NUTRITION ON THE RISE

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A MULTIMEDIA PRESENTATION
GUIDELINES

THE RENEW PROJECT
(**RE**ENERGIZING **N**UTRITION—**E**XPANDING **W**ORLDWIDE)

ACKNOWLEDGMENTS

PRB INFORM EMPOWER ADVANCE

POPULATION REFERENCE BUREAU

The Population Reference Bureau **INFORMS** people around the world about population, health, and the environment, and **EMPOWERS** them to use that information to **ADVANCE** the well-being of current and future generations.

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Guidelines

NUTRITION ON THE RISE

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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 presentations as an advocacy tool.

This guide provides the facilitator with an overview of how to effectively use and present *Nutrition on the Rise*, 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 *Nutrition on the Rise* to various audiences.
- Access and use different versions of the presentation, including the voiceover version and the manual version of the presentation.
- Present and explain *Trendalyzer* scenarios and animated sequences to the audience.

The Presentation

The goal of the global presentation *Nutrition on the Rise* is to strengthen support for nutrition as a priority health and development issue on international 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 create an enabling policy environment for strengthening nutrition programs.

To achieve this goal, the RENEW team created a 25-minute presentation aimed at engaging global audiences. The presentation is designed to promote policy dialogue on the individual, health and economic benefits of reducing malnutrition and presents nutrition investments as cost-effective, high-yield interventions. Target audiences for the presentation include high-level government policymakers, civic and business leaders, program officials, journalists, community leaders, and others.

Specific objectives of the presentation are to:

- Explain how investments in nutrition improve health and economic outcomes for individuals, families, communities, and nations.
- Demonstrate global and selected country trends related to stunting using *Trendalyzer*.
- Illustrate the most critical nutrition interventions required to reduce malnutrition in pregnant mothers and children ages 0 to 24 months.
- Present opportunities and actions needed to increase policy and financial commitments and rally political support for nutrition.

Opportunities to Give the Presentation

Nutrition on the Rise and supporting materials are tools for professionals involved in nutrition at all levels—in policy, academic, and program settings. The target audiences for its use are:

- **Primary:** High-level policymakers, including 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—donors, the private sector, program officials, news media, and other global leaders.

Using the Presentation with Different Audiences

Nutrition on the Rise 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 1000-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 difference—in countries worldwide in a relatively short timeframe.

NUTRITION ADVOCATES

- Engaging new champions in efforts to combat malnutrition.
- Educating advocates about trends related to malnutrition, life expectancy, and overall development so they can better inform high-level policymakers.
- Reaching individuals who attend global health conferences or international stakeholder meetings with information about nutrition.
- Initiating and sustaining policy dialogue with leaders.
- Educating donors about the importance of investing in nutrition to produce beneficial health and economic results for individuals, families, and nations.

NEWS MEDIA

- 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 them. 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:
    - o   At least 2.4 Ghz.

    - o   At least 3 GB of RAM.

    - o   An Intel Core 2 Duo processor.

    - o   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 formats: without a voiceover and with a voiceover. Both versions require Adobe Flash as it is the software platform for the presentation.

1. A Flash presentation *without* a voiceover, accompanied by a presentation script so it can be given live by a presenter. The presentation is available for both PC and Mac. The presentation without the voiceover will require you to manually click through the presentation (see "To Move Through the Presentation"). It is supported with the script to guide the audience through the presentation.

2. A Flash presentation *with* a voiceover. The presentation with the voiceover does NOT require you to click through the presentation. You can stream the video by going to the website www.scalingupnutrition.org. Click the Resources tab to access the RENEW presentation. There is a hi-resolution link and a lower-resolution link. Once you select the version you want and click the link, it will begin streaming and will play like a video with the recorded voice describing what is happening on the screen.

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)

It takes approximately 25 minutes to give the presentation. Discussion and subsequent activities can require 30 minutes or more depending on the setting.

TO DOWNLOAD THE PRESENTATION FOR PC USERS

- Click on the download link for the Flash version of RENEW and choose to "Save" the file.
- Double-click on the downloaded zip file "RENEW_en2.zip."
- A new window will open with the folder "RENEW_en" inside. Click and drag that folder over to your desktop.
- Double-click on the "RENEW_en" folder on your desktop.
- A new window will open with the "RENEW.exe" Flash file inside (marked by a red "F" icon).
- Double-click on that Flash file. A prompt may appear asking if you are sure you want to run the software. Choose "Run" and the program will launch.

TO DOWNLOAD THE PRESENTATION FOR MAC USERS

- Click on the download link for the Mac version of RENEW.
- The Mac version downloads through a self-opening zip file.
- Double-click the file that says "RENEW" and the program launches.

TO MOVE THROUGH THE PRESENTATION

- Click the blue button that says "Begin" to start the presentation.
- The application features an interface that can play the presentation with a sliding thumbnail display at the bottom of the frame. To jump a slide, click the thumbnail in the slide thumbnail viewer or use the left and right arrows to move forward and backward.
- Click the tab at the bottom of the screen to show or hide the slide thumbnail viewer.
- To view the presentation in full screen, click the expand icon in the upper right corner (icon with four arrows) or 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.
- The Trendalyzer screens are not interactive; they are prerecorded videos. Each segment of each Trendalyzer scenario plays with a "click."
- The beginning of each segment of Trendalyzer is still for approximately 1-2 seconds and then the animation begins.
- If you click twice by accident, you will skip to the next piece in the sequence. If this happens during Trendalyzer, the animation will not match what you are saying. Be careful!
- To exit full screen, click the expand icon or the Escape key on your keyboard.

TO GIVE THE PRESENTATION TO AN AUDIENCE

The presentation will only appear correctly when it is in full screen. You cannot maximize the window—instead, you MUST click Control + F for full screen or hit the expand icon in the top right corner.

If the *Trendalyzer* screens appear out of focus or pixilated:

- 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 *Trendalyzer* 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)

- Go to the SUN Initiative website page www.scalingupnutrition.org. Click the Resources tab to access the RENEW presentation.

- Click the hi-resolution link or the lower-resolution link to play the presentation with the voiceover. The presentation will start to stream on your computer/laptop from the website. It will play like a video.

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 same data or messages.

- Mix different software formats: *Trendalyzer*, Flash animation, videos, etc., so 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.

- Need to help the audience grasp what they are looking at in the *Trendalyzer* bubble graphs.

- 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 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.

- **Help people understand *Trendalyzer*.** It is necessary to help people understand the *Trendalyzer* bubble graphs by describing exactly what they are looking at on each axis and in the trends (see "Tips for Presenting *Trendalyzer* Scenarios").

- **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. Speaking from your own notes is also more effective than reading directly from the script.

- **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 *Trendalyzer* and other parts of the presentation. If possible, rehearse the presentation using the same room and equipment that you plan to use during your presentation.

TIPS FOR PRESENTING TRENDALYZER SCENARIOS

For many audience members, the RENEW presentation may be the first time they are seeing *Trendalyzer*. Even though the *Trendalyzer* scenarios are built into the presentation and only require the presenter to "click" the arrow to play through it, it is extremely important to explain each *Trendalyzer* screen clearly and thoroughly. Doing so ensures that the audience will understand what they are watching.

All of these points are described in the script that accompanies the presentation. Some important *Trendalyzer* presentation tips to remember include:

1. When the *Trendalyzer* graph is first being shown, follow the script and state that the graph shows trends over time.

2. Although the animation is built into the presentation, be sure to follow the script and animation and point out the left axis. Then, mention the indicator being shown, describe/define it, and define the scale.

3. Follow the script, which points out the bottom axis, and mention the indicator being shown, describe/define it, and define the scale. If showing all countries of the world, mention that each bubble represents a country, the size of the bubble corresponds to the population size of the country, and the color corresponds to a region of the world. Mention the year and a brief description of how the different world regions are doing at that time.

4. Play the scenario, and at the same time, describe what is happening. For example, as the bubble is moving down, X is decreasing, and as the bubble is moving to the right, Y is increasing.

5. Once the bubble(s) have stopped, briefly state what has happened over time. Since the animation is built into the presentation, simply "click" the forward arrow to highlight specific countries.

TIPS FOR PRESENTING ANIMATED GRAPHICS

While it is always important to follow the script when presenting *Nutrition on the Rise*, 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 this amount of detail:

1. Opening photo montage (slide 3) and closing video montage (slide 86). The opening and closing sequences require one click and then they play automatically. There are no breaks or pauses in between the photos or 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.

2. 1000-Day Window of Opportunity. Slide 36 marks the beginning of the animated sequence about the 1000-day window of opportunity for nutrition. The 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 slide 37. A loud "gong" sounds and both the slide and the script read "There is no going back."