

MALNUTRITION:

MEETING THE GLOBAL CHALLENGE

A MULTIMEDIA PRESENTATION **GUIDELINES**

THE RENEW PROJECT

(REENERGIZING NUTRITION – EXPANDING WORLDWIDE)

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THE POPULATION REFERENCE BUREAU

Guidelines

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Introduction

The Population Reference Bureau (PRB) was awarded a planning grant from the Bill & Melinda Gates Foundation for RENEW: Reenergizing Nutrition—Expanding Worldwide. The purpose of the RENEW project is to increase commitment and resources toward the alleviation of malnutrition in mothers and children (0-to-24 months) using evidence-based multimedia presentation as an advocacy tool.

This guide provides the facilitator with an overview of how to effectively use and present *Malnutrition: Meeting the Global Challenge*, a multimedia presentation. It includes information about opportunities to give the presentation, a list of technology requirements, presentation instructions, and presentation tips.

After reading this guide, you will be able to:

- Identify opportunities to present *Malnutrition: Meeting the Global Challenge* to various audiences.
- Access and use different versions of the presentation, including the voiceover version and the manual version of the presentation.
- Present the video segments and animated sequences to the audience.

The Presentation

The goal of the presentation *Malnutrition: Meeting the Global Challenge* is to strengthen support for nutrition as a priority health and development issue on global and national policy agendas. This process includes tapping into existing networks and ongoing initiatives to add value to local policy advocacy activities, fostering policy dialogue, and supporting program and policy improvements to strengthen nutrition programs.

To achieve this goal, the RENEW team created an 11-minute presentation aimed at engaging global audiences. The presentation is designed to provide an overview of the current global nutrition situation, the state of progress in achieving the World Health Assembly's nutrition targets, and the challenges ahead. General objectives of the presentation are to increase understanding about malnutrition in adolescents, women, and children (conception to 24 months); promote policy dialogue on the individual, health, and economic benefits of reducing malnutrition; and present nutrition investments as cost-effective, high-yield interventions. Target audiences for the presentation include high-level government policymakers, civic and business leaders, program officials, non-governmental organizations (NGOs), religious leaders, journalists, academics, district and community leaders, donors, and others.

Specific objectives of the presentation are to:

- Describe four of the global nutrition targets and show how many countries are on course to meet those targets.
- Explain the importance of proper nutrition in a child's first 1,000 days and the consequences of malnutrition.
- Explain how investments in nutrition improve health and economic outcomes for individuals, families, communities, and nations.
- Illustrate the most critical nutrition interventions required to reduce malnutrition in pregnant women and children.
- Present opportunities and actions needed to increase policy and financial commitments and rally political support for nutrition.

Opportunities to Give the Presentation

Malnutrition: Meeting the Global Challenge and supporting materials are tools for professionals involved in nutrition at all levels—in policy, academia, service delivery, and other program settings. The target audiences for its use are:

- **Primary:** High-level policymakers, including ministers, governors, government leaders, and parliamentarians who are in a position to allocate resources and advance nutrition on the policy agenda.
- **Secondary:** All of those who influence high-level policymakers—NGOs, the private sector, program officials, advocacy groups, professors and academics, journalists, traditional and community leaders, donors, and others.

Using the Presentation with Different Audiences

Malnutrition: Meeting the Global Challenge is a tool to engage different audiences in policy dialogue related to nutrition. It is designed to be used in a variety of settings or environments. Some ideas to reach different audiences with the presentation are listed below:

POLICYMAKERS

- Educating policymakers about the importance of investing in nutrition, especially during the 1,000-day window of opportunity, to produce health and economic benefits for individuals, communities, and nations.
- Demonstrating that scaling up interventions to reduce malnutrition can make a difference—and has made a positive difference—in countries worldwide.

NUTRITION ADVOCATES

- Engaging new champions in efforts to combat malnutrition.
- Educating other potential advocates about trends related to malnutrition and overall development so they can better inform high-level policymakers.
- Reaching individuals who attend health conferences or professional meetings with information about nutrition.
- Initiating and sustaining policy dialogue with leaders.

DONORS

- Educating donors about the importance of investing in nutrition to produce beneficial health and economic results for individuals, families, and nations.

EDUCATORS

- Using the presentation as a teaching tool for students to educate them about the current nutrition situation and to stimulate discussion.

JOURNALISTS

- Educating the news media on issues of malnutrition around the world and its costs, consequences, and solutions, using the presentation as a teaching tool.

ADDITIONAL CONSIDERATIONS

You can make this presentation more interesting to your audience by adding information about local experiences and practices, especially those that apply to your audience. Some areas to consider when analyzing your audience:

- **Size of the audience.** With smaller groups, you can provide more in-depth analysis based on real-life stories or experiences because you usually know more about the individuals in the group. In larger groups, you may have to take more time during the scripted presentation to define general concepts and ensure the presentation is relevant to all viewers.
- **Knowledge level.** It is always safest to assume that the audience does not understand any technical terms you might use in the presentation. If you are giving a live presentation, we advise following the script and providing definitions for terms that may be unfamiliar to some audience members.

Technology Requirements

To give the presentation, you will need:

- A laptop or computer with:
 - At least 2.4 Ghz.
 - At least 3 GB of RAM.
 - An Intel Core 2 Duo processor.
 - Adobe Flash Program. If your laptop or computer does not have Flash, you can download a free version of the program at www.adobe.com/products/flashplayer/.
- Projector with connecting cables. The projector should be capable of at least a 1020 x 768 resolution.
- Projection screen (or white wall).
- Speakers for your laptop or computer.
- Light source to read the script if giving a live presentation.
- Microphone (if presenting for a large audience).
- Podium.

It is recommended that you practice giving the presentation with the equipment (computer, projector, screen, etc.) you intend to use for the event.

Available Versions of the Presentation

The presentation is available in two formats: without a voiceover (click-through); and with a voiceover (narrated). The click-through requires Adobe Flash, and the narrated version (MP4 video) requires “Quick-Time,” Window players, or others as there are different software platforms for viewing the video.

1. A Flash presentation (click-through) *without* a voiceover is accompanied by a presentation script so it can be given live by a presenter. The presentation without the voiceover will require you to manually click through the presentation. It is supported with the script to guide the audience through the presentation.
2. An MP4 video presentation *with* a voiceover (narrated). The presentation with the voiceover does NOT require you to click through the presentation.

It is recommended that all potential presenters practice with the script to determine their level of comfort with the presentation. One’s level of comfort should guide the decision about which version is best at a particular event.

Presentation Instructions without Voiceover: Click-through

It takes approximately 11 minutes to give the presentation. Discussion and subsequent activities can require 30 minutes or more depending on the setting.

TO DOWNLOAD THE PRESENTATION

TO PLAY THE CLICK-THROUGH PRESENTATION FROM YOUR DESKTOP:

- Click and drag the entire presentation file entitled “English Click-through Presentation” to your computer desktop.
- Open the file and click the red icon with the “f.” This will launch the presentation.

TO MOVE THROUGH THE PRESENTATION

- To view the presentation in full screen, click Control + F on your keyboard.
- To move forward or backward, use the arrow keys on your keyboard:
 - The forward arrow advances the presentation. This advancement will be the next slide, the next bullet point, or the next piece of animation.
 - The back arrow moves you backward.
- To jump all the way back to the beginning of the presentation, press the up arrow.
- To jump all the way to the end of the presentation, press the down arrow.
- If you click twice by accident, you will skip to the next piece in the sequence, so be careful!
- To exit full screen, click the Escape key on your keyboard.

TO GIVE THE PRESENTATION TO AN AUDIENCE

If the screens appear out of focus or pixelated:

- Go into the Control Panel of your computer and select Display (on some computers it might be Appearance).
- Go directly to Screen Resolution or to the Settings tab.
- There should be a slider for the screen resolution. Select the 1024 x 768 screen resolution option. Click Apply and if you are asked if you want to keep these settings, select yes.
- Now, when in full screen by clicking Control + F, the screens should appear sharp.

If presenting to a live audience, it may be useful to identify an individual to “click” through the presentation while another person reads the script and delivers the presentation. It is important that the “clicker” and “presenter” practice together to ensure the animation on the screen is timed correctly to the speaker.

Presentation Instructions with Voiceover: Narrated versions

- Click on the file marked “English narrated presentation.”
- To resize the presentation into full screen, click on the small icon in the bottom right corner of the presentation.
- To move out of full screen, press Escape.
- You can move through the presentation manually by placing the cursor at the bottom of the slide so the time-bar appears, and with the cursor either advance or move backward the small time line going across the screen at the bottom.

Presentation Tips

The RENEW presentations differ from a regular PowerPoint presentation in the following ways:

- Have a storyline that weaves throughout the presentation. The RENEW presentation requires more of a “story” than we usually see with a PowerPoint presentation.
- Give people a different perspective on the traditional messages.
- Mix different software formats: Flash animation, videos, etc.
- There are fewer words on the slides in some cases.
- Require starting with a script and practicing to feel comfortable telling the story and making the transition between slides. The script prompts you when to click forward, so be sure to follow it carefully and remain in sync with the presentation.
- The content of RENEW multimedia presentations will always include positive news when telling a story. Although some PowerPoint presentations do the same, our presentations emphasize the positive right from the beginning as well as the challenges in an attempt to engage policymakers with some good news (and not just the bad news).

GENERAL PRESENTATION TIPS

If you are making the presentation in-person, here are some important tips to remember:

- **Start with the script.** It helps to start with the script and work through the presentation using the script. As you become more familiar with key points and transitions, you may be able to present without the script.
- **Bring your own style.** Each person brings his or her own style to the presentation. Stating key messages in a way that is comfortable for you is encouraged.
- **Engage the audience.** You are encouraged to use personal stories to make this presentation more compelling. One or two personal stories to illustrate a point can add a lot to the presentation and your delivery.
- **PRACTICE.** Practicing in front of a live audience (such as some of your colleagues) and receiving feedback can help you figure out better ways to present the presentation. If possible, rehearse the presentation using the same room and equipment that you plan to use during your presentation.

TIPS FOR PRESENTING ANIMATED GRAPHICS

While it is always important to follow the script when presenting *Malnutrition: Meeting the Global Challenge*, there are specific parts of the presentation that require one to time his or her speaking with the animation that is happening on the screen. In these instances, practice is very important to ensure the script matches the animation that the audience is viewing during the presentation. There are two places in particular that require extra attention:

- **Opening video montage (slide 2) and closing video montage (slide 50).** The opening and closing sequences require one click and then it plays automatically. There are no breaks or pauses in between the video clips. It is important to practice these two sections of the presentation to ensure your speaking pace matches the text that is on the screen. There is music playing during the opening and closing sequence as well.
- **1,000-Day Window of Opportunity.** This animation describes three important phases between conception and two years of age:
 - a. Essential vitamins and minerals during pregnancy.
 - b. Exclusive breastfeeding for the first six months of life.
 - c. Appropriate, healthy, complementary foods to support brain and body development with continued breastfeeding after six months.

There are several aspects of the animation: movement across a calendar to mark the passage of time, an animated mother and child to depict these three phases, and ticking numbers in the bottom right corner. The script is written to match the animation that is happening on the screen. This animation requires practicing with the script and potentially speaking faster or slower than your normal pace to ensure what you are saying matches with what is happening on the screen. The animation concludes with a click to lead into the next slide. A loud “gong” sounds and both the slide and the script read, “There is no going back.”

