

## Washington County Public Health Advisory Council Presenter Guidelines

The purpose of these guidelines is to orient presenters to the Washington County Public Health Advisory Council (PHAC) on how they can align their presentation with the PHAC's focus on equity and trauma as well as how to make their presentation as understandable and impactful as possible.

### 1. Background

- a. The PHAC is appointed by the Washington County Board of Commissioners to advise them in their role as the Local Public Health Authority (LPHA) for Washington County. The PHAC makes recommendations to the Board and the Public Health division manager on matters relating to public health.
- b. Our members want to explore factors that contribute to the health of our community such as disease prevention, environmental exposures, substance use prevention, family and reproductive health, and public health preparedness. We strive to recruit members who represent many dimensions of our community, including:
  - i. Racial and ethnic communities
  - ii. Refugee and immigrant communities
  - iii. Youth
  - iv. Housing
  - v. Transportation
  - vi. Nonprofit and/or government organizations
  - vii. Seniors, aging population

### 2. Preparing your presentation

- a. Organization
  - i. Your presentation will be most effective when the PHAC walks away understanding these five things:
    1. What is the problem, and why is it a problem?
    2. What have others done about it?
    3. What are you doing about it?
    4. What value does your approach have?
    5. Where do we go from here?
  - ii. Put your material in a context that the PHAC can relate to. Aim your presentation to an audience who is not familiar with your area of expertise.
  - iii. Presenters should include some information on themselves that speaks to their knowledge and expertise on their presentation topic.



- iv. Start the presentation with a high-level overview and an outline of what you'll cover during your presentation. Call out specifically where you're seeking input from the PHAC.
    - 1. It can also be useful if you provide context about how your program or project fits within the larger context of how the County operates.
  - v. Let the PHAC know how and when you would like to take questions- i.e. throughout, after, at set points throughout the presentation.
  - vi. Highlight how equity and trauma are being looked at in relation to the presentation topic or project being discussed
- b. Preparing intelligible displays
- i. Keep presentations and handouts simple (i.e. sans serif fonts, dark text on light backgrounds, minimal words on slides). Font size should be no smaller than 12pt on printed materials, and no smaller than 28pt in PowerPoint presentations.
  - ii. Try to limit the material to 8 lines per slide, and keep the number of words to a minimum
  - iii. Many large tables can be displayed more effectively as graphs
  - iv. Label your graphs clearly with BIG, READABLE TYPE
  - v. If your topic uses acronyms, or specific terminology, please define them during the presentation; if possible, provide PHAC members with a terms and abbreviations list.
- c. Prior to presenting
- i. Provide a copy of your presentation and any relevant background materials to the PHAC staff facilitator on the Friday prior to the meeting so materials can be sent to the group ahead of time, and so printed copies can be made available. This help members who may read at different paces and have trouble seeing the screen.

### 3. Giving the presentation

- a. Present only as much material as can reasonably fit into the time allotted. Generally, that means no more than 1 slide per 2 minutes
- b. Talk at a pace that everybody in the audience can understand. Speak slowly, clearly, and loudly.
- c. Leave ample time at the end for questions and answers
- d. At the end of your presentation, provide an opportunity for PHAC members to identify what stood out, what was surprising or new, and what questions they have regarding the presentation topic



#### 4. Follow up

- a. Emailing a one-page handout summarizing your presentation to the PHAC after the meeting is helpful, especially for those members who are not able to attend the meeting in person.
- b. Share presentation materials electronically and provide contact information
- c. References/citations with hyperlinks are helpful in handouts for PHAC members who may want to research information in more detail

#### References:

1. [https://www.cdc.gov/nchs/data/2012nchs/preparing\\_effective\\_presentations.pdf](https://www.cdc.gov/nchs/data/2012nchs/preparing_effective_presentations.pdf)

