1. GENERAL PRESENTATION TIPS

- 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.

- 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.

**Sustained Investment in Nutrition**

Results in:
- Fewer infant and maternal deaths
- Healthy labor force
- Enhanced productivity and stronger economy

**Barriers From Policymaking Environment**

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

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

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

- 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.

- Follow the “6 x 6” rule: Use about six words per line, six lines per slide (excluding the title).
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 presented, very little will be remembered.

**✓ DO**

**✗ DON'T**

![AIDS Deaths Among Children Under 5 Are Contributing to Higher Child Mortality Rates (2000)](image1)

**✓ DO**

**✗ DON'T**

![Childhood Mortality Levels](image2)

**✓ DO**

**✗ DON'T**

![Adoption of CBNE Messages](image3)

■ Always use data labels.

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

-valid use of pie charts

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

-valid use of line charts

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

-valid use of graph layout
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**

<table>
<thead>
<tr>
<th>Factors Influencing Health Seeking Behavior</th>
<th>In-School (%)</th>
<th>Out-of-School (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk about sex with friend</td>
<td>69</td>
<td>45</td>
</tr>
<tr>
<td>Get information on STI</td>
<td>80</td>
<td>51</td>
</tr>
<tr>
<td>Told close friend had STI</td>
<td>73</td>
<td>29</td>
</tr>
<tr>
<td>Partner notification</td>
<td>30</td>
<td>37</td>
</tr>
</tbody>
</table>

Source: NIDH

**DON'T**

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

**DO**

**DON'T**

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

✔ **DO**

- Condom Use With Non-Regular Partners

[Graph showing condom use percentages by year for non-regular partners.]

** ✓ DON’T **

- Condom Use With Non-Regular Partners

[Graph showing condom use percentages by year for non-regular partners with a note that there is low use of condom among non-regular partners.]

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

✔ **DO**

- Has contraceptive use increased over the last decade?

[Graph showing percentage of married women 15-49 using contraception by year for any method and modern methods.]

** ✓ DON’T **

- Has contraceptive use increased over the last decade?

[Graph showing percentage of married women 15-49 using contraception by year for any method and modern methods.]

- 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**

- Trends in Contraceptive Use

[Graph showing percentage of women ages 15-49 using contraception by year for any method and modern methods.]

** ✓ DON’T **

- Use of Contraception Among Married Women Ages 15-49 From 1989 to 1999

[Graph showing percentage of married women 15-49 using contraception by year for any method and modern methods.]
Adding photos to a data presentation can enhance audience comprehension and interest. Photos also help put a “human face” on the numbers.

**Do**

Women’s Autonomy

Percentage of women who do not need permission to go to the market or visit friends or relatives.

- **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**

Multiple Partnerships, Lusaka, Zambia, 1990-98

Percent of women with 3 or more partners in the last year.

**Don’t**

Multiple Partnerships, Lusaka, Zambia, 1990-98

Percent of women with 3 or more partners in the last year.

**Potential Demand for Family Planning**

Percent of married women of childbearing age.

**Potential Demand for Family Planning**

Percent of married women of childbearing age.