on or before **June 27, 2025**. Submit video entries through google drive or email at **[region1@nnc.gov.ph](mailto:region1@nnc.gov.ph)** not later than **July 11, 2025**.
4. For information and guidance.

**TOLENTINO G. AQUINO**  
Director IV

Incl.: As Stated.

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

CONTESTS  
NUTRITION EDUCATION  
PROGRAMS

ESSD-DCN/mar/Regional MEMO 2025  
June 18, 2025



Flores St., Catbangen, City of San Fernando, La Union  
Telephone Nos.: (072) 607-8137/682-2324  
DepEd Region I [region1@deped.gov.ph](mailto:region1@deped.gov.ph)  
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National  
Nutrition  
Council  
REGION 1  
KALUSUGAN



BAGONG PILIPINAS

Republika ng Pilipinas  
KAGAWARAN NG KALUSUGAN  
NATIONAL NUTRITION COUNCIL REGIONAL OFFICE 1  
Unit GF3-4 MXM Building, Pindangan Road, Pagudpud  
City of San Fernando, La Union 2500

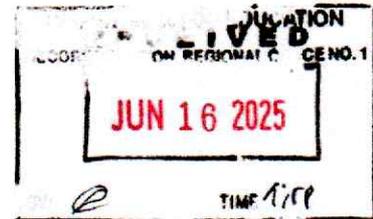
14 June 2025

DIR. TOLENTINO G. AQUINO

Regional Director, DEPED-RO 1

Member, Regional Nutrition Committee

City of San Fernando, La Union



Attention: MS. MARICRIS A. RIMAS

Member, Regional Nutrition Planning and Evaluation Team

Dear Director Aquino:

Advanced Happy Nutrition Month from the National Nutrition Council-Regional Office 1 (NNC1).

Once again, the NNC1 will be spearheading this year's nutrition month celebration in the region with this year's sub-theme: **"Food at Nutrition Security, Maging Priority! Sapat na Pagkain, Karapatan Natin!"**. This is an annual campaign held every July led by NNC to create greater awareness on the importance of nutrition among Filipinos as mandated by Presidential Decree 491.

This year's theme calls for swift action to ensure safe, nutrition food for all – highlighting healthy diets as a right and pushing collective efforts for food security under PPAN 2023-2028 along with its overarching theme: **"Sa PPAN: Sama-Sama sa Nutrisyong Sapat Para sa Lahat!"**.

Anent to this, may once again ask for a partnership for the conduct of **Nutri-Jingle Video Contest Season 8**. Attached here is the Mechanics for the Nutri-Jingle Video Contest for reference.

For further details, please feel free to reach our staff, Mr. Jeffrey C. Peralta with contact numbers (072)607-6594 and 0966-789-5858.

Thank you and *mabuhay*.

Sincerely yours,

  
KENDALL PILGRIM A. GATAN, RND

OIC-Nutrition Program Coordinator, NNC Region 1



**"Nutrisyong sapat para sa lahat!"**

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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

The popularity and appeal of the entry are evaluated based on the number of like, wow and heart reactions it receives on Facebook.	
<b>Number of Views</b> The visibility and engagement of the entry are evaluated based on the number of views it accumulates on Facebook.	10%
<b>Number of Reach</b> 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%
<b>TOTAL</b>	<b>100%</b>