

INTEGRATING POPULATION, HEALTH, AND ENVIRONMENT

FOR SUSTAINABLE DEVELOPMENT IN KENYA

USER GUIDE



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User Guide

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TABLE OF CONTENTS

INTRODUCTION	1
AVAILABLE VERSIONS OF THE PRESENTATION	1
TECHNOLOGY REQUIREMENTS	2
PRESENTATION INSTRUCTIONS (WITHOUT VOICE)	2
PRESENTATION INSTRUCTIONS (WITH VOICE)	3
PRESENTATION TIPS	4
DATA FINDER AND HANDOUTS	5
CREATING A CUSTOMIZED DATAFINDER HANDOUT	5



Introduction

This guide provides an overview of how to effectively use and present Population Reference Bureau (PRB)'s ENGAGE presentations. It includes information about how to use the presentations, a list of technology requirements, and instructions for creating and using presentation handouts.

The ENGAGE presentations differ from traditional presentations in the following ways. ENGAGE presentations:

1. Have a storyline that weaves throughout the presentation. The ENGAGE presentations share more of a “story” than usual PowerPoint presentations.
2. Give people a different perspective on the same data or messages.
3. Mix different media formats to help tell the story: Photos, Flash animation, videos, etc., so there are fewer words on the slides in some cases.
4. Include complex, animated graphs that need careful explanation to help the audience understand what they are seeing.
5. Emphasize positive news when telling a story. Our presentations focus on the positive as well as the challenges in an attempt to engage policymakers with some good news and inspire them to greater commitment.

The guide draws on the experiences of the PRB and our in-country partners in developing and making ENGAGE presentations in different settings as well as input from technical and communications experts in the fields of family planning, gender, reproductive health, conservation, and natural resource management.

In addition to this guide, each presentation provides unique supplemental materials, such as a script or text for the presentation; references; handouts; FAQs; and questions for discussion. If you plan to use a particular presentation in your work, be sure to access the supplemental materials for information that will help maximize your use.

After reading this guide, you will be able to:

- Access and use different versions of the presentations, including narrated presentations and self-narrated (live) versions of the presentations (when available).
- Create customized handouts using PRB's DataFinder.
- Learn about best practices when delivering the ENGAGE presentation to a live audience.

Available Versions of the Presentation

Most ENGAGE presentations are available in two formats:

1. A Flash presentation *without* a voiceover, accompanied by a presentation script so it can be given live by a presenter. The presentations without the voiceover will require you to manually click through the presentation (see section “To Move through the Presentation”). They are supported with scripts to guide the audience through the presentation. These presentations require Adobe Flash software.
2. A presentation *with* a voiceover. The presentations with voiceover do NOT require you to click through the presentation. You can stream the videos by going to the PRB website; they are also available on USB or as downloads from www.prb.org. These presentations require a movie player such Windows Media Player in order to be viewed on a computer.

Some presentations are only available as voiceover videos, while others are available both with and without voiceover so that users may deliver the presentation live to an audience.

We recommend that all potential presenters practice with the script to determine their level of comfort with each presentation. One's level of comfort should guide the decision about which version is best at a particular event.

Technology Requirements

To give ENGAGE presentations, you will need:

- Laptop or computer with:
 - At least 2.4 Ghz.
 - At least 3 GB of RAM.
 - An Intel Core 2 Duo processor.
 - Adobe Flash software program (required for non-voiceover presentations). If your laptop or computer does not have Flash, you can download a free version of the program at www.adobe.com/products/flashplayer/. OR
 - A movie player such as Windows Media Player (required for voiceover, narrated presentations).
- Projector with connecting cables. The projector should display a 1024 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.

We recommend that you practice giving the presentation with the equipment (computer, projector, screen) you intend to use for the event, so that you are comfortable with the equipment and can make sure that it works correctly.

Presentation Instructions (Without Voiceover)

TO OPEN THE PRESENTATION

- Inside the folder labeled, ENGAGE Without Voiceover, is a Data folder and a red square 'f' icon ('f' stands for Flash) with a file name that ends with ".exe". **These two files should always be in the same folder.**
- Double click on the red square 'f' icon.
- Resize the window. The window may open in a small size, off-center on your computer screen. You can resize the window by dragging the top bar or dragging the corners to be smaller or larger. Enter full-screen by pressing Control + F on your keyboard.

TO MOVE THROUGH THE PRESENTATION

- You can click forward and backward through the presentation in two ways: using the forward and backward arrows on your keyboard or, pointing your mouse to the forward and backward arrows in the gray bottom bar of the presentation. You might find it easier to move through the presentation using the keyboard arrows because you won't have to worry about pointing your mouse to the correct location on screen.
 - The **forward arrow** advances the presentation. This advancement will take you to the next slide.
 - The **back arrow** moves you backward to the previous slide. If the previous slide included any animation, the back arrow takes you to the beginning of the slide.
- If you click twice by accident, **you will skip over a slide in the sequence.** If this happens, the slide will not match what you are saying. Be careful!

- Every screen in the presentation is numbered, starting with 1. These numbers correspond to the script. Some individual “screens” contain animation, and therefore change as they play.
- You can go to the beginning of the presentation (Slide 1) using the **up arrow** on your keyboard. You can go to the end of the presentation using the **down arrow** on your keyboard. **Be careful not to hit those buttons instead of the forward or back arrows!** To play embedded videos, you will need to click the Play button on the slide.

TO DISPLAY THE PRESENTATION CORRECTLY

- 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.
- To exit the full screen, you can either press the Escape button or Control + F again.

USING THE PRESENTATION AND SCRIPT TOGETHER

- The presentation script contains all the necessary narration for the presentation, along with instructions every time you need to click forward one slide.
- Every time the script says “Click Forward,” click the forward arrow of your keyboard to advance the presentation by one screen. Every click in the presentation is included in the script along with a number. The number corresponds to the lower left corner of the screen, and the script that follows is the narration for that screen.

Presentation Instructions (With Voiceover)

STREAMING AND/OR DOWNLOADING FROM THE PRB WEBSITE

- Go to the PRB website and search for the ENGAGE presentation by title: www.prb.org
- Click the link to the presentation with the narration. The presentation will start to stream on your computer/laptop from the PRB website. It will play like a video.
- To download the presentation to your computer, right-click on the link with your mouse and select Save Target As... to save the file where you want it.

USB

- Insert the USB drive in your computer or laptop. Double click on the video file. The end of the file name will be “.mp4”.
- Resize the window. The window may open in a small size, off-center on your computer screen. You can resize the window by dragging the top bar or dragging the corners to be smaller or larger. Enter full-screen by pressing Control + F on your keyboard.
- Click the “Play” button. The presentation will play like a video.

Presentation Tips—Delivering a Live Presentation

If you are making the presentation in-person, some important tips to remember are:

- **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, and/ or adapt the script to give it your own personal style. If possible, review some of the materials listed in the Additional Resources section.
- **Bring your own style.** Each person brings his or her own style to the presentation. You are encouraged to adapt the script and state key messages in way that you feel comfortable, using your natural voice (meaning both tone and intonation as well as word choices and phrasing). 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.
- **Familiarize yourself with the material.** Ensure that you understand all of the content in the presentation before you use it. Supplemental materials for each presentation cite all data used in the presentation, as well as suggest Additional Resources for more information. A FAQ (Frequently Asked Questions) provides answers to common questions. You can visit PRB's online Glossary to learn more about different terms used in all of our presentations (<http://www.prb.org/Educators/Resources/Glossary.aspx>).
- **PRACTICE.** Practicing in front of a live audience (such as your colleagues) and receiving feedback will help you become more comfortable with the presentation and improve your delivery. If possible, rehearse the presentation using the same room and equipment that you plan to use during your presentation.

These tips may be helpful even if you choose to share the narrated version of the presentation with your audience. You will still need to introduce the presentation and foster discussion afterward, and these tips can help you prepare to facilitate the event.

DataFinder and Handouts

Using handouts will help your audience retain the information you share during the presentation, and are also a good source for sharing additional information with the audience. Many ENGAGE presentations have corresponding handouts which summarize key images and information from the presentation. You might want to share additional handouts with data relevant to your country context.

One way to create such a handout is to use PRB's database called DataFinder.¹

Creating A Customized DataFinder Handout

DataFinder is a PRB database that provides data for hundreds of variables around the world, located at www.prb.org/DataFinder.aspx.

DataFinder allows you to:

- Search hundreds of indicators for more than 200 countries around the world.
- Create custom reports, charts, and maps.
- Download, print, and share.
- Create custom tables in three easy steps, for countries and world regions.
- Compare a wide array of countries for one indicator, and display the results as a customizable map, ranking table, or bar chart.

Using DataFinder, you will be able to create a customized handout to use with this presentation, focusing on key indicators in your own country. Having this data available will help foster discussion about strategies to promote positive change after sharing the presentation with an audience.

To create a country profile:

- From www.prb.org, click on DataFinder.
- Under Profiles, select Countries, and then choose the country for your profile.
- From the Highlights page on your selected country, select Change Locations/Indicators in order to choose your own indicators.
- In the box that opens, uncheck Highlights, and then select available topics or indicators from the list that you want the profile to display.
- You can print this country profile as a handout for your presentation event, or use the data to create your own customized handout.

You can also use DataFinder to create charts and maps or profiles of multiple countries. Definitions and sources for each indicator are available online.

1. Please note that as the Population Reference Bureau updates its website in the fall of 2017, access to DataFinder may be interrupted. DataFinder in its updated format should be available in early 2018.



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