

# Effective Presentations

A Toolkit for Engaging an Audience

Developed by



**Northwest Center for Public Health Practice**

School of Public Health, University of Washington

in partnership with The Network for Public Health Law



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Please send any comments or questions to the Northwest Center for Public Health Practice  
at the University of Washington School of Public Health.

[www.nwcphp.org](http://www.nwcphp.org)



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# Effective Presentations

## A Toolkit for Engaging an Audience

This toolkit is to help you put together effective presentations, whether it's in-person or online. Intermediate- or advanced-level presenters may choose not to read the full text, but to use the sidebars as reminders while putting together materials. The toolkit contains four pieces:

### **1. What Do I Need To Know?**

Questions and answers for presenters. This short document has three primary sections: choosing material, effective speaking, and PowerPoint slides. (Included in this PDF)

### **2. Presentation Slides: The Before and After**

Samples of public health PowerPoint slides exploring common mistakes that can be avoided to create a visual presentation that reinforces and strengthens the presentation. (Included in this PDF)

### **3. References**

A short list of online and in print references. Although many references exist, this list contains only a very few that have made it to our "most useful" category. (Included in this PDF)

### **4. Built for You: PowerPoint toolkit**

A PowerPoint file with commonly needed components and creative visuals that you can cut and paste into your presentations and modify for your needs. (A separate PPT file)

# What Do I Need To Know?

1. How do I choose material?
2. How do I speak effectively?
3. How do I make effective presentation slides?

## 1. How Do I Choose Material?

### What is your story?

Strong presentations have one key element in common: they tell a story. In the modern age of technology, people forget that presentations are an old form of communication. For centuries, stories have been passed down orally. Storytelling engages the audience, assists in comprehension, and increases retention.

To make your content relevant to the people listening to you, think about what story they will understand and be interested in. Why have they chosen to be here? How does the content of your presentation impact them? This will help you frame the presentation. It also helps with the examples you select to explain key or challenging concepts. Know what people do in their day-to-day work and then give an example that will illustrate an impact they understand.

So how do we tell stories? Each story needs a protagonist, a conflict, and a resolution. For instance, discussing research results about climate change data can become very technical. Don't let the facts obscure the story; have the facts support the story. The story provides context for the data, so that the audience understands why the data is important. Here is an example of a climate change presentation where the presenter has thought of two potential stories to guide a presentation:

**Story:** climate change

**Protagonist:** 1. small farmers providing food to restaurants or  
2. water utility companies

**Conflict:** 1. how climate change affects the growing season or  
2. algae blooms or amount of water in municipal water supply  
(supported by visualized data, such as graphs)

### Key Questions

- What is your story?
- Who is your audience?
- What is your purpose?
- What is your venue?

### Find your story

Keep it simple.

Identify the parts of your story, then make sure each part is essential.

The beginning, middle, and end are essential.

Learn about your audience. Connect to them.

Always tell the truth.

Watch for what works in your presentation (it'll help you later).

Brainstorm story ideas.  
Not every story is a good one.

**Resolution:** policies that are or should be in place or discussion about how people in other regions are mitigating the effects of climate change on local resources

Here's another example, but this time based on a pertussis outbreak:

**Story:** Pertussis outbreak

**Protagonist:** populations with higher rates of pertussis or people who don't get vaccinated (or vaccinate their kids)

**Conflict:** higher incidence rates, epidemic leading to infant deaths, what can public health officials do legally (using visualized data to support the story)

**Resolution:** messaging and outreach techniques or possible legal and policy actions

### Who is your audience?

If you are asked to present, the first questions are about the audience. Knowing your audience is an important factor in deciding whether you want to accept the invitation to speak and in determining what material to share and how to present it. Audience research is easy—just answer these four questions:

1. How many people will attend?
2. What is their background (where do they work)?
3. What would be of interest to them?
4. How familiar are they with the subject?

These answers will help identify the amount and complexity of your material. It will help to determine if an introduction will be necessary to familiarize people with your topic, and it will allow you to start thinking about what types of examples will be the most effective. The illustrative components of your presentation should fit within the audience's current realm of understanding, making your content relevant to them. This information can also help you avoid embarrassing missteps. For example, public health professionals listen to many presentations where the presenter refers to them as healthcare professionals, assuming they are involved in medical care. This injures the speaker's credibility and can negatively impact the audience's receptiveness to messages.

### Your Audience

You are interested in connecting with your audience. Ask questions to get insight into:

- attitudes
- beliefs
- concerns
- aspirations
- motivations
- cultures
- lifestyles
- behaviors
- preferences

## **What is your purpose?**

After you have identified the characteristics of your audience, you can determine what it is you want to accomplish with your presentation. Are you hoping to persuade people? Are you hoping to inform people? Do you have a call-to-action that you're hoping people will act upon afterward?

After you've answered these questions, you'll write your objectives. For more information on writing objectives, please see the accompanying *Effective Adult Education: A Toolkit of Best Practices for Teaching Adults* (also provided at <http://www.nwcphp.org/resources/public-health-law-training-project>).

## **What is the venue?**

You'll want to find out as much as possible about the venue in which you'll be presenting. It will help you understand how to best present your information and will make the presentation less stressful because there won't be any surprises.

The size of the room affects the size of the audience and how far they are from the presenter and visual aids. The room size determines whether you can speak to the whole room or if your voice will need to be amplified. Microphones can impact whether you can walk freely around the room or stage, or if you need to be at a podium. Knowing about your venue will tell you if there are large projection screens, videos being played of the speaker for those in the back, or if it's a more intimate setting. It will let you know if you need technical assistance or if you need to arrive early to learn about the equipment.

If it's a more intimate setting, you should know the way in which the room will be arranged. Will you be standing in front of people or will everyone be gathered around a table? A smaller venue introduces possibilities for other types of visual aids, such as a tangible object, poster, or document everyone can simultaneously see.

## **Venue**

What is the room size?

What is the audience size?

Will you need a microphone?

Will you be on a stage?

What technology will be used (projection screens, videos, etc.)?

How will seats be arranged?

How will people see your props? (poster, slides, etc.)

## 2. How Do I Speak Effectively?

### What are some of the elements of speaking?

**Pacing:** Determine how you want to pace your presentations. Effective presentations can be set to a quick pace, a calm pace, or a combination. But be deliberate. Think about your audience, content, and your personality. Regardless of what you choose, practice. Say the presentation out loud so you know that the material fits in the allotted time. Ask someone to listen to at least part of it to make sure that you are not speaking too quickly to be understood.

**Clarity:** Make sure that you can be heard by everyone in the room. The volume and clarity of your voice is essential. Check to see if you need amplification or other technology. And we all change our delivery when we get nervous, so be careful to speak clearly and enunciate.

**Cadence:** Do not read your presentation. Being well-prepared and speaking conversationally will make your sentence style easier to understand. Speaking naturally uses traditional conversation techniques of pauses, emphasis, rhythms, and pitch. If you're giving your presentation in-person, speaking (instead of reading) also allows eye contact, a primary way to connect with your audience.

### What if my presentation is in-person?

Everyone has felt that moment of intimidation before stepping in front of an audience, no matter how large or small. Public speaking is a skill people have been trying to hone since grade school, but it can still be a challenge. Prepare for the presentation by carefully thinking through your material and any accompanying visuals. The more familiar you are with your presentation, the more comfortable and confident you'll be when speaking in front of others.

Maximize audience engagement. You've already started to pave the way for this with your audience research, customizing your

### Key Components

- Elements of speaking
- In-person presentations
- Distance-based presentations

### Speaking Tips

#### Pacing

Quick, calm, or a combination, but be deliberate and practice.

#### Clarity

Check your volume and enunciate.

#### Cadence

Don't read, speak conversationally which naturally introduces pauses, emphasis, rhythms, and pitch.

content with applicable, relevant examples. You can also ask the audience questions, encouraging verbal contributions or asking people to raise their hands to gauge percentages or encourage follow-up discussions.

In person, most people will see you before they will hear you, so they will evaluate your appearance. Your posture, gestures, and attire will set the mood for the presentation (serious, casual, approachable, business-like, etc.), so think about what is appropriate attire for the audience, your content, and your goals.

### What if my presentation is distance-based?

A distance-based presentation (webinars, online chats, etc.) offers some unique challenges. For instance, you can't rely on body language to gauge audience interest. It also has separate challenges for audience participation, but there are tools and tricks to making distance-based presentations more effective.

Work with the organization for which you are presenting to identify the tools of the online software and schedule a practice session. Minimizing technology-related issues will reduce frustration for you and your audience.

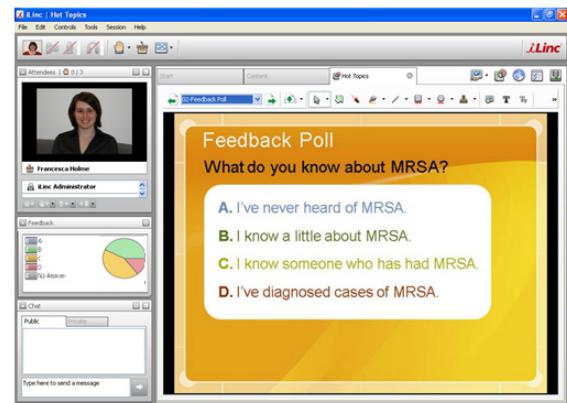
Engaging the online audience can include polls and question and answer sessions.

**Poll questions:** Many webinar programs allow presenters to incorporate polls or questions into their presentations. Poll questions will help you understand more about your audience and get feedback. Polls are effective because most participants are likely to select from a multiple-choice question and immediate results can be displayed in pie charts or other visuals so that everyone on the webinar learns with you.

**Question and answer sessions:** One of the biggest challenges people face with online formats is question and answer sessions. If possible, have a chat box available for participants so they can ask questions at any time. Or, you could ask the audience a question and have them use the chat box to answer. Ongoing questions from the audience can spark a dialogue.

## In-Person Nervousness

Unlike in conversation, all eyes are on you and there's not the normal input and direction from the person you're conversing with. It's normal to feel anxious. Relax. Breathe. Trust in your preparation.



The pie chart on the left side of the picture demonstrates the results of the poll as people click an option, giving real-time information to the presenter and the audience.

Often, presenters ask if there are any questions, and get no response. It's hard as a presenter to wait through the silence, but typing questions takes longer than asking. And if lines are open for verbal questions, sometimes people hesitate or don't want to talk over each other. Silence is okay. Give some time for the question period before moving on to the next part of your presentation.

Of course, one of the biggest advantages of the online format is the flexibility. Many more people may be listening to your presentation, and they may be listening from all over the state, region, nation, or world. It's also inherently easier to record and archive online sessions, so your presentation may be available for months or years to come. Make sure you ask about expected participation and if you can reference or share the archive and for how long. This value-added component makes your material available to others well into the future. It can also help you review your material and your presentation components to evaluate the strengths and weaknesses. Archives also equip you with online samples of your presentations to show others who may be interested in having you speak.

## Why Silence?

Many of us hate silence, especially if we're presenting, but it can be very helpful for you and for your audience.

You'll be more in control and your audience will be grateful for how it has:

- added variety and interest to your delivery
- given the audience space to breathe too

Taken from [improveyourpublicspeaking.com.au](http://improveyourpublicspeaking.com.au)

### 3. How Do I Make Effective Presentation Slides?

Slides are visual aids that help to communicate your key messages. Used correctly, they increase learning, clarify what you are describing, and engage the audience. They allow you to reach both visual and auditory learners. PowerPoint has become a mainstay of current presentations, but most people use PowerPoint (PPT) poorly. Your audience will appreciate the time you spend planning and developing dynamic and interesting visuals. They will also better retain the information—especially visual learners. By following the guidelines in this section, you'll be able to make your slides look more professional in no time.

Slides are meant to enhance your oral presentation, not summarize it or serve as a transcript. Many people think slides should contain much of the text of their presentations so people can refer back to them, or use them as handouts. If that's your intention, create handouts, which can have more detailed information—slides are not the right tool.

Slides are supposed to support the live presentation, nothing else. They are a visual prop, not the focus of the presentation. We tend to hide behind our slides because it is intimidating to present to people, but the focus of the audience should be on you with only occasional references to the slides for specific, identified purposes. TED Talks are an example of slides used effectively.

#### **Composition**

Slides are consistently over-filled. Everyone's been to a presentation with slides that cannot be read, packed with graphs or text. These slides are not effective; they're distracting. Instead of listening and learning, people are struggling to read. A few key points that frame your presentation might be helpful, but be sure the text is needed and not just distracting.

Slides should be simple. They should illustrate. Everyone loves images and visuals. In fact, slides have helped presenters reach more people with more information because people learn differently, and many people are visual learners. You can include diagrams rather than bullets to help explain what you're saying in a different way. You can use high quality photos, images, or include videos. (A list of websites for accessing free, high-quality photos is included in the supplemental resources section of this toolkit). PowerPoint has enabled us to embed digital media into our presentations and create dynamic multimedia experiences when appropriate.

#### **Key Components**

- Composition
- Templates
- Typography
- Color
- Presenting Data

## Templates

Why do you need a template? What does it accomplish? Visual communication employs some of the same rules of verbal communication, but we aren't as well trained in visual communication.

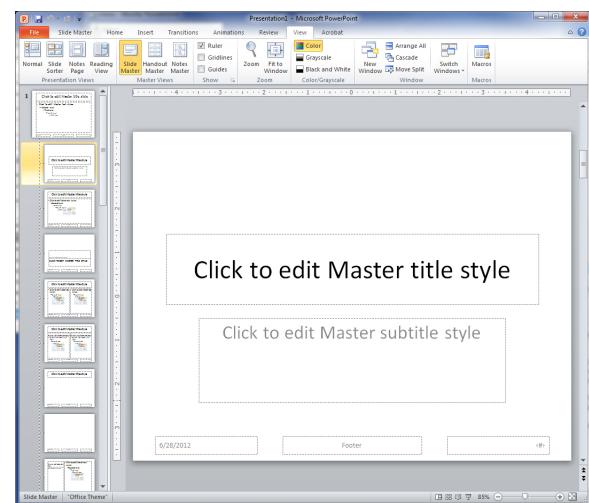
Imagine that you're at a presentation. For one part of the presentation, the presenter talks quietly standing in one spot. Then, the slide changes and the presenter starts yelling. The slide changes again and the presenter begins walking quickly back and forth across the stage. These changes are disruptive. They take the audience's focus away from what the presenter is saying because the audience has to adjust to the presentation style.

The same consistency is needed for visual communication. Templates are important because they tell the audience how the information is organized and give them visual cues to take in the information more quickly. If all headers are blue, the audience can learn that cue and absorb the headers on each following slide that much more quickly. The less time the audience spends deciphering the communication style, the more time they can spend interpreting the content.

**Your organization's template:** Your organization may have its own template, color palette, and typeface style. When creating your slides, be sure to use the text boxes provided by the template. This helps prevent objects from "hiding" on a slide, making sure that the content visible to sighted users is available to those using assistive devices.

**Master slides:** If you don't have a template, you can adjust the color and style of any PowerPoint built-in template. The "Master Slide" view of PPT (shown at right) allows the presenter to add a background image and standardize styles, typefaces and font size, colors, and positioning of titles and body text for the entire presentation. For instance, presenters can change the color of the headers in the entire presentation by making one change to a header in the "Master Slide" template.

With the "Master Slide" opportunities, people can also create their own template designs, which offers the possibility for customization and creativity. Using this tool, you can create a template that not only looks good, but also reinforces the topic of your presentation. See the Before and After slides on page 11 to see how the background can be used to enhance your presentation. For example, in a presentation on health and the built environment, we used a background gradient that went from yellow (at the top) to green (at the bottom) to imply a landscape. The "References" section on page 26 includes a book by Nancy Duarte, *Slide:ology*, that provides fantastic "how to" information for creating powerful and effective slide presentations.



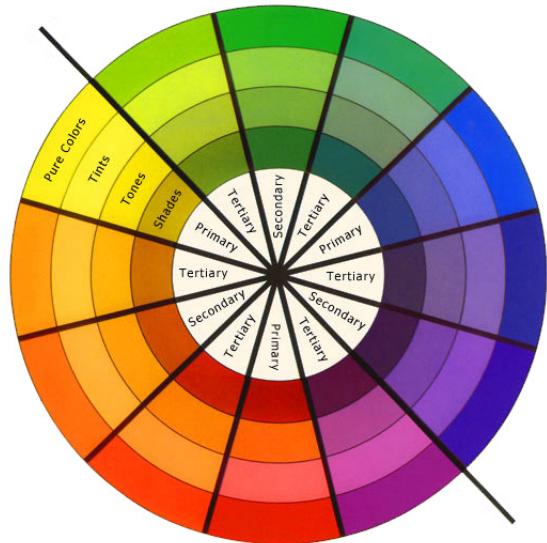
PPT's "Master Slide," shown above by going to the "View" menu and then selecting "Slide Master," allows you to place elements you want to appear throughout the presentation.

## Color

Color is an important aspect of slides because you can highlight crucial information, such as data or words you want to emphasize. Color also sets the mood for your presentation. Your organization may have a color palette already. If not, there are several considerations when selecting colors.

- What colors are associated with my organization or agency? If you're presenting on behalf of a company, you'll want to make sure the colors of your presentation reflect that.
- What are the appropriate colors for my industry? Environmental health, for instance, is strongly associated with greens and blues, reflecting their work with green spaces and clean water and air.
- If the top two considerations don't point you toward color choices, you can think about the mood you want to set? The color wheel is broken down into the "cool" and "hot" colors. Reds and oranges are more passionate and blues and greens are more calming.

When you think about colors, it's helpful to think about putting together two to three colors that will resonate throughout the presentation. Often, people choose complimentary colors on the color wheel because of the contrast they provide to each other (blue/orange is one example, and many colleges and universities employ this strategy with color schemes like purple/yellow, etc.). These two colors will be the primary colors, but can be accentuated by grays or a secondary color scheme if mandated by a chart, graph or other visualization that needs color for differentiation. However, avoid using red against green to differentiate data or information (in a pie chart, for example) because about 10% of men are color blind and can't differentiate red from green.



## Color

**Complementary:** colors opposite each other on the color wheel

**Cool colors:** Yellow to light purple, separated from warm colors on the above color wheel.

**Warm colors:** Green to purple, separated from cool colors on the above color wheel.

## Typography

If you are going to have text on your slides, be consistent about the fonts you use. This is another "rule" that people have heard over and over, but haven't had explained to them. It's the same

principle we discussed in the slide template section. Consistent typography gives the audience visual cues about how they're supposed to interpret information. If the audience has to adjust to new typefaces, it takes time away from diving straight into the content. One font is sufficient for your slides. You can use color and text attributes, such as text size and color, to differentiate different types of content (header and body). Also, be sure to have the same font size and style for headers and content (e.g., Arial 36 point bold for headers and Arial 28 point for body).

## Charts and Data

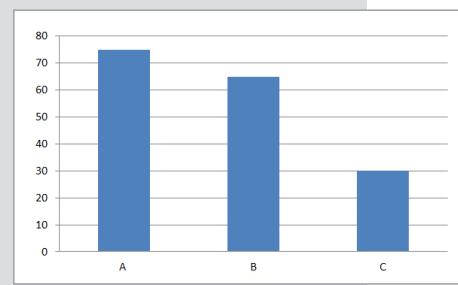
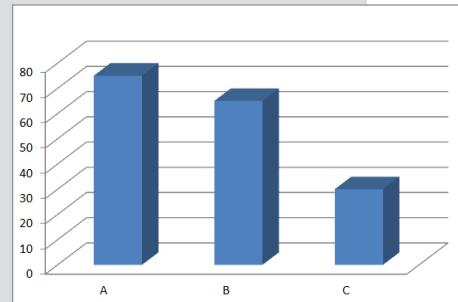
It's often tempting to use slides to explain the information that is most technical, the most difficult to understand. Sometimes this is appropriate. Some types of information are best displayed and explained visually, but make sure that you have spent the appropriate amount of time thinking about what you want people to understand. If you're going to put up a slide and say, "I don't expect you to be able to see or understand all of this, but the important part is..." then only include the important part. Simplify.

If you put complex materials on the screen, people will try to decipher the material before you start talking and they may or may not listen to you as you speak—most likely not. Using overly complicated technical information to help explain your content might actually detract from your presentation.

Also think about the type of chart or graph that you include. Is it the best way to visually present this information? It may be what you put together for a report, but what is it that you want this audience to take away from this presentation? Is there a better way to visually show this?

PowerPoint has some chart and graph features built into the program, which are helpful for moving data from programs like Excel, but these built-in features have limitations. Don't add drop shadows or make your charts three dimensional. It's harder for the audience to correctly interpret the data and can be misleading. Presentation experts like Tufte and Duarte recommend getting rid of axis tick marks, and reducing the number of elements in a chart to the bare essentials. Getting rid of "chart junk" will help your audience easily read and understand your graphs. See the Before & After section for more examples of charts.

## Charts and Data



The audience can more easily interpret the data in the bottom chart.

Simplify your charts and data by not using drop shadows or other features to make them look three dimensional.

# Presentation Slides: The Before and After

## What is the legal landscape? First Amendment—Compelled Speech



Reasonable menu labeling does not constitute compelled speech in violation of the First Amendment.

*New York State Restaurant Association v. New York City Board of Health, 553 F.3d 119 (2<sup>nd</sup> Cir. 2009).*

**“NLEA . . . does not violate NYSRA’s member restaurants’ First Amendment rights.”**

Size and placement of text helps the audience prioritize the importance of the content. Is the decision citation more important than the quote?

Bold or italic would suffice; combining the attributes is rarely needed.

If you have several slides with the same title (What is the legal landscape?), you can make a section title slide rather than repeat on each slide.

## First Amendment: Compelled Speech

Reasonable menu labeling does not constitute compelled speech in violation of the First Amendment.

**“NLEA . . . does not violate NYSRA’s member restaurants’ First Amendment rights.”**

*New York State Restaurant Association v. New York City Board of Health, 553 F.3d 119 (2nd Cir. 2009)*



The crucial concept, the court ruling about first amendment rights, is first. The quote from the decision is indented and bold, providing enough contrast to make the text stand out.

The template is divided into thirds. The image, which takes up one third of the slide, feels deliberate in its placement. The orange also ties in with the orange bar of the template.

## Health Impact Assessment Definition

- Collection of procedures and tools by which projects, policies, and programs can be evaluated based on their potential effects on the health of a population, and the distribution of those effects within the population

Gothenburg consensus statement, 1999

One point on the screen does not need a bullet point.

## Health Impact Assessment (HIA)

A tool to increase **partnerships** and communication **between public health professionals and planners** and other decision-makers to **improve the health** of the population

If you must have a lot of text, such as a definition, you can pare down the content to the essential idea, bold key concepts, and increase the line spacing to aid readability.

## Selected State Regulations

- **Pennsylvania:**
  - Several municipal wastewater treatment plants (publicly owned treatment works or POTWs) have been permitted to receive fracking wastewater for disposal. In April 2011, Pennsylvania officials ordered drillers to cease delivering wastewater to 15 facilities in the state.
  - In October 2010, former Governor Rendell signed an executive order imposing a moratorium banning further natural gas development on public lands in the state. Governor Corbett has expressed a desire to lift the moratorium and has already repealed a Rendell administration policy that sought to reduce the environmental impact of drilling in state parks.
- **Ohio:**
  - In early 2011, the Ohio EPA gave a Warren, OH wastewater treatment plant a permit to accept pretreated fracking wastewater. However, the Ohio EPA recently decided that it does not have the authority to issue such permits, claiming the Ohio Department of Natural Resources has the authority; the fate of fracking wastewater treatment in Ohio is uncertain.
  - The budget currently under consideration in the Ohio legislature would grant the state broad authority to lease state lands for hydraulic fracturing.

There is too much text on this slide. In the presentation, there are several slides describing different states' regulations. Putting each state on its own slide and reducing the text helps your audience focus on content as you present it, instead of reading ahead or getting lost and giving up.

### Pennsylvania

- Municipal wastewater treatment plants permitted to receive fracking wastewater for disposal.
- April 2011: drillers must cease delivering wastewater to 15 facilities
- October 2010: moratorium on further natural gas development on public lands
- Current governor wants to lift moratorium and has repealed policy that reduced environmental impact of drilling in state parks

Putting the bullets inside the state is a simple way to add visual interest and relevance to a slide.

## *INDIVIDUAL LEVEL*

PHN INDIVIDUAL AND  
FAMILY VOLCANO,  
EARTHQUAKE, AND TSUNAMI  
PREPAREDNESS PLAN

AWARENESS OF LEVEL OF  
VOLCANIC ACTIVITY

PROMOTE INDIVIDUAL  
VOLCANO PREPAREDNESS  
PLANS



Photo courtesy of Leslie Callaway, June 2009

4

Although there is plenty of white space, the use of all capital letters makes the text harder to read quickly.

There aren't hard and fast rules about serif or sans serif fonts being preferred for slides. The more important issue is to use fewer words on the slide.

PHN individual and family plan for volcano, tsunami, and earthquake  
Awareness of level of volcanic activity  
Promotion of individual volcano preparedness plans

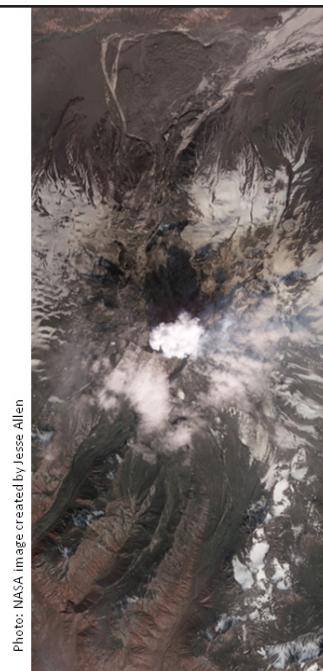


Photo: NASA image created by Jesse Allen

Bullet points can be displayed in a more dynamic way, such as radiating from a point. A title is not necessary on this slide because it would be redundant with the text in the dark blue box. Not all presentations have to use the title/body format.

**INDIVIDUAL AND FAMILY  
VOLCANO PLAN**

**AWARENESS OF POTENTIAL VOLCANIC  
ERUPTION**

**CREATE A DISASTER PLAN**

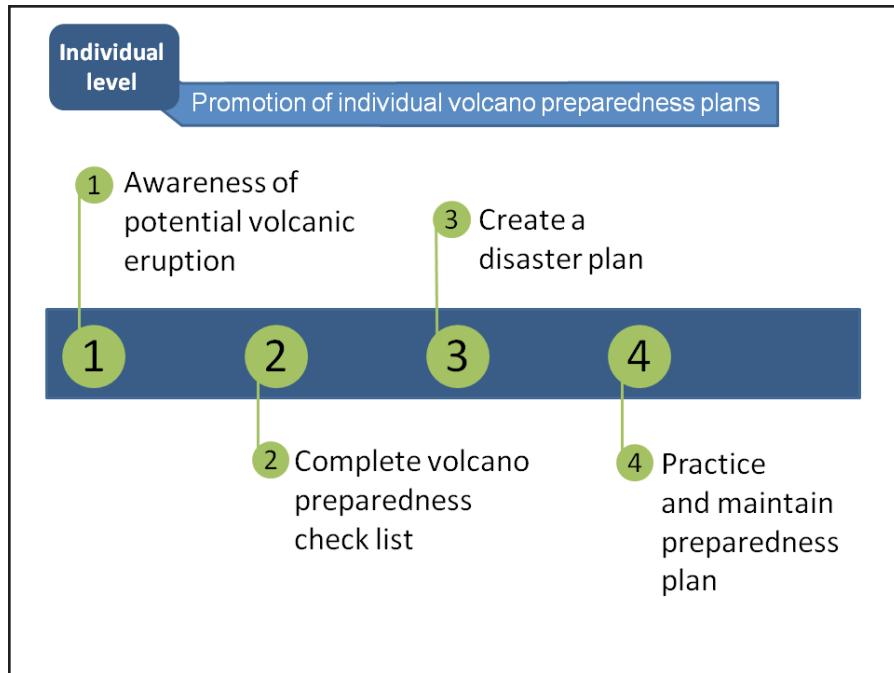
**COMPLETE VOLCANO  
PREPAREDNESS CHECK LIST**

**PRACTICE AND MAINTAIN PREPAREDNESS  
PLAN**



The slide features a blue header and footer area containing the main title and sub-sections. The central content area is white with black text. A decorative illustration of a small volcano with smoke or lava flowing from it is enclosed in an orange oval.

Left aligned text is easier to read than centered text. When you center your text, the starting place of each line changes, forcing the audience to work harder to find where each line begins.

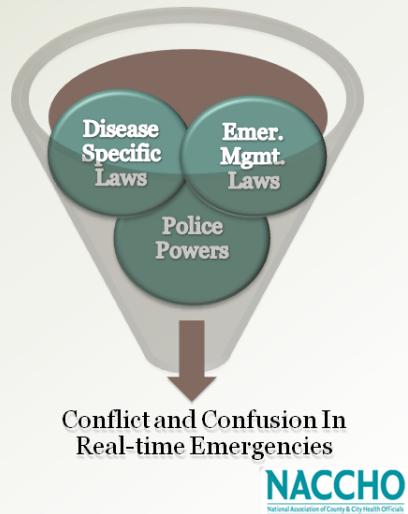


The “title” on this slide is a repeat of the graphic in the “after” slide on page 14. It acts as a sign post to help the audience remember where they are in the presentation.

When you have a numbered list, there may be other ways to display the information. This example uses a timeline to present the information.

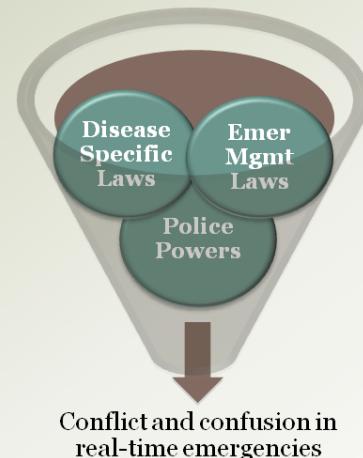
## The Challenge of Multiple State and Local Legal Powers

- State and local “police powers,” disease-specific laws, and emergency management laws often overlap.
- These laws may have separate implementing regulations and procedures.
- They may also reside in different areas of state or local codes, leading to confusion in application in emergencies.



## Challenge of Multiple State and Local Legal Powers

- Separate implementing regulations and procedures
- Different parts of state or local codes



Having a box with text indicating the section of the presentation, as illustrated in the left margin of this slide, is another way to let the audience track the information, particularly for long presentations (this one had over 100 slides).

The diagram beautifully illustrates the first bullet point.

Drop shadows make it harder to read text.

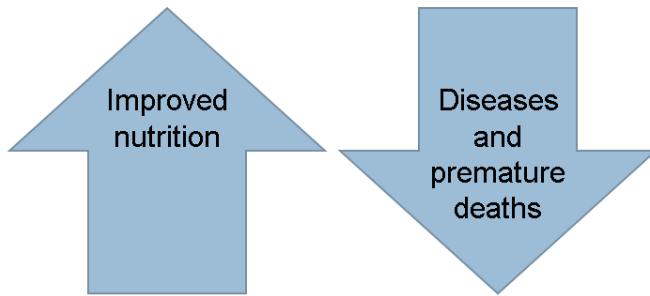
The graphic beautifully describes the some of the text on the slide, so there is no need to repeat it in the bullet points.

## Impact of the NLEA: Consumers

- ✓ 65% of adults regularly use nutrition labels.
- ✓ Label use has increased the number of consumers who meet their recommended daily calorie, dietary fiber and fat intake.
- ✓ Improved nutrition from labeling has caused decreases in cancer and cardiovascular disease, resulting in fewer premature deaths from these causes.

## Consumers

- 65% of adults use nutrition labels
- More consumers meet recommended daily calorie, dietary fiber, and fat intake



If pressed for time,  
you could summarize  
lengthier bullet points  
with a few key words.  
The last bullet point can  
quickly and easily be  
turned into a diagram.

## Impact of NLEA: Government/Economy

USDA estimated that improvements in nutrition due to labeling would result in approximately \$4.3 billion in Medicare savings over 20 years.



## Government/Economy



USDA estimates \$4.3 billion in Medicare savings over 20 years

The text indentation shows that the master template thinks the paragraph should be bulleted. To avoid this, make a new slide style in your master template for text that doesn't need bullets.

The images don't seem cohesive, but rather randomly placed.

The key point of this slide is that money is saved. Placing the text below the image peaks people's curiosity and can make the slide format more dynamic. For other slides with little text and where an image speaks volumes, you can use this same format. Be sure that the images are the same size and that the text is in the same place.

# Mental Health Issues that may Relate to Community Design

- Depression
  - Relieved by physical activity and social interaction
- Stress
  - Aggravated by long commutes
- Attention Deficit-Hyperactivity Disorder
  - Greenspace may improve function in ADHD
- Violent Behavior – Impulse Control
  - Example: road rage

10

Make sure the font size of your titles are consistent. If you have text that goes on two lines, add a slide to your template for multi-lined text. Better yet, summarize your titles in one line of text.

Having slide numbers adds clutter. This information is usually not crucial information for the audience.

## Mental Health Issues



Depression

Physical activity & social interaction



Stress

Shorter commutes or mass transit



ADHD

Green space



Violent behavior (road rage)

Alternate forms of commuting



Putting the health problem along the left side and the mitigating solution along the right helps people digest the information quicker.

Photos can reinforce concepts and add visual interest.

## Scoping: Health Impacts to Consider in an HIA

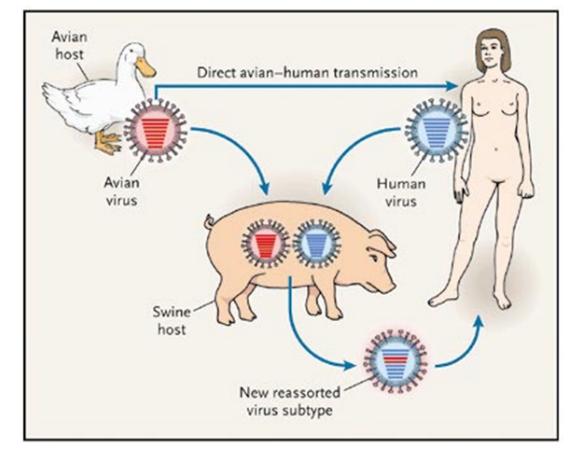
- Physical activity, obesity, cardiovascular disease
- Air quality, asthma, other respiratory diseases
- Water quality, waterborne diseases
- Food quality, foodborne diseases, nutrition
- Motor vehicle, pedestrian and other injuries
- Accessibility for persons with disabilities
- Social capital, community severance
- Access to jobs, stores, schools, recreation
- Social equity, environmental justice
- Mental health
- Noise

## Scoping: Health Impacts to Consider



Reducing the amount of text and adding photos made the content easier for the audience to quickly scan and understand.

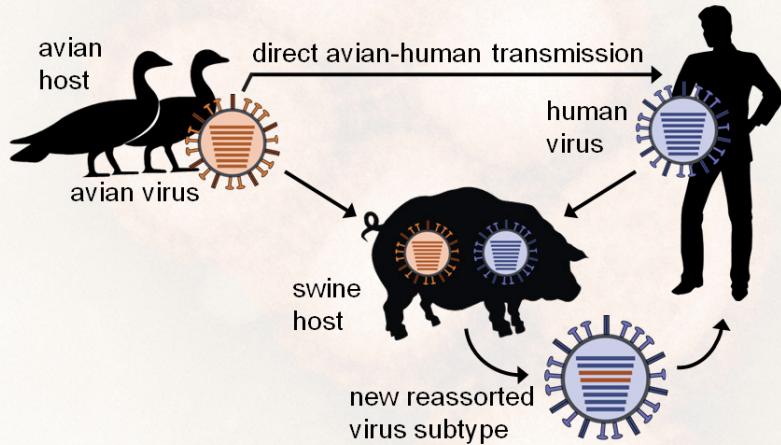
## Generation of New Influenza A Virus Subtypes with Pandemic Potential



Gerberding, J. L. et al. N Engl J Med 2004;350:1236-1247

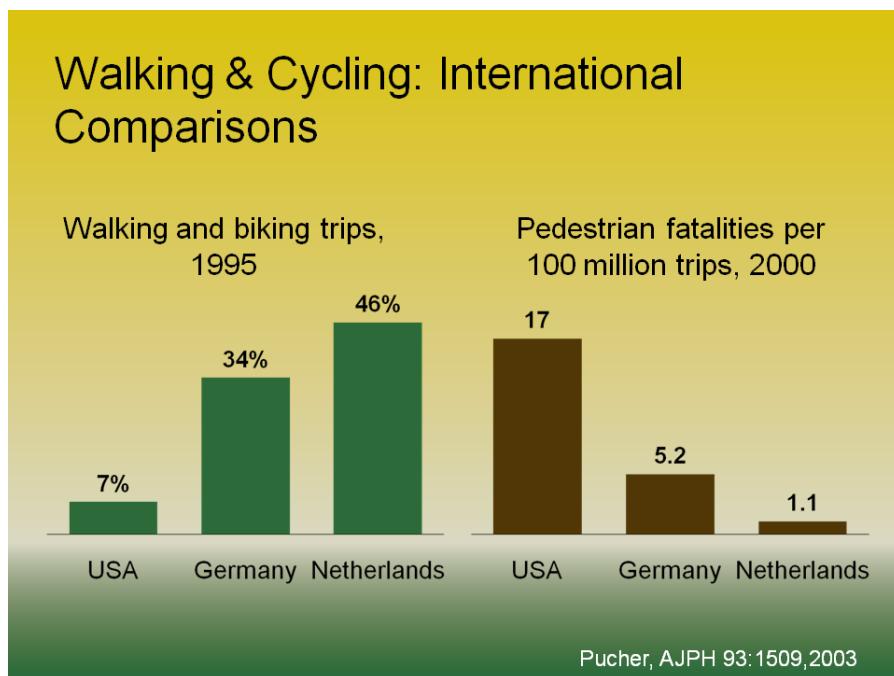
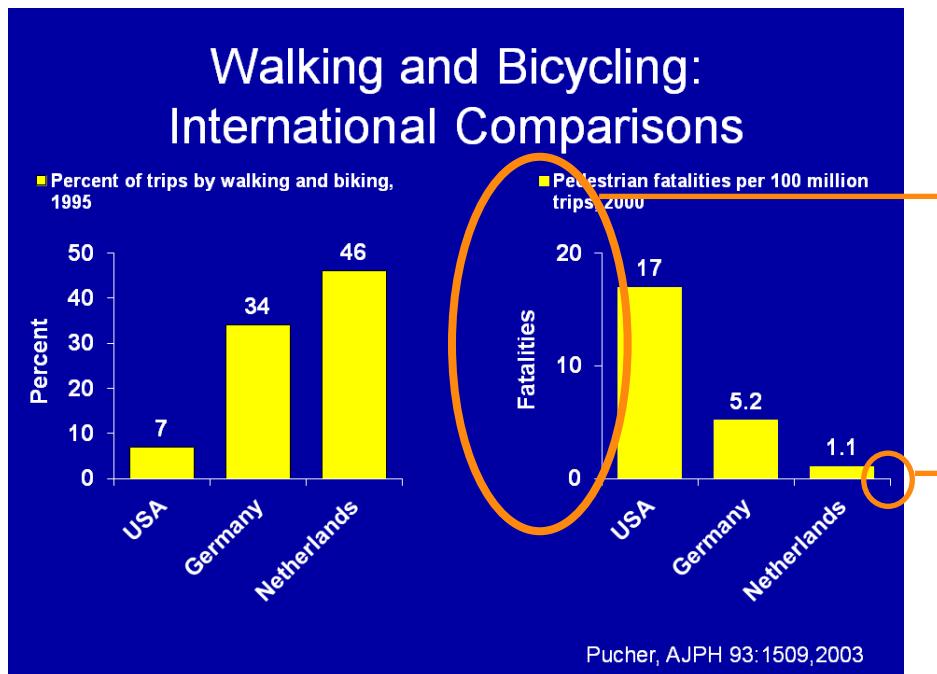


## Generation of New Influenza A Virus Subtypes with Pandemic Potential



Adapted from Gerberding, J. L. et al. N Engl J Med 2004;350:1236-1247

By silhouetting the human and animals, the eye can focus easier on the differences between and changes in the flu virus. Using color sparingly emphasizes crucial information.



# Titanic

Public Health Law Research:  
Making the Case for Laws that Improve Health

## A Story About Law and Health

The slide features a red header bar with the word 'Titanic' in white. Below the header is a white content area containing a red starburst graphic pointing towards a small image of the Titanic ship. The background of the content area is light blue. In the bottom right corner of the content area, the number '55' is visible.

This is a great hook to get the audience into the presentation, but can be improved with a few minor adjustments.

Having the organization name in the upper right hand corner is unnecessary (because your audience should already know the presenter's affiliation), and makes titles that might fit on one line wrap to two lines.

The light blue content area box is unnecessary and makes it seem like the graphic is going outside the lines.

# Titanic

The slide features a red header bar with the word 'Titanic' in white. Below the header is a white content area containing a red starburst graphic pointing towards a larger, more detailed image of the Titanic ship. The background of the content area is light blue.

By applying the master slide template to this slide, the title typeface changed from Times italic to Arial. This made all the titles in the presentation consistent.

# Presentation Slides: Inspiration



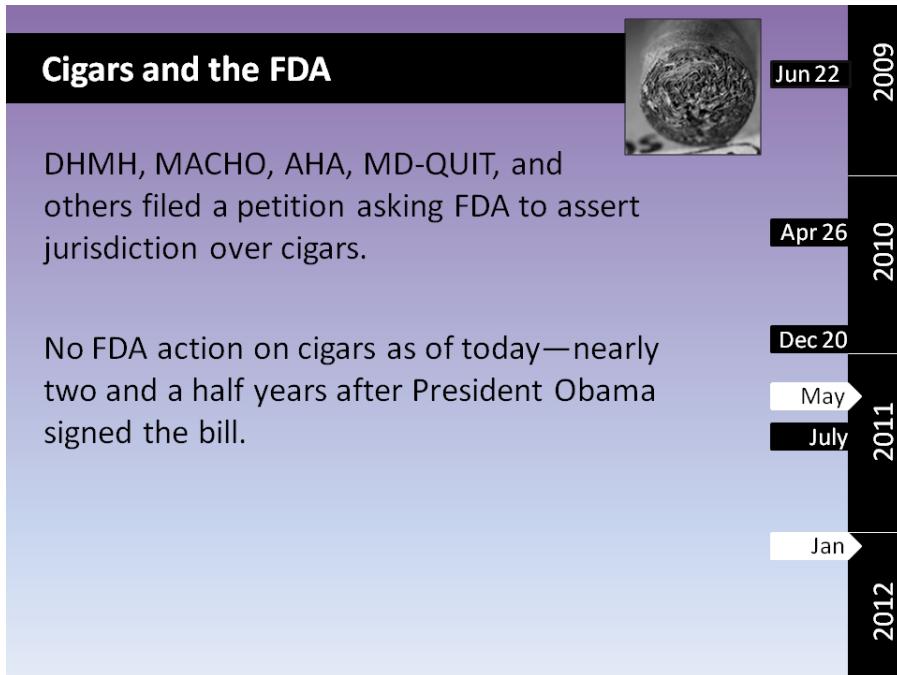
This template supports the subject matter of the presentation. The new, more efficient light bulb represents the concept of quality improvement.

Your title slide can use different font sizes to emphasize the topic. "It's not another program" is a tagline and should be in smaller type.



If your presentation is easily divided into sections, you can signal to the audience when you are moving to a new section by adding a slide like this one, which indicates that now the speaker is moving on to health impact assessments.

Cropping photos and making them "bleed" to the edge of the slide can create more dynamic slides.



This presentation about tobacco laws used a strong visual element (the timeline) and animation to share a story with the audience. This presentation highlighted the current issue being discussed on the timeline in white and the text would appear in the body. This allowed the audience to look at each element in the process, with the timeline consistently present to show them how the process evolved.

## Top Five Slide Key Points

- 1. Reduce the amount of text.** Your slides are supporting your talk, not duplicating it. Use photos or graphics to illustrate your point, or summarize your content in a few key words or phrases.
- 2. Create a visual hierarchy.** Not all information is equally important. Contrasting font sizes and placement of text helps the audience quickly understand your message. Do not use bold for all of the text.
- 3. Divide your presentation into sections.** Help the audience follow your presentation by adding interstitial slides or putting the section title (e.g., cigar laws) on each slide.
- 4. Have a learning objectives slide.** Let the audience know at the beginning the key three to five points you want them to take away from your presentation.
- 5. Use a color palette.** If your organization has a template, they probably have a color palette. Use color for emphasis. Limit the number of colors in your palette.

# References

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