Meeting dates: 1/24, 2/07, 2/21, 3/07, 3/21, 4/04, 4/18, 5/02

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A D2L site for the class has been requested to facilitate viewing the seminar presentations. Complete details regarding the site should be available by the second meeting night.

Grading: Class participation is expected with a passing grade based on participation, attendance, punctuality, and successful completion of the poster presentation assignment. Due to the compressed format missing one night of class is missing 12.5% of its content. Failure to participate in at least 13 hours seminar hours will result in non-completion or failure of the course.

Class Objectives
• Become familiar with the range of career opportunities in public health practice including the educational training needed and potential career challenges.
• Be able to identify and discuss potential public health practice careers at the federal, state, county, city and community level.
• Develop skills as a critical listener of seminar and panel presentations, including asking questions, engaging in discussions and modeling professional and non-judgmental behavior towards those with opposing views.
• Briefly practice public presentation skills specifically for poster presentations.

This course is developed to be the primary seminar course for Masters of Public Health Practice students.

Assignment - Poster Presentation

Print ready file due: Monday, April 18, 2011
Class presentation of poster: Monday, May 2, 2011

➢ The primary objective of this assignment is to provide an opportunity for students to develop and practice poster presentation skills.

Assignment:

Each student with create a 42" x 36" poster that will be presented orally in the final class session.
Topics to present include:
* MPH Thesis project data
* Potential MPH Project (using what you expect to see as conclusions)
* Project/work in which you are involved that is being presented at a conference
* Project/work in which you are involved that should be presented at a conference
* Ask if you need additional choices

Key points:
- Posters are a **visual** medium. Use space, colors, borders, and logical sequencing to get ideas across
- Use bullets, not lengthy sentences
- Attract attention, guide viewer, hit with the take-home message. In other words, *what you did, how you did it, why you did it, what it contributes to your field.*
- This is not a research paper so you cannot present as many main points as you would in an article. The point is to provide evidence of the value of your research. Determine your take-home message and build for that message.
- 'White space' is the blank space that surrounds text or images. Generally you want your poster to have 25% - 33% white space.
- 95% of all text should be readable from a distance of 6 feet.

**Posters have the same 3 basic parts as oral presentations:** Introduction, Main body (results), Summarizing conclusion

**Introduction and aims**
Keep it brief, use bullets when possible.

**Main body**
Briefly (bullets) described main methods. Step viewer through a visually presentation of key results.

**Summary & Conclusion**
Brief and tight take-home message - what you found and why it is of value.

One view of how people look at posters:
1. Main focus area: Is this poster worth stopping for?
2. Secondary focus: Okay, I'm slowing down to look...
3. Supporting area: methods, discussion
4. Final info.

**Brief instructions to create a large format poster:**
1. Create the large format layout template, e.g., 42 x 36 in., keep it open.
2. Open your existing powerpoint presentation with the slides that you want to insert into the large format layout
3. Copy each slide (one at a time) from your existing powerpoint.
4. Select ‘Paste Special’ under the ‘Edit’ menu in the large format layout.
5. Paste the slide as a ‘Microsoft Powerpoint Slide Object’ into your large format layout
6. Right-click the inserted slide and select ‘Format Object’.
7. Choose ‘Colors and Lines’
8. Choose the line color, style and weight that you want to outline your inserted slide.
9. Drag the inserted slide to the position you want in the large layout.

Scaling -

What to do if the size of poster you want/need is not supported by powerpoint:
Power Point limits you to up to 56 by 56, the COPH poster printer has a 42” limit in one direction (can go up to 6’ in other direction).

The PowerPoint limitation can be overcome with scaling – set your slide up at half size and use scale to 200% when printing. Set the size by using the File menu/Page Setup. If rulers are not visible, you might want to enable them – use the View menu/Rulers.

For example, if you need to make your poster 36” x 60” (3 feet x 5 feet), set up your layout as 18” x 30” and then use the 200% scale when printing.

Oral presentation of poster on May 2nd, 2011

Some conferences require poster presenters to present their posters orally. While not reading your poster, you want to walk the viewer through it, highlighting what you did, what you found, and why it is important. This process should take about 5 minutes. You want to be prepared for specific or in-depth questions that a viewer/colleague make ask.

Tips:
- Practice out loud
- No ‘ifs’, ‘ands’, or ‘butts’ (um, er, ahh)
- Body language - practice in front of a mirror
- Timing - s-l-o-w d-o-w-n and enunciate!
- Eye contact
- Smile! smile smile
- Index cards (should not need for a poster, but if you every use them, number or put on a ring so don’t lose order if you drop right before you are called to present).
- Summarize and restate clearly to emphasize the important points