



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.

X 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

Training Objectives

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

X DON'T

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**

- Build 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

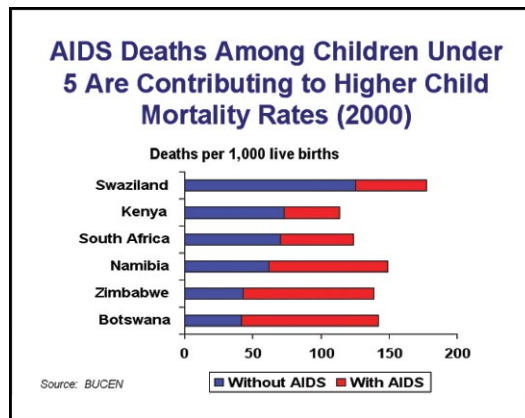


- Nutrition programs in urban slums need more resources
- Expand IEC nutrition programs in the slum setting to improve nutrition status
- Community-based nutrition education interventions need to be used more

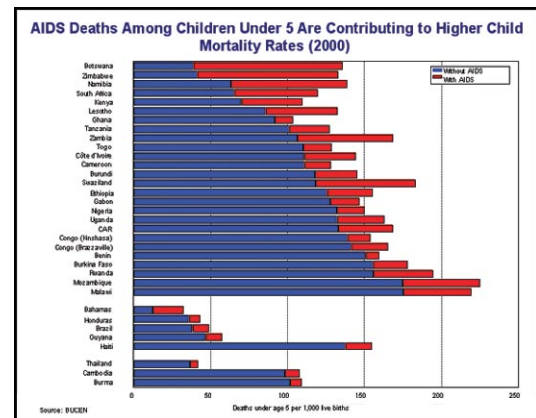
2. TIPS ON GRAPHICS

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

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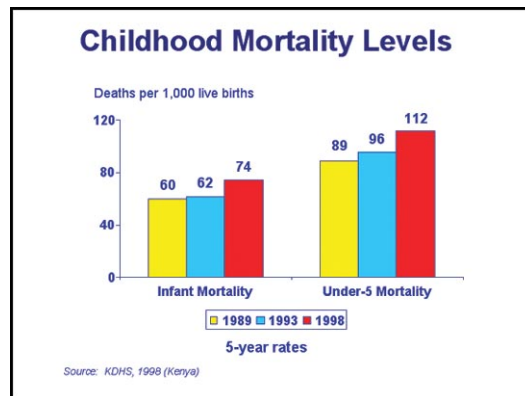


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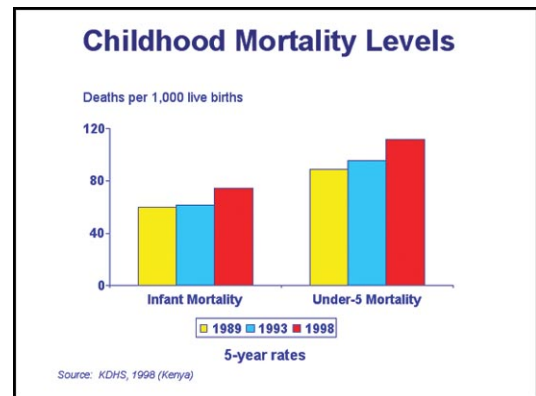


- Always use data labels.

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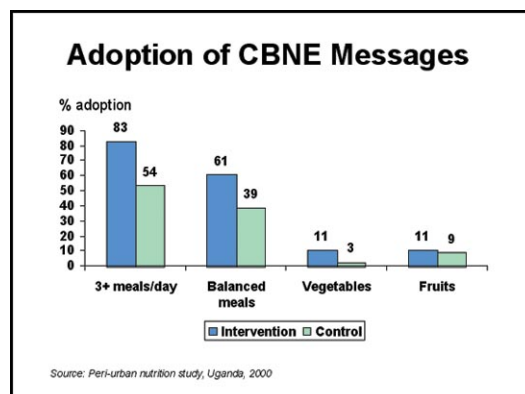


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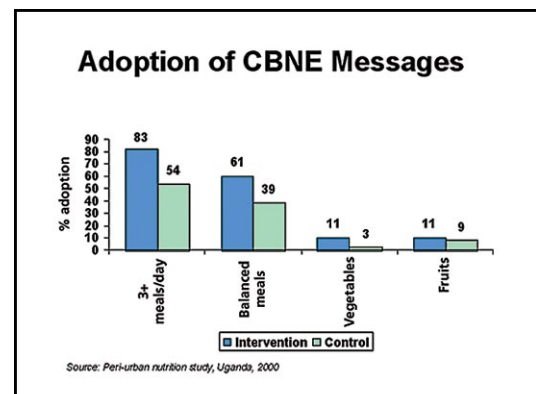


- Keep labels horizontal so that they can be easily read by your audience members.

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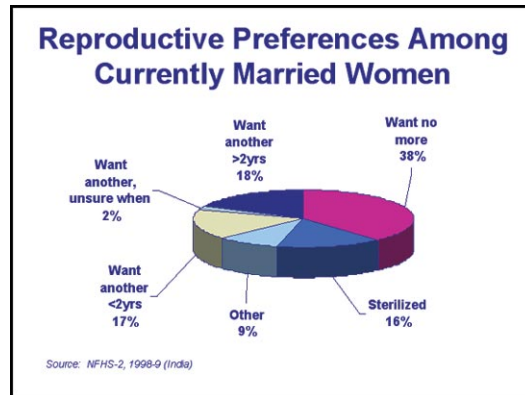


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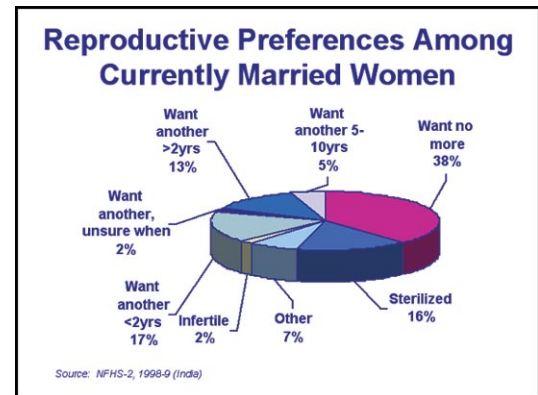


- Use a maximum of six slices when creating pie charts. If you wish to highlight one slice, place it on the upper right side. You can also pull out the slice you want to highlight.

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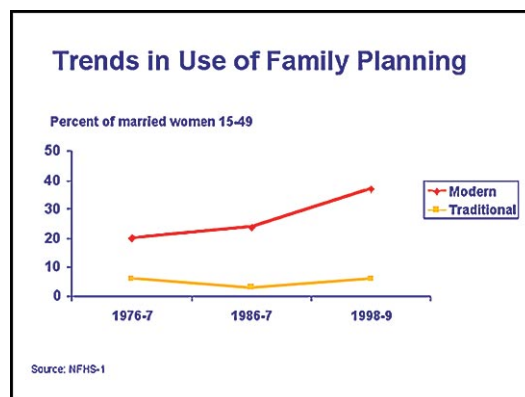


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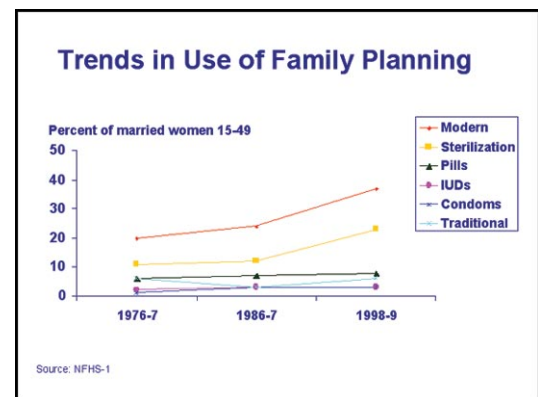


- Use a maximum of three to four lines when creating line charts, making the trend lines thick for easy visibility.

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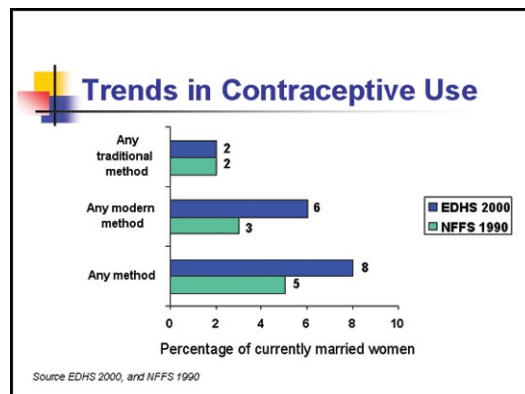


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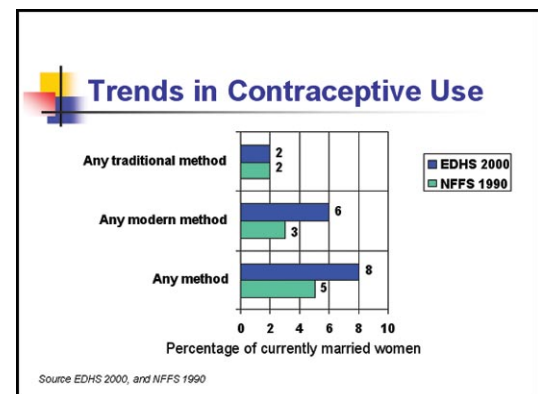


- Remove all superfluous gridlines from your graph so that there is nothing distracting the audience from your message.

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✗ DON'T



- 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

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

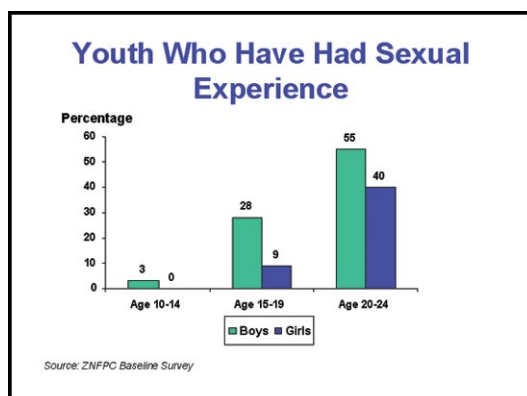
✗ DON'T

TABLE 2. COMPARISON OF WOMEN'S SOCIAL NETWORKS IN THE REGIONS OROMIA AND OROMIA, KANAKHONGONE, AND WAKULA SOUTH: CURRENTLY MARRIED WOMEN WITH NETWORKS OF SIZE 3 AND 4 ONLY		
	Oromia, Kankhonge, and Wakula South	China
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	0.787
With secondary education	0.247	0.289

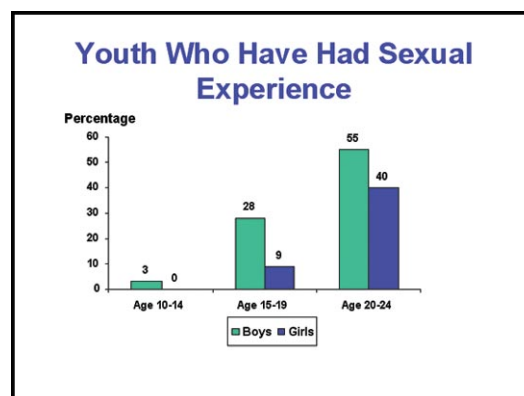
Results of two-tailed tests for equal means:
 *The difference between China and Oromia is significant at $p < .05$ (two-tailed test).
 *Network densities below 0.5 are relatively rare. Only 16% of respondents in Oromia, and only 11% of respondents in China, have networks with a density of less than 0.5.

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

✓ DO

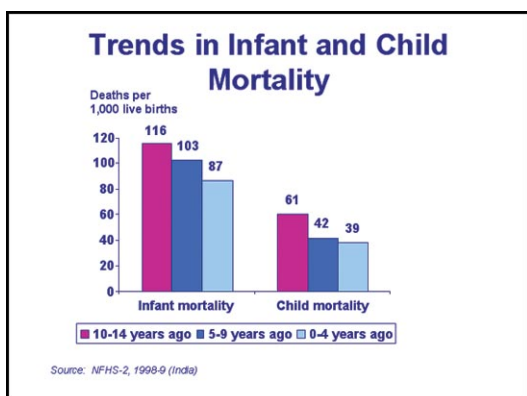


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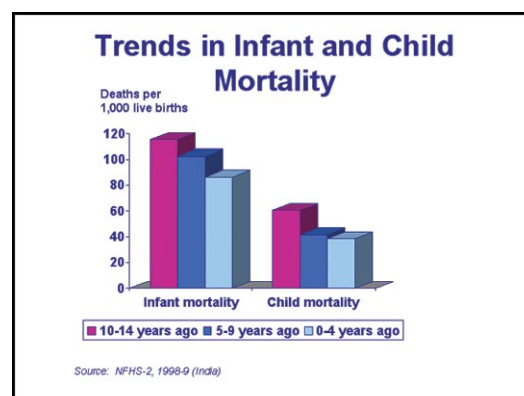


- Use two-dimensional graphs so that information is not distorted and bar levels can be read easily. The one exception to this rule is pie charts, which are more effective in three dimensions.

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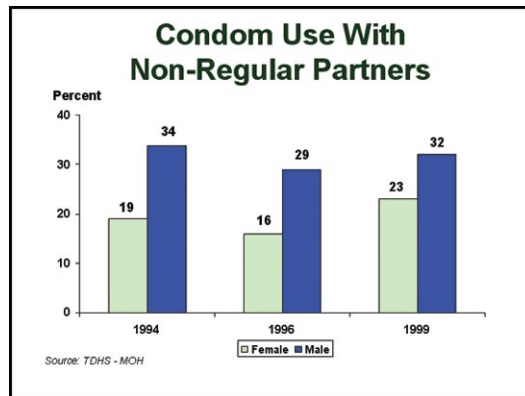


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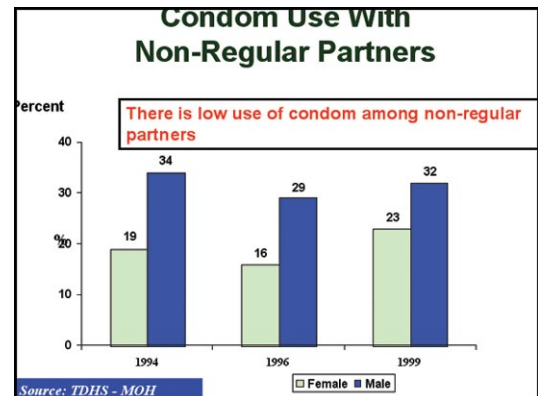


- Avoid border areas; maintain enough “white space” on your slides to ensure that the graphics or text are easy to read.

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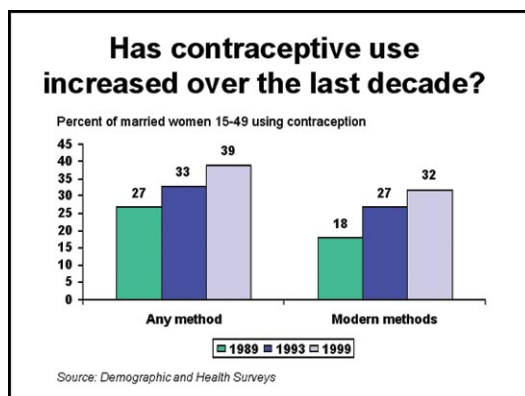


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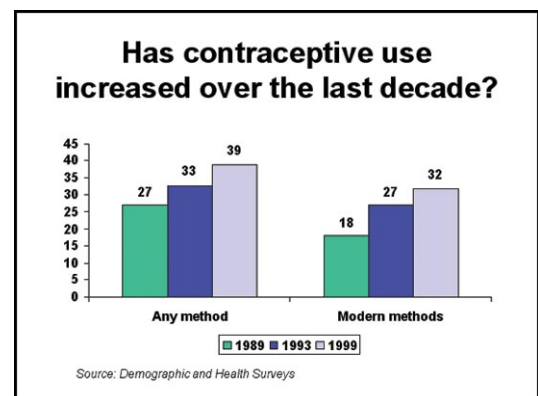


- Always label your y-axis unless it is stated in the graph heading.

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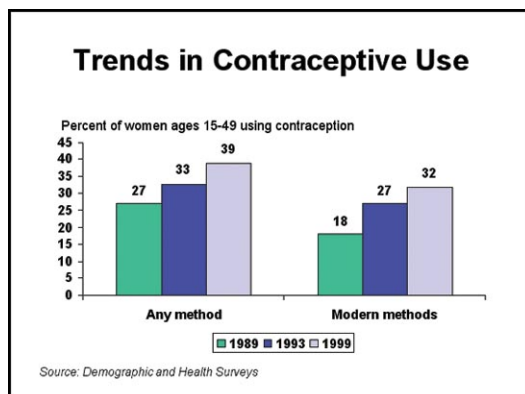


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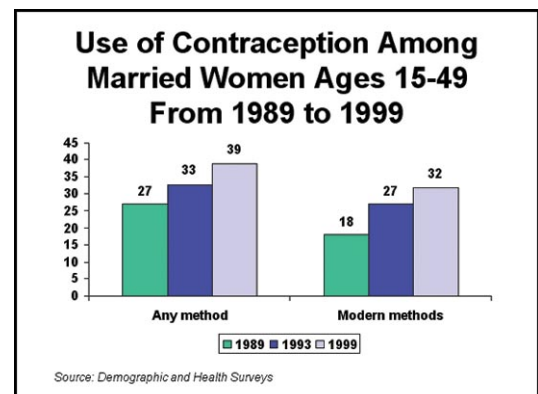


- To keep the heading from becoming cumbersome, details on the data can be written in a subheading or y-axis label in a smaller (but readable) font.

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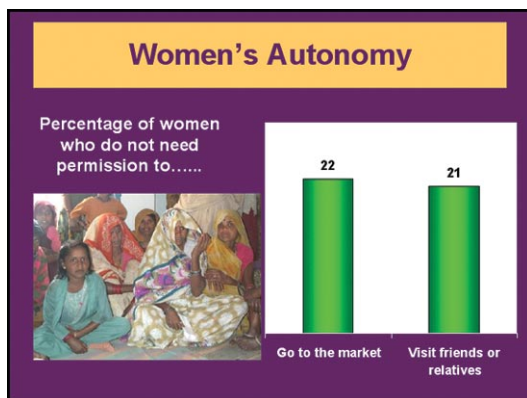


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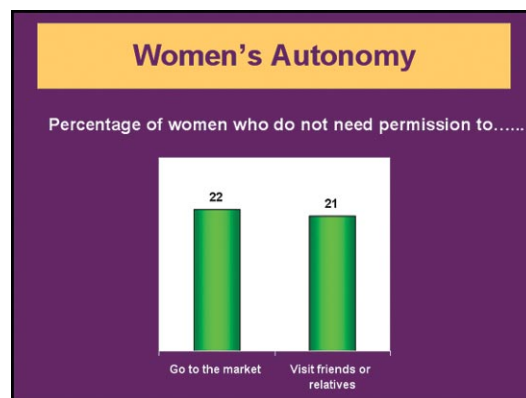


- Adding photos to a data presentation can enhance audience comprehension and interest. Photos also help put a “human face” on the numbers.

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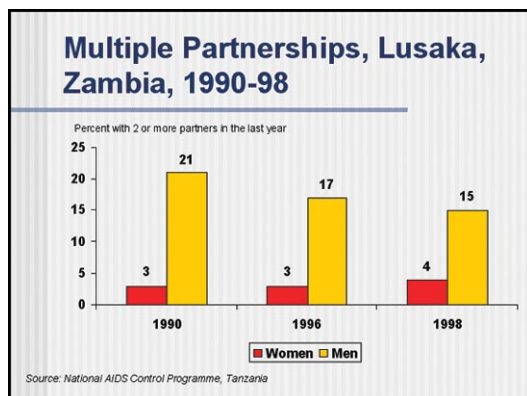


✗ DON'T



- 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.

✓ DO



✗ DON'T

