# 3 Presentation Dos and Don'ts: TIPS FOR PREPARING GREAT SLIDES

**IN THIS SECTION**

General Presentation Tips
Tips on Graphics

## 1. GENERAL PRESENTATION TIPS

✔ **DO**

**Sustained Investment in Nutrition**

Results in:

- Fewer infant and maternal deaths

- Healthy labor force

- Enhanced productivity and stronger economy

- **Develop the presentation around two or three main messages.** These messages should summarize the essence of what you want the audience to remember. You can have many text and graphic slides that explain each message, but the audience will follow the presentation better if they have a simple structure for listening.

✔ **DO**

**Barriers From Policymaking Environment**

- Competing priorities
- Budget constraints
- Lack of political will and commitment
- Insufficient knowledge

- **Remember the KISS rule: Keep It Short and Simple.** Your slides should include the key points only, with one idea per slide.

- A good rule of thumb is to have about **one slide per minute.** A 15- to 20-minute presentation would have about 20 slides maximum.

✔ **DO**

**Total Fertility Rate**

The Total Fertility Rate is an estimate of the number of children, on average, a woman would bear during her lifetime if current fertility rates remain constant

- **Provide clear explanations of all technical terms.** Inserting a text slide to define a term is one way of helping the audience better understand technical concepts.

- **Avoid using complete sentences.** Instead, use short phrases that capture the important points. The only exception is the use of quotations, which can be cited in their entirety.

✘ **DON'T**

**An Effective Communication Plan Relies on:**

- Audience-centered approach
- Ongoing communication activities
- Disseminating information at the right time, for the right length of time

**An Effective Communication Plan Relies on:**

- Developing messages that are centered around the audience needs
- Keeping messages and other dissemination activities going to the target audiences over time
- Disseminating information at appropriate times and for the amount of time that is necessary to have an effect

- **Follow the "6 x 6" rule:** Use about six words per line, six lines per slide (excluding the title).

✔ **DO**          ✘ **DON'T**

**Training Objectives**

- **Develop a policy communication strategy**
- **Improve skills for writing a press release**
- **Create an oral policy presentation**

**Training Objectives**

- To understand the capabilities of PowerPoint
- To make use of the major features of PPT
- To display data effectively (within PPT charts)
- To distinguish between a good and bad presentation
- To compare/contrast the advantages and disadvantages of outline view and slide view
- To switch between outline and slide views
- To create slides in outline view
- To insert slides in outline view
- To insert slides in slide view
- To change the font, paragraph, and bullet effects
- To change these elements by using the drop-down menus and the tool bar
- To create and use templates
- To create and use master slides
- To insert a new slide in slide view
- To design and implement a new color scheme for their presentation
- To distinguish between the different color boxes used in PowerPoint
- To choose the best chart to represent their data
- To distinguish between bar, column, pie, area, line and XY scatter charts
- To create bar, column, pie, area, line and XY scatter charts
- To apply this knowledge to their own research data

■ **Always use a font large enough to be seen by all audience members.** Use 32- to 44-point for titles and no smaller than 28-point for the text or bulleted items.

✔ **DO**

**Successes: Decentralization**

**Senegal:**

• Influenced government decentralization policy and implementation through M&E

• Implemented innovative new bilateral program to support decentralization

✗ **DON'T**

Successes: Decentralization

Senegal:

• Influenced government decentralization policy and implementation through M&E

• Implemented innovative new bilateral program to support decentralization

■ **Keep a consistent look throughout your presentation.** Use the same font, size, color, and capitalization format.

✔ **DO**

**Solutions**

■ Build scientific consensus
■ Design action-oriented research
■ Involve stakeholders right from start
■ Establish incentives for dissemination
■ Promote mutual understanding
■ Use media as communication channel

✗ **DON'T**

**Solutions**

■ <u>Build</u> scientific consensus.
✄ Action-Oriented Research Design
■ Involve **stakeholders** right from start
■ Establish incentives for dissemination
■ *Promote* mutual understanding
■ use media as communication channel

■ **Use short, strong statements.** Open each bulleted point with a noun or verb in active voice, maintaining the same structure on each slide.

✔ **DO**

**Recommendations**

➢ Allocate resources for nutrition programs in urban slums
➢ Intensify nutrition IEC
➢ Promote use of community-based nutrition education interventions
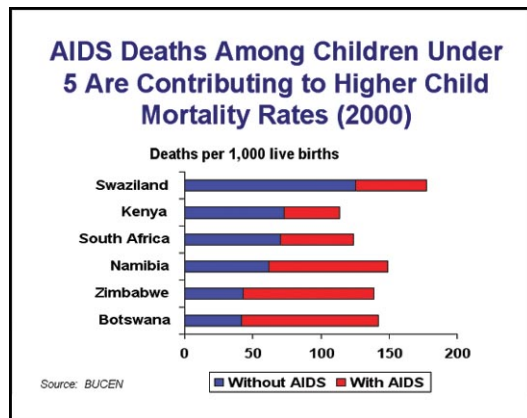
✗ **DON'T**

**Recommendations**

➢ Nutrition programs in urban slums need more resources
➢ Expand IEC nutrition programs in the slum setting to improve nutrition status
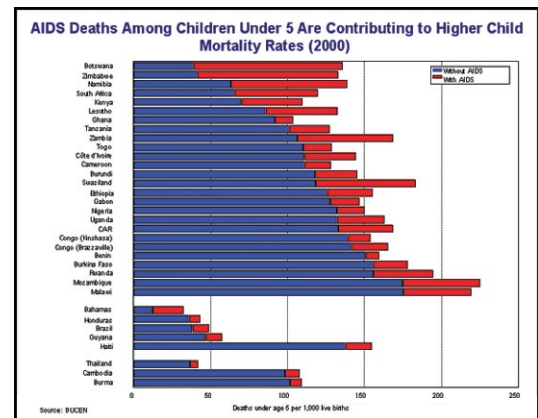➢ Community-based nutrition education interventions need to be used more

## 2. TIPS ON GRAPHICS

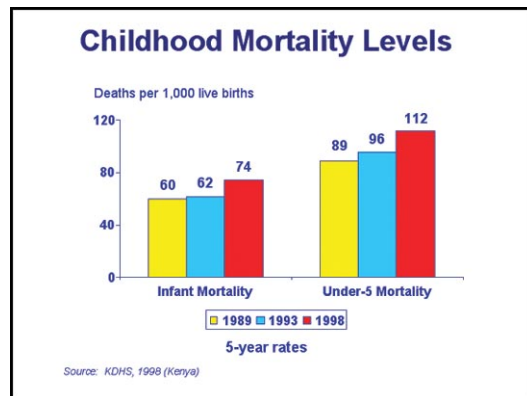- **Use simple graphs to communicate findings.** If too much information is presented, very little will be remembered.

✔ **DO**                                                    ✗ **DON'T**



- **Always use data labels.**

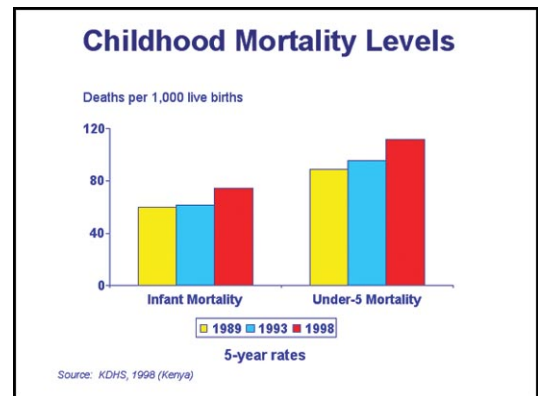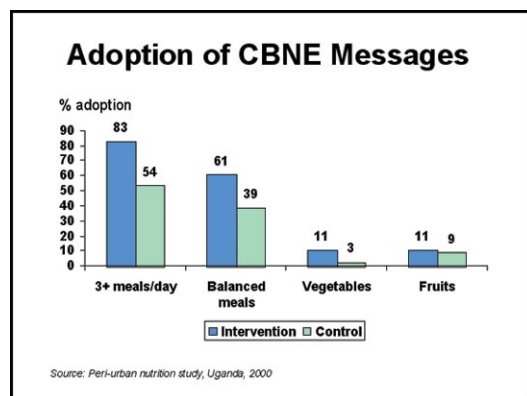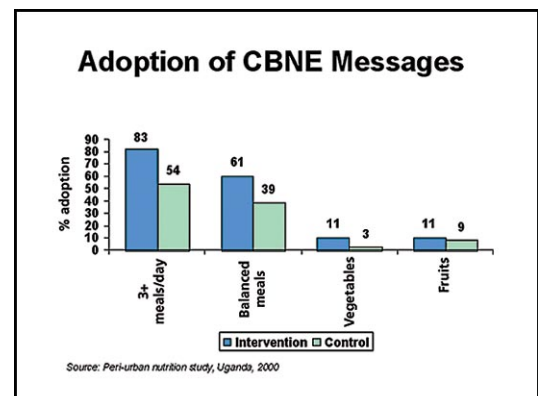✔ **DO**                                                    ✗ **DON'T**



- **Keep labels horizontal so that they can be easily read by your audience members.**

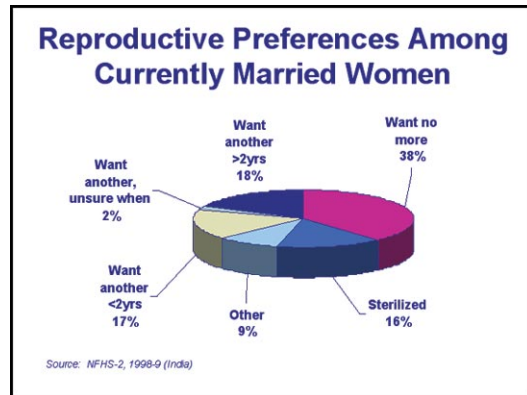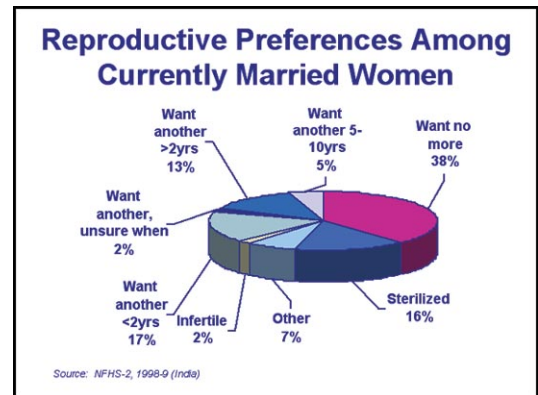✔ **DO**                                                    ✗ **DON'T**

- **Use a maximum of six slices when creating pie charts.** If you wish to highlight one slice, place it on the upper right side. You can also pull out the slice you want to highlight.
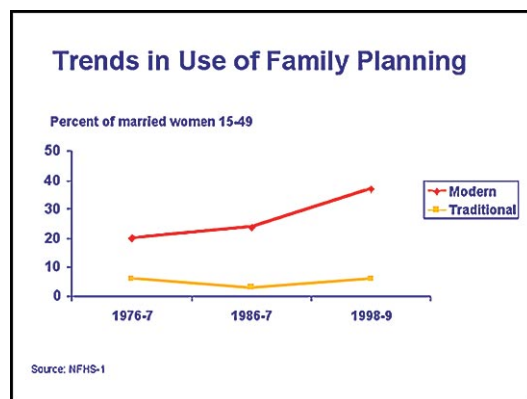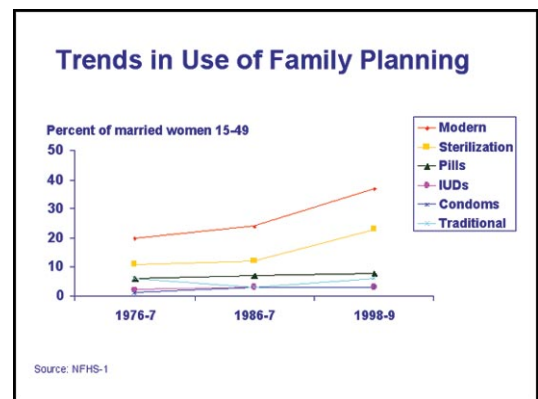


- **Use a maximum of three to four lines when creating line charts, making the trend lines thick for easy visibility.**



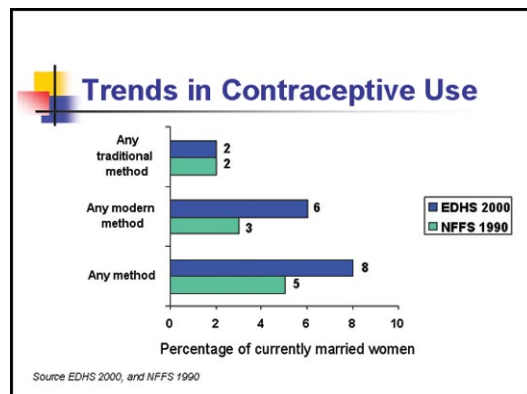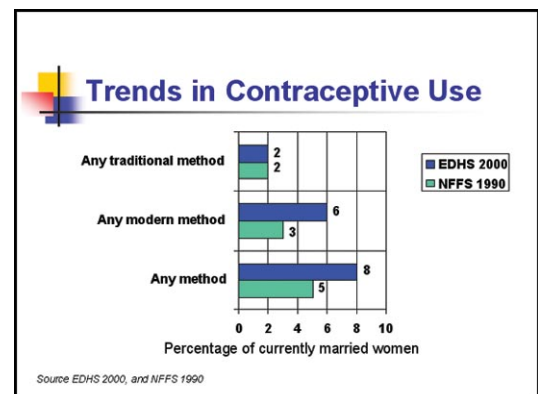- **Remove all superfluous gridlines from your graph so that there is nothing distracting the audience from your message.**

- When the exact numbers are important and you must use a table, remember the "6 x 6" rule: about six words or numbers to a line, six lines to a table.

✔ DO                                          ✗ DON'T

### Factors Influencing Health Seeking Behavior

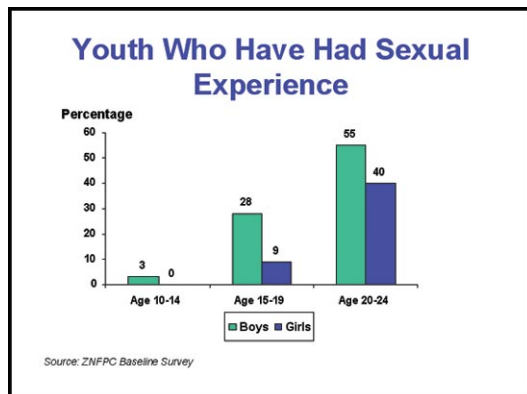| Variable | In-School (%) | Out-of-School (%) |
|---|---|---|
| Talk about sex with friend | 69 | 45 |
| Get information on STI | 80 | 51 |
| Told close friend had STI | 73 | 29 |
| Partner notification | 30 | 37 |

Source: KDHS

TABLE 2.  COMPARISON OF WOMEN'S SOCIAL NETWORKS IN THE REGIONS OBISA AND OWICH, KAWADHGONE, AND WAKULA SOUTH: CURRENTLY MARRIED WOMEN WITH NETWORKS OF SIZE 3 AND 4 ONLY

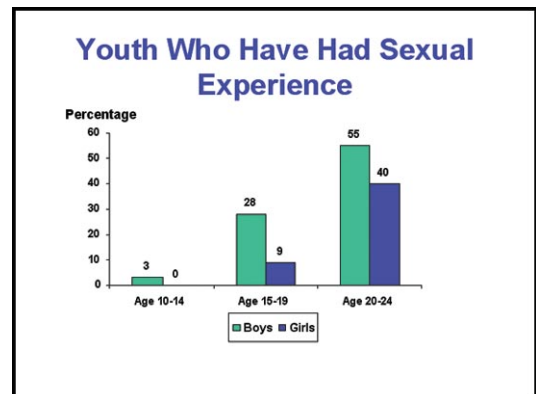| | Owich, Kwadhgone, and Wakula South | Obisa |
|---|---|---|
| *N* | 270 | 118 |
| Family Planning Use by Network Partners | | |
| Average proportion of network partners using family planning | 0.578 | 0.585 |
| Average proportion of network partners advising use of family planning | 0.642 | 0.641 |
| Density | | |
| Average density of network among network partners° | 0.846 | 0.782° |
| Average Proportion of Network Partners Who Are | | |
| Female | 0.931 | 0.950 |
| Female relatives of respondent | 0.683 | 0.671 |
| Friends only (unrelated to respondent) | 0.193 | 0.194 |
| Confidants of respondent | 0.465 | 0.478 |
| Acquaintances only | 0.098 | 0.114 |
| Known for five or more years by respondent | 0.694 | 0.686 |
| Younger than respondent | 0.235 | 0.304° |
| Living in same compound or village as respondent | 0.556 | 0.522 |
| Living in Nairobi or Mombasa | 0.019 | 0.013 |
| Average Proportion of Network Partners | | |
| Respondent lent money to | 0.391 | 0.423 |
| Respondent helps often in network partner's household | 0.207 | 0.208 |
| Respondent talks with at least weekly | 0.631 | 0.684 |
| Known by respondent's husband | 0.352 | 0.372 |
| With at least primary education | 0.807 | 0.767 |
| With secondary education | 0.247 | 0.289 |

Results of two-tailed tests for equal means:
°The difference between Obisa and OKW is significant at *p* < .05 (two-tailed test).
†Network densities below 0.5 are relatively rare. Only 16% of respondents in OKW, and only 11% of respondents in Obisa, have networks with a density of less than 0.5.

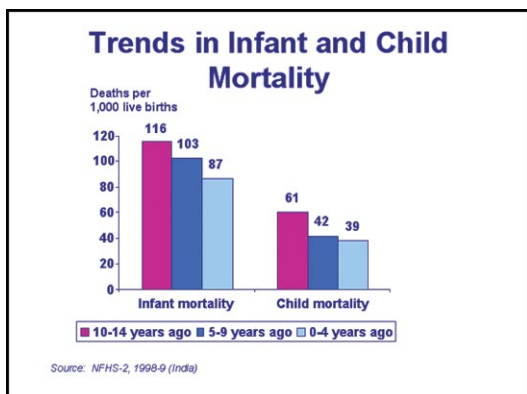- Always cite the data source and place it beneath your graph.

✔ DO                                          ✗ DON'T

### Youth Who Have Had Sexual Experience

Percentage

Age 10-14: Boys 3, Girls 0
Age 15-19: Boys 28, Girls 9
Age 20-24: Boys 55, Girls 40

■ Boys ■ Girls

Source: ZNFPC Baseline Survey

### Youth Who Have Had Sexual Experience

Percentage

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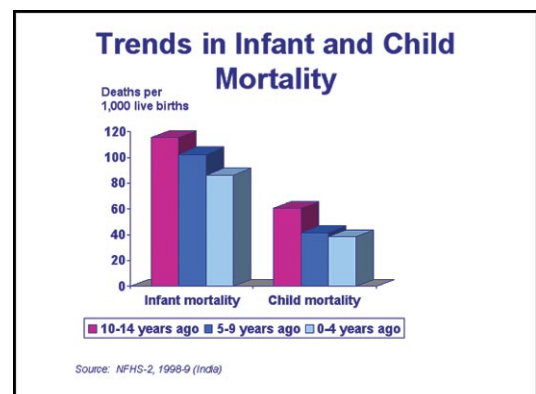Age 20-24: Boys 55, Girls 40

■ Boys ■ Girls

- Use two-dimensional graphs so that information is not distorted and bar levels can be read easily. The one exception to this rule is pie charts, which are more effective in three dimensions.
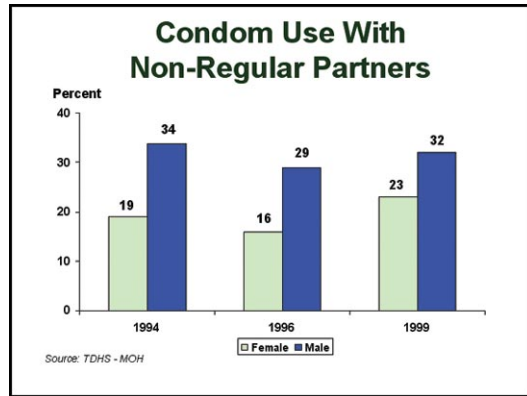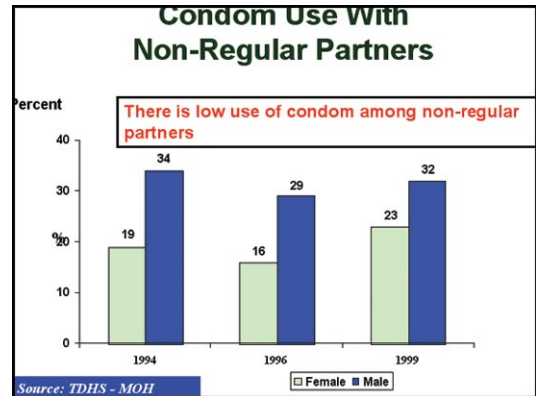
✔ DO                                          ✗ DON'T

### Trends in Infant and Child Mortality

Deaths per 1,000 live births

Infant mortality: 116, 103, 87
Child mortality: 61, 42, 39

■ 10-14 years ago  ■ 5-9 years ago  □ 0-4 years ago

Source: NFHS-2, 1998-9 (India)

### Trends in Infant and Child Mortality

Deaths per 1,000 live births

Infant mortality
Child mortality

■ 10-14 years ago  ■ 5-9 years ago  □ 0-4 years ago

Source: NFHS-2, 1998-9 (India)

- Avoid border areas; maintain enough "white space" on your slides to ensure that the graphics or text are easy to read.

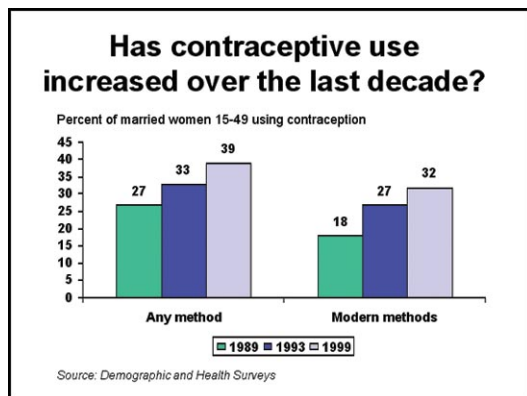✔ **DO**                                           ✘ **DON'T**



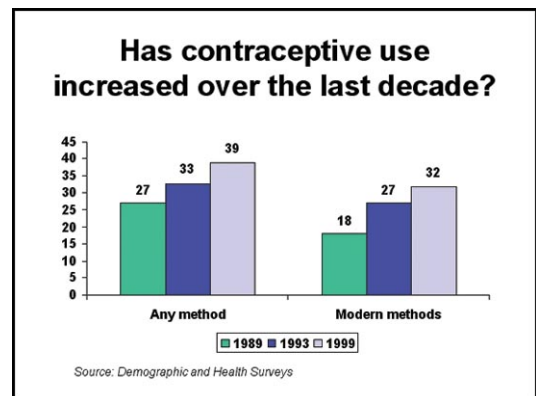- Always label your y-axis unless it is stated in the graph heading.
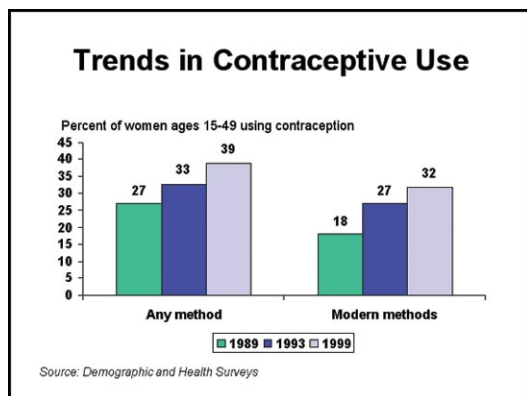
✔ **DO**                                           ✘ **DON'T**
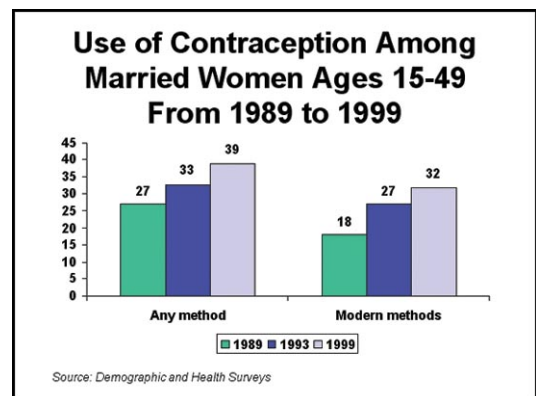


- To keep the heading from becoming cumbersome, details on the data can be written in a subheading or y-axis label in a smaller (but readable) font.
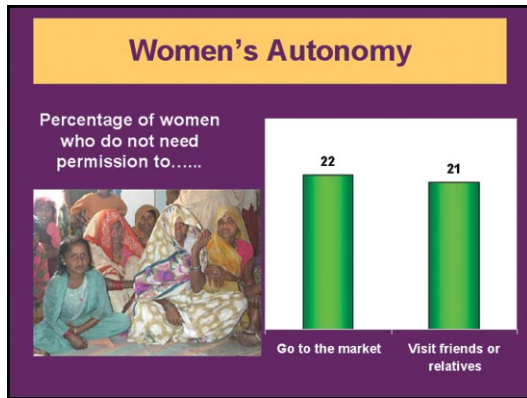
✔ **DO**                                           ✘ **DON'T**
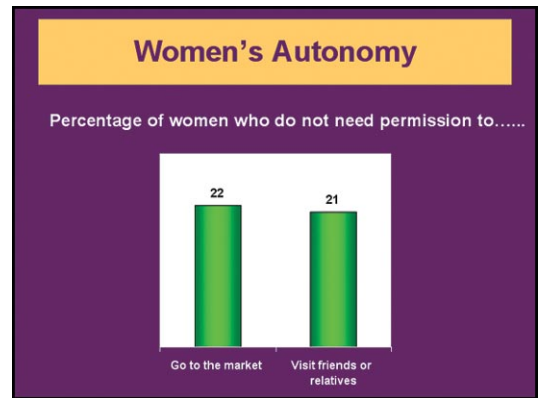
■ **Adding photos to a data presentation can enhance audience comprehension and interest.** Photos also help put a "human face" on the numbers.
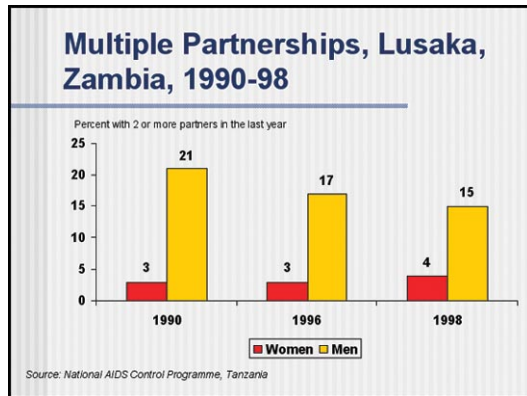
✔ DO                                          ✗ DON'T



■ **Whenever possible, position the legend so that the text is parallel to the bars.** For vertical side-by-side bars, place the legend on the bottom. For stacked bars, place the legend on the right. (The reverse would be true for horizontal bars.)

✔ DO                                          ✗ DON'T