

# *Best Practices for Giving Research Talks to Spur Outreach Discussions*

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# Big Ideas

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Science talks in the community should **educate** attendees.

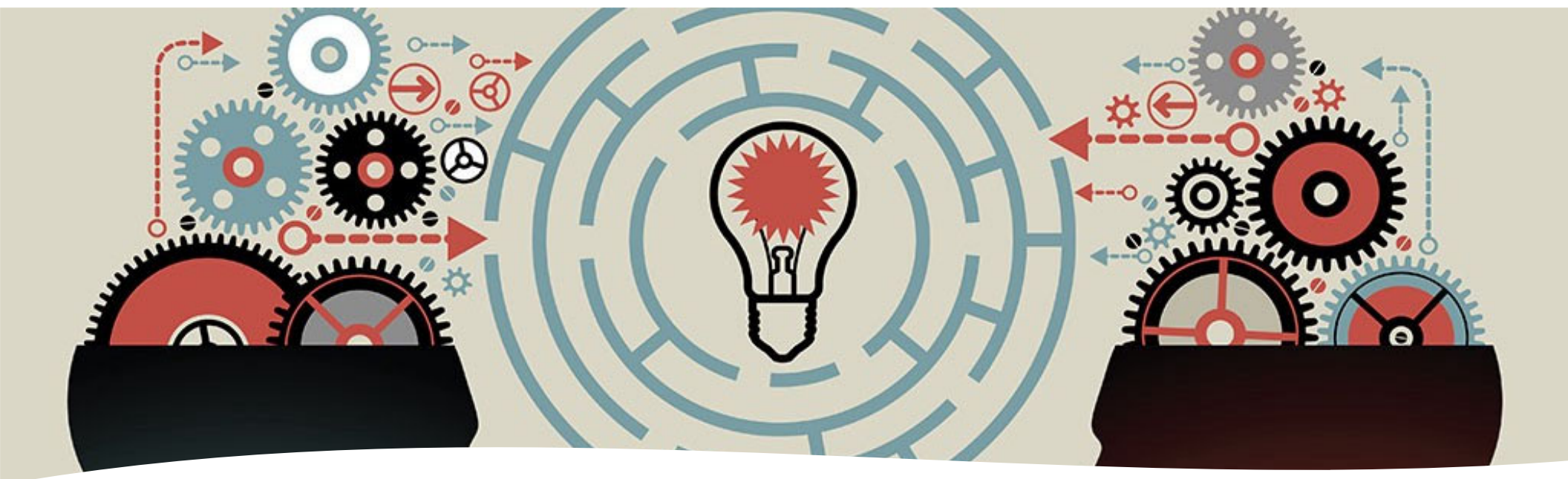
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Science talks in the community should **inspire** attendees.

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Science talks in the community should **engage** attendees in meaningful discussion.

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We have knowledge that community members can't get reading a book or by viewing media. We are experts on the frontlines and community members are often excited to hear what we have to say.



# Elements of a Successful Presentation



**FOCUS ON  
BIG IDEAS**



**TELL A  
STORY**



**INSPIRE  
DISCUSSION**



**LISTEN WITH  
INTENT**

Preparation for a  
Discussion

- Is NOT like preparing for a scientific conference
- Scientists need to consider what will most interest attendees and how much they need to really know to be able to discuss your topic



# What are Big Ideas?



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 3?



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

# Presentation Guidelines



**50**  
minutes  
total



**15**  
slides  
max



**20**  
minutes  
minimum for discussion

More is  
not  
better!

- Some attendees may know something about your topic, but most will know very little.
- Researchers that present many slides quickly WILL lose most of their audience.
- Talking toward the slides rather than facing the audience makes understanding complex scientific information even more challenging.





Become  
Approachable/  
Real

- Share your **personal story** about why you are studying your topic.
- 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.





## Telling Your Research's Story

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

# Advice

- **Problem** – If you are a basic lab scientist – always connect your studies to human disease and share WHY your basic studies will impact human health in the future. Clinical and population scientists can share the prevalence, incidence, morbidity or mortality
- **Action** –Share results of 3-5 experiments or studies that support your resolution. You do NOT need to share every experiment or analysis you have done. If you use animal models or tissue culture, etc., explain why these tools are relevant to human health research. Use your headers to tell attendees your interpretation of your data or study so they don't have to listen to find it in your speech.
- **Resolution** – Show some excitement about your findings and share the next steps you plan to take, the challenges you're experiencing or the decisions you need to make – ask for your audience's feedback.

# Tips to Prompt Discussion

- **Include prompts** to inspire meaningful discussion and questions from your audience.
  - If you tend to forget or go to fast, consider including a slide at each step to remind you to pause and allow questions instead of making people wait to the end.
- **Check for understanding** by pausing and directly asking your audience if they understand or have questions.
- **Summarize** or repeat their question(s) and affirm their asking to encourage others to ask questions.
- **Ask others to weigh** in and provide their opinions about interpretations, next steps, resources, etc. “What direction might they go next?”
- **Ask for 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. –Ask! Doing so helps attendees feel valued.



# Handouts

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- Offering a brief handout is a great way to encourage your audience to stay focused on what you say rather than feeling like they need to take notes during your talk.
- Make sure your contact information is included on the handout so that can follow up with you.

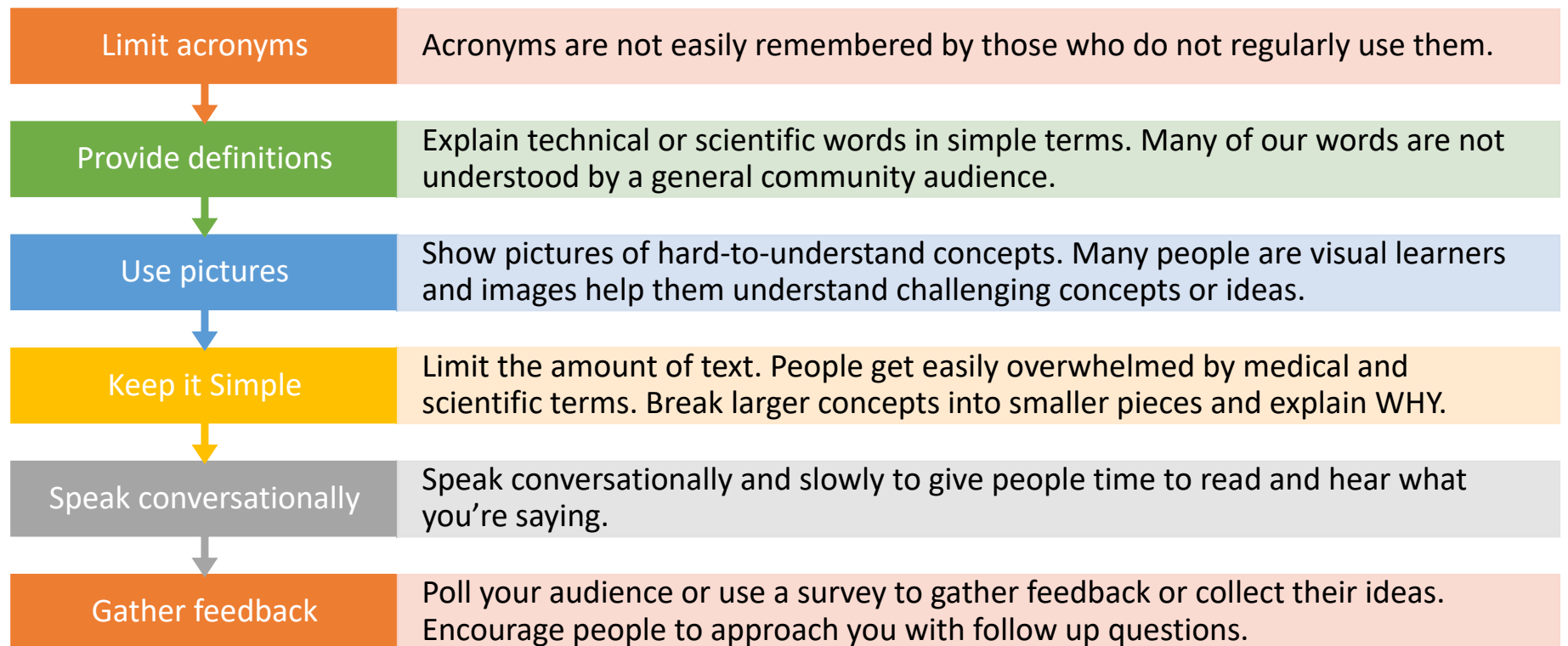


# Psychological Safety

- Participants should feel safe participating in your discussions no matter what their knowledge level or experiences.
- Encourage participation by highlighting team members (share their photos!) that have done the work, interdisciplinary collaborations that made the work possible and/or how you considered diversity and equity in your research plans.



# *Community Presentation Quick Tips*





## *Be Gracious*

- Affirm your attendees' comments if you can – “Wow that is a really good idea!”
- Say thank you when they ask a question or make a comment! Show your appreciation by asking a colleague to write down the thought.
- Thank your larger team as well. By showing your team appreciation. In doing so, you are also showing attendees that their contributions will be appreciated as well. You are likely not the only one working in your lab so give credit where credit is do!
- *Thank your staff and students by sharing their stories too and use humor where appropriate – “Sophie, is a 3<sup>rd</sup> year graduate in my lab, and she is so funny because she loves digging through monkey poo to finds these tiny little parasites!”*

# *“The Feelings are Mutual”*

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Mutual respect



Mutual accountability

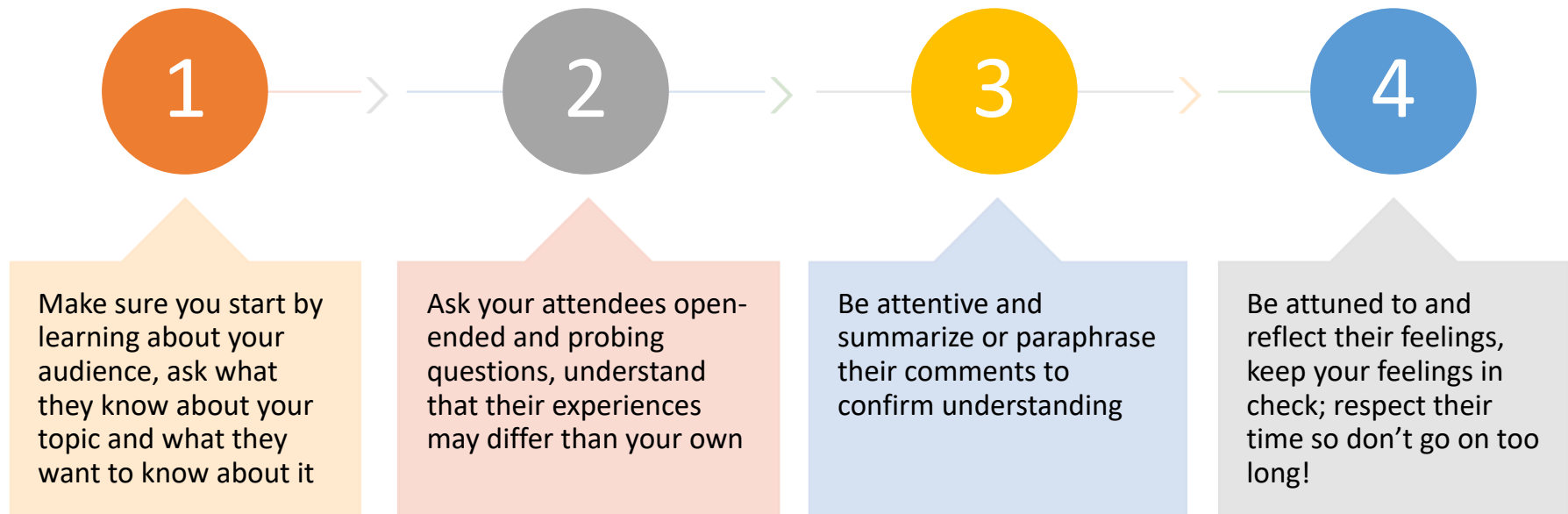


Mutual learning





# *Simple Actions to Support Mutual Respect*





## West End Community Research Advisory Board

- Listens to many researchers talking about their research both in-person and online
- Some give a science talk; some SPEAK to them.
- Come share your work with them – they are happy to give you feedback!

# Get Help from the Community

If you are planning to give a talk to community, share your slides with UCCC COE or the CCTST C-RAB ahead of time so willing community members can give you feedback on how to make it more “community friendly”

Alternatively, plan ahead and give your talk to your neighbor or non-science friend and ask for advice on how to make it “friendlier”