



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS  
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS  
DECS Complex, Morao Avenue  
Pasig City, Philippines



*Sama-Sama  
sa DECS*

*Tanggapan ng Kalihim  
Office of the Secretary*

December 29, 1999

DECS MEMORANDUM  
No. 538, s. 1999

SEARCH FOR THE NUTRITION MONTH THEME FOR THE YEAR 2000

To: Bureau Directors  
Regional Directors  
Schools Superintendents  
Private Elementary and Secondary School Principals

1. The National Nutrition Council (NNC), chaired by the Secretary of the Department of Agriculture, announces the Search for the Nutrition Month theme for the Year 2000. The focus of the celebration shall be on the new Philippine Nutritional Guidelines.
2. Attached are the guidelines for participation and selection, and the entry form to be accomplished and submitted to the Regional Offices on or before January 31, 2000.
3. Immediate dissemination of this Memorandum is desired.

*Andrew Gonzalez*  
ANDREW GONZALEZ, FCS.  
Secretary

Incls.:  
As stated

Reference: None

Allotment: 1- -(D.O.50-97)

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

CELEBRATIONS & FESTIVALS  
SEARCH

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# SEARCH FOR THE NUTRITION MONTH THEME FOR YEAR 2000

*Guidelines for  
Participation and Selection*

October 1999

## Are there other requirements for the contest?

1. All entries shall become the property of the National Nutrition Council. All copyrights will be waived on submission.
2. Decision of the evaluation committees is considered final and irrevocable.

## For more information, write or call:

- *Executive Director Elsa M. Bayani*, National Nutrition Council, Villamor Interchange, South Superhighway, Makati City, Tel. Nos. 818-7398, 816-4211, 892-4271; Fax No. 816-4280
- *Ms. Victoria N. Mañez*, National Nutrition Council, Apt. 1, Rivera Apartments, National Highway, Calabang, San Fernando City, Telefax No. (072) 242-5272
- *Ms. Rhodora G. Maestre*, National Nutrition Council, Department of Agriculture, Provincial Capitol Building, San Gabriel Village, Tuguegarao, Cagayan, Tel. No. (078) 844-1573; Fax No. (078) 844-9131
- *Dr. Micazela M. Defiesta*, National Nutrition Council, 2nd Floor, N. Ramon Building, 1B-22 Km. 4, La Trinidad, Benguet, Telefax No. (074) 422-2468
- *Ms. Ofelia T. Santiago*, National Nutrition Council, Department of Agriculture, Provincial Capitol, San Fernando, Pampanga, Tel. No. (045) 961-2950; Fax No. (045) 961-3472
- *Ms. Alicia C. Ramos*, National Nutrition Council, Villamor Interchange, South Superhighway, Makati City, Telefax No. 816-4147
- *Ms. Jonalita C. Arana*, National Nutrition Council, 4th Floor, RUE Building, 443 T. Rizal Street, Cshangan, Legaspi City, Telefax No. (052) 480-5122

- *Dr. Lourdes P. Tupas*, National Nutrition Council, Iloilo Provincial Library, Gen. Luna Street, La Paz, Iloilo City, Telefax No. (053) 320-0260
- *Mr. Noli V. Mojareson*, National Nutrition Council, Department of Agriculture, M. Velez Street, Cebu City, Telefax No. (032) 254-3263
- *Ms. Jutilia Q. Solana*, National Nutrition Council, 277-A Real Street, Tacloban City, Telefax No. (053) 321-3076
- *Dr. Aida P. Carriño*, Department of Agriculture, Port Area, Zamboanga City, Telefax No. (062) 991-4657
- *Ms. Zenaida T. Tondares*, National Nutrition Council, Department of Agriculture, Macabalan Compound, Cagayan de Oro City, Telefax No. (088) 856-8700
- *Ms. Ma. Teresa L. Ungson*, National Nutrition Council, Room 203, AMESCO Building, Q-Suazo Street, Davao City, Telefax No. (082) 224-1784
- *Mr. Jose P. Vezalá*, National Nutrition Council, Sawalib Apartments, Gutierrez corner Ugaltingan Streets, Cotacato City, Telefax No. (064) 421-5678
- *Ms. Delta R. Jimenez*, National Nutrition Council, Villamor Interchange, South Superhighway, Makati City, Telefax No. 892-6883

### **What is Nutrition Month?**

The yearly celebration of Nutrition Month is mandated by Section 7 of Presidential Decree No. 491 (Nutrition Act of the Philippines, 25 June 1974) "for the purpose of creating awareness among our people on the importance of nutrition. The celebration is coordinated by the National Nutrition Council (NNC), Secretariat and implemented by various national government agencies, nongovernment organizations and the local government units.

### **What is the focus for Nutrition Month 2000?**

For the year 2000, the proposed focus is on the updated Philippine Nutritional Guidelines.

### **What is the Philippine Nutritional Guidelines?**

The Philippine Nutritional Guidelines (PNG) are primary recommendations to promote good health through proper nutrition. They seek to foster an adequate and balanced diet as well as desirable food and nutrition practices and healthy habits suitable for the general population. The messages being promoted under the PNG are as follows:

1. Eat a variety of foods every day.
2. Breastfeed infants exclusively for about six months. After six months, continue breastfeeding and give appropriate foods.
3. Maintain your children's normal growth through proper diet and monitor their growth regularly.
4. Consume fish, lean meat, or dried beans.
5. Eat more vegetables, fruits and root crops.
6. Eat food cooked in edible/cooking oil daily.
7. Consume milk, milk products and other calcium-rich foods such as small fish and dark green leafy vegetables every day.
8. Eat clean and safe foods.
9. Avoid excessive intake of salty foods and fatty meats.
10. Exercise regularly.
11. Do not smoke.
12. Avoid drinking alcoholic beverages. If you drink, do so in moderation.

### **But how can we promote the PNG? Isn't the PNG technical-sounding?**

You are right! The Philippine Nutritional Guidelines is very technical-sounding. That is why, a contest on next year's Nutrition Month theme will be held to translate the technical-sounding PNG to something easily understood by the *manang Filipino*.

### **Who is qualified to join the contest?**

The contest is open to all Filipinos of all ages, e.g. students, professionals, etc. except employees of the NNC Secretariat and the Philippine Information Agency (PIA) and their relatives up to second degree of consanguinity and affinity.

### **What is an entry?**

An entry is a suggested theme which captures the essence or message of the Philippine Nutritional Guidelines. The entry must be in *Filipino* (the national language), up to a maximum of five (5) words only. A compound word will be considered as one word (e.g. *kapit-hisig*). The words must be catchy, easy-to-remember and appropriate or relevant.

### **Can I submit more than one entry?**

Yes, you can. But a participant can submit a maximum of two (2) entries only.

### **Where should I put my entries?**

1. Put your entries in the official entry form (PNG-NM-Form 1). Participants with two (2) entries must submit in two (2) separate entry forms.
2. Secure the entry forms from the National Nutrition Council Regional Offices or from the Office of the Mayor or Governor beginning 2 November 1999.
3. All entries must have the name, signature, address and when possible, telephone number of contestant. Only signed official entry forms will be evaluated by the screening and evaluation committee.

### **How long will the contest be?**

1. The contest officially starts on 2 November 1999.
2. All entries must be submitted to the NNC Regional Office on or before 12:00 noon of 29 December 1999. Mailed entries should be postmarked (pre-paying post office) no later than 29 December 1999.
3. The winner will be proclaimed not later than 7 March 2000. The winner will be notified by letter or telegram.

### **What are the grounds for disqualification?**

1. Theme is not in Filipino (the national language)
2. The entry is more than five (5) words.
3. The entry is not placed in the official entry form.
4. Two (2) themes are contained in just one entry form.
5. Entry form is not signed.
6. Late submission of entries.
7. Entry looks like a nuisance entry.

### **What are the criteria for judging?**

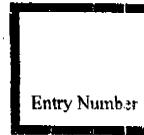
- Relevance and appropriateness, 40 percent**
- Captures essence of PNG, i.e. adequacy, balance, and moderation, 20 percent
  - Stimulates people to action, 20 percent

- Impact, 40 percent**
- Clear, simple, easy to recall, catchy, 15 percent
  - Easily understood by the *masa*, 15 percent
  - Does not contain any unacceptable connotation, 10 percent

- Originality, 20 percent**

### **How much is at stake for the winner?**

The winner will receive a plaque and a cash prize of ₱30,000.00.



**SEARCH FOR THE NUTRITION MONTH THEME FOR YEAR 2000**

NAME OF CONTESTANT : \_\_\_\_\_

COMPLETE MAILING ADDRESS : \_\_\_\_\_

TELEPHONE NUMBER : \_\_\_\_\_

**PROPOSED THEME :**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I, \_\_\_\_\_, assign all rights on this entry and affirm that I  
(print name here) have not copied this from another, potentially  
copyrighted source.

SIGNATURE : \_\_\_\_\_ DATE : \_\_\_\_\_

**NOTE: Entries must be received by the NNC Regional Offices  
by 5:00 p.m., 29 December 1999**

Received by : \_\_\_\_\_  
(Print Name and Signature)

Date and Time: \_\_\_\_\_