

TEACHING FOR WAKE AREA HEALTH EDUCATION CENTER



What You Need to Know

- Evidence-Based Education
- Outcome Measures
- Health Literacy
- Copyright
- Using PowerPoint/Engaging Participants
- Required Forms for Credit

Evidence-Based Presentation

In evidence-based continuing education programs, the presenter will:

- Facilitate the use of current, high quality research findings.
- Provide a citation for each component on the slides to allow the learner to directly link content with sources.
- Provide the “why” of content and make the implications for practice obvious.
- Clearly discuss the degree of evidence that is available to guide practice.

Consider Outcome Measures

- Looking ahead and planning backwards.
- Why are we doing this program?
- Funders/Employers want to know:
 - How is my money being spent?
 - Is it being used wisely?
 - Will the program make a difference?
 - How will staff be able to use the information gained by attending program?
 - How can it be improved?

Potential Tools for Measuring Outcomes

- Pre/Post tests
- Skills stations/observation
- Policy development session
- Follow-up interviews/surveys
 - Phone
 - Mail
 - On-line
 - Face to face
- Focus groups
- Record reviews
- Audience Response System (ARS)

Incorporate Health Literacy Principles into Educational Planning

Health Literacy

- The degree to which individuals have the capacity to obtain, process and understand health information
- **Does not mean that the patient is not educated**
- >77 million adults have basic or below basic health literacy skills; 52% in NC and 50% in US
- While providing education, will need to include how to best communicate with patients with regard to the illness, medication, self care, etc.

Prepare your presentation to Include Health Literacy

- Consider the topic you are discussing and what patients would need to know about the condition.
- Develop teaching pointers for the audience to take back to their practices to share with patients.
- May include pamphlets, role plays, list of key points to review with patient, who will teach patients.

Using References and Resources

What you need to know about copyright

- Materials from other sources that cannot be used without permission:
 - Quotes **of more than 500 words**
 - Charts
 - Graphs
 - Illustrations
 - Cartoons
 - Web pages
 - Photographs
- These follow the same guidelines as for published materials.

References and Resources

What you need to know about copyright

Helpful reminders

- Include the citation on the slides
 - Author
 - Journal title
 - Year of publication
- Bibliography
 - At end of presentation or
 - In handouts

References and Resources

What you need to know about copyright

Can you make copies and distribute?

- Must cite source in presentation.
- Cannot legally distribute **a complete work owned by another.**
- Can show pictures/studies in presentation.
- Must have written permission to put into **full-size, readable** handouts.
- Hyperlinks are allowed (not considered an exact copy of the material).

References and Resources

What you need to know about copyright

Charts, graphs, tables, brochures, cartoons, and covers of books or magazines:

- Lifted in part or in whole from another author's work:
 - Must be properly cited and credited.
 - Cannot be copied and distributed without written advance permission from the copyright holder.
- Created in a new form by you with information gathered by yourself from other sources.
- Cite source and give credit to author.

References and Resources

What you need to know about copyright

Photographs:

- Pictures from any place other than those you take need written permission.
 - Internet
 - Brochures
 - Advertisements
- Pictures you take of others – obtain release for permission to use.
- Exception: public domain or copyright free (i.e. “usage rights allow images for reuse”).

Engaging Teaching Strategies

Key Aspects of a Presentation:

- Structure
- Content
- Delivery

Structure

- **Presentation:**
 - Be engaging and personable.
 - Use appropriate humor, quotes, stories, etc.
 - Stay in tune with audience.
 - Watch body language.
 - Involve audience.
 - Pause for feedback-verbally and non-verbally.

Content

☑ Do's

- Choose words carefully
- Use 24-32 Font size.
- Use Arial (avoid narrow fonts).
- Limit the amount of text on slides.
- Use bullet points.
 - No more than 6 lines per slide.

☒ Don'ts

- Read slides.
- Use acronyms.
- Use flash transitions.
- Overuse animation and sounds.

<https://support.office.com/en-us/article/Tips-for-creating-and-delivering-an-effective-presentation-f43156b0-20d2-4c51-8345-0c337cefb88b#bm1>

Delivery

- **Practice! Practice! Practice!**
- **Winning Delivery Strategies:**
 - Start on time/finish on time.
 - Maintain eye contact.
 - Breathe and smile.
 - Speak with the participants, not at them.
 - Use interactive strategies.
- **The End...**
 - Recall the opening.
 - Challenge the audience.
 - Elicit a call to action.

Forms to Complete as a Speaker

Your Wake AHEC Representative will provide you with these forms:

- Speaker Vested Interest Disclosure Form.
- Education Design Documentation Form as applicable.
- Curriculum Vitae or Biographical Data Form.
- Financial forms as applicable.

Thank You

If you have questions, contact:

Wake AHEC

www.wakeahec.org

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