

Community Outreach Speaker Guide

Purpose of Community Outreach Meetings

We have asked you to support our programming by offering a 50 minute presentation in the community. We ask that you respond to this request in a very unique way. We want to introduce community members to your topic/research by inviting them to participate in meaningful discussions on your topic/research. Our goal is NOT to teach our community members everything they need to know about a topic as with formal courses. Rather, we want them to become curious and consider ways your topic or research impacts their own health or the health of other members in their communities.

Presentation Guidelines



50
minutes
total



15
slides
max



20
minutes
minimum for discussion

Elements of a Successful Presentation



FOCUS ON
BIG IDEAS



TELL A
STORY



INSPIRE
DISCUSSION



LISTEN WITH
INTENT

Presentation Time Limits and Review

Keep in mind that while you will have a total of 50 minutes for your presentation, you should have no more than 10-15 total slides and expect to talk only 20-25 minutes and be in discussion the remaining time.

Please share your slides with our staff at least 48 hours before your presentation so that we will have time to give you feedback if needed. We can help you improve your materials to be engaging and useful to our target audiences.

Provide Useful Handouts

Offering an engaging and useful handout to your audience that includes the key points of your presentation, any resources they might be interested in, and your contact information is a great way to allow them to connect with you after your presentation. Handouts can be great to encourage them to stay focused on you rather than feeling like they need to take notes during your talk.

! Psychological Safety

Participants should feel safe having discussions no matter their knowledge level or experiences. Highlight the value of diversity, equity, teams, interdisciplinary and community collaborations in achieving your desired outcomes, if relevant.

Community Presentation Quick Tips

Limit Acronyms

Acronyms are not easily remembered by those who do not regularly use them.

Provide Definitions

i Explain technical or scientific words in simple terms. Many of our words are not understood by a general community audience.

Use Pictures

Show pictures of hard-to-understand concepts. Many people are visual learners and images help them understand challenging concepts or ideas.

Keep it Simple

Limit the amount of text on your slides. People get easily overwhelmed by medical and scientific terms. More is NOT better.

Break larger concepts into smaller steps or pieces and explain WHY. While you might easily see the big picture, it is helpful to explain the steps involved and why the steps are important so your audience can see it, too.

Speak Conversationally

Speak conversationally and slowly to give people time to read and hear what you're saying. If you speak too quickly people may have a hard time keeping up with you and are more likely to get lost in their thoughts. Remember that your audience is likely not familiar with your area.



Gather Feedback

Consider asking for feedback using a paper or online survey. This shows you value your audience and their feedback. You might also consider adding questions to the survey ascertaining your audience's understanding of your presentation.

Be Gracious

Say thank you! Be gracious and show your appreciation. Thank your larger team as well. By showing appreciation of your team you are also showing community members that their contributions will be appreciated as well.

If a panel or networking session follows, encourage people to approach you and ask you more questions. Be patient. Sometimes people feel more comfortable asking questions without others listening; further, they may need confirmation of their ideas before they can determine how they will use or apply what you have shared.



Elements of a Successful Presentation

Identify 3 Big Ideas



Focus on three big ideas that connect to an actionable takeaway. Big ideas are similar to, but not the same as, learning objectives. They are a topic's key concepts that anchor all of the smaller ideas and facts you present.

Include a slide stating your big ideas and connect them to your research findings, clinical practices, and the theoretical underpinnings of your work.

Example – Skin Cancer Big Ideas:

- *1 in 5 Americans will develop skin cancer by the age of 70; more people are diagnosed with skin cancer each year in the U.S. than all other cancers combined. The current study seeks to identify populations at risk due to lack of preventive practices.*
- *People of all colors, including those with brown and black skin, get skin cancer. Even if they never sunburn, they can get skin cancer. Our study seeks to understand peoples' beliefs about their skin cancer risk.*
- *The best way to find skin cancer is to check your own skin. Our study seeks to co-create with community members high quality, engaging and tailored education to encourage people with brown or black skin to do self-checks and seek medical care when skin abnormalities are observed.*

WHAT IS A BIG IDEA?

- They facilitate the broadest acquisition of knowledge
- They are the keys that unlock a topic area
- They allow presenters to focus on the essential elements in their presentation
- They lead to assessment of important learning outcomes

WHY ONLY THREE?

- 3 is the optimal amount to remember, retain, and use
- 3 focuses the presentation on what is MOST important or exciting
- 3 allows greater discussion and interaction with YOU - a distinguished scientist and/or care provider

Tell a Story

Share your personal story about why you are studying your topic area. Sharing your personal "why" helps community members see you as an accessible person – someone they can relate to. By sharing your story, you are being vulnerable and showing trust in your audience.



3-PART ARC OF A STORY

- 1** Problem
conflict or knowledge gap being addressed
- 2** Action
steps taken to solve the problem
- 3** Resolution
impact of action

Example – Skin Cancer Presentation Story:

- *There is a misconception that people with darker skin are not at risk for skin cancer. Past research says...*
- *Surveys captured people's beliefs about skin cancer risk. Focus groups helped to better understand these beliefs. Educational materials were co-developed with people with black and brown skin to improve understanding of skin cancer risk.*
- *Misconceptions about skin cancer risk is high, the materials developed increased peoples' knowledge. The impact of this is...*



Include Discussion Prompts

Include prompts to inspire meaningful discussion and questions from your audience. Consider including a slide at each step to remind you to pause and allow questions instead of making people wait to the end.

TIPS TO PROMPT DISCUSSION & UNDERSTANDING

- Check for understanding by pausing and asking your audience directly.
- Summarize or repeat the question(s) and affirm community members for asking their questions to encourage others to ask questions.
- Ask others to weigh in and provide their opinions about interpretations, next steps, resources, etc.
- Ask for feedback or support if you need it. If you want help spreading the word about your study, help with recruitment materials, or ideas about program contents, etc. you should ask. Doing so helps community members feel valued.

Example – Skin Cancer Discussion Prompts:

- **Problem step:** *Who does skin cancer impact most? Why? Are others also at risk? How do you know? What do we already know? What do we need to know to improve the situation? What outcomes are desired?*
- **Action step:** *What research would you do to solve the problem? Given the information shared in the presentation, what else could be done? What could be done with unlimited resources or time?*
- **Resolution step:** *What is the impact of the shared research? What might the next steps be? What part would YOU want to play in this, if any? What might the longterm impact of the research be? What collaborations or partnerships would be helpful in this work?*



Be Present & Sensitive

Be willing to actively LISTEN to their questions, comments, and concerns without judgement before responding. Get to know your audience by asking who is expected to be there or starting the talk by asking them who they are and what they

want to know. Be sensitive to your audience's positions in life. Consider that their experiences may be very different than your own, but nonetheless important and powerful.

What is Active Listening?

Active listening is the practice of paying full attention to and absorbing what someone is saying so that the exchange between the listener and speaker is productive and fulfilling. It is an attempt to demonstrate unconditional acceptance and unbiased reflection, [according to researcher Harry Weger.](#)

ACTIVE LISTENING SKILLS

- Ask open-ended questions
- Request clarification
- Be attentive
- Summarize
- Paraphrase
- Reflect feelings
- Be attuned to feelings
- Ask probing questions