

Republika ng Pilipinas
(Republic of the Philippines)
MINISTRI NG EDUKASYON AT KULTURA
(MINISTRY OF EDUCATION AND CULTURE)
Maynila

July 2, 1982

BREASTFEEDING SLOGAN CONTEST

MEC M E M O R A N D U M
No. 165, s. 1982

To: Bureau Directors
Regional Directors
Chiefs of Services and Heads of Units
Schools Superintendents
Presidents, State Colleges and Universities
Heads of Private Schools, Colleges and Universities
Vocational School Superintendents/Administrators

1. The National Nutrition Council, in coordination with the Ministry of Education and Culture (MEC), Ministry of Health (MOH), UNICEF, Nutrition Center of the Philippines (NCP), National Media Production Center (NMPC), and Non-Government Organization (NGO), is conducting a breastfeeding slogan contest from July 27 to September 30, 1982.
2. The objective of the contest is to launch an intensified information, education and communication campaign on breastfeeding. Inclosed are the guidelines of the contest.
3. It is desired that this Memorandum and its inclosure be given wide publicity.

(SGD.) HERMENEGILDO C. Dumlao
Acting Minister

Incl.:
As stated

Reference:
None

Allotment: 1-2-3-4-(D.O. 1-76)

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

BUREAUS & OFFICES
CAMPAIGN
CONTEST

(Inclosure to MEC Memorandum No. 165, s. 1982)

BREASTFEEDING SLOGAN CONTEST

GUIDELINES

1. The National Nutrition Secretariat shall coordinate the conduct of the breastfeeding slogan contest.
2. The Breastfeeding Slogan Contest is open to the public.
3. The contest shall run from July 27 to September 30, 1982. All entries shall be mailed/submitted to:

The Secretariat
Breastfeeding Slogan Contest
c/o I.E.C. Division, NNC
Nutrition Center of the Philippines, South Superhighway
Makati, Metro Manila, P.O. Box 1646 MCC

4. All entries shall be postmarked not later than September 30, 1982. Hand-in entries shall be received not later than September 30, 1982.
5. Entries must depict the value and importance of breastfeeding.
6. All entries shall be legibly written either in English or Filipino on white bond paper (8½ inches by 11 inches).
7. The name and address (agency, office, school, residence) of the contestant should be stated at the back of the entry. Entries must be submitted in a sealed envelope.
8. A contestant may submit as many entries as possible.
9. A board of judges shall be convened by the ~~MEC~~ to decide on the winning entries. The decision of the board of judges shall be final.
10. All entries chosen in the preliminary screening shall automatically become properties of NNC.
11. Prizes will be awarded to winning entries as follows:

1st Prize		P 1,500
2nd Prize	(2)	P 1,000 each
3rd Prize	(3)	P 500 each
150 Consolation Prizes		150 T-shirts w/breastfeeding slogan
12. The NNC will notify the winners in writing by mail or through press releases. Announcement of winners will be on October 21, 1982.

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