Connecting With Your Audience Through Visuals

Mark D. Valenti
Pittsburgh Regional Health Initiative
Why are you here?
“A picture is worth a thousand words.”
- Confucius
Philosopher and teacher
Princess Diana

- Best known for her humanitarian acts
- Charity work
  - helping children in need
  - helping those with AIDS
- “The People’s Princess”
- President or patron of over 100 different charities during her marriage to Prince Charles
- Even after her divorce, she remained active with some charities and campaigns
China PV industry characteristics

- Solar cell output continued to grow, with high level of internationalization, and leading technologies in the world, but a big gap between thin film batteries. Ended September 2009, a total of 123 solar cell manufacturer, has a capacity of 6588 megawatts / year of completed projects. 2009 annual production of 4011. For 3 consecutive years, China has maintained No. 1 in PV solar cell production, accounting 40% of total output in the world. As early 2009, China has 11 PV companies listed overseas, and 13 domestic listed companies. Crystalline silicon cells in China has gradually been increased the level of technology. Suntech's "Pluto" (Pluto) technology, Baoding Yingli, Nanjing CEEG, Changzhou Trina, and Suzhou Artes all enable the efficiency of solar cell to exceed 18% to reach international advanced level. Recently, there are 38 thin film cell company in China. Due to the technology is still very young, investing for only 2% of total production in these thin film company for now so far do not have...
Self-Reported Falls during the 6-Month Intervention, According to

<table>
<thead>
<tr>
<th></th>
<th>Tai Chi (N=65)</th>
<th>Resistance (N=65)</th>
<th>Stretching (N=65)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Falls — no. of participants (%)</td>
<td>62</td>
<td>133</td>
<td>186</td>
</tr>
<tr>
<td>Falls — no. of participants (%)</td>
<td>19 (29)</td>
<td>31 (48)</td>
<td>26 (40)</td>
</tr>
<tr>
<td></td>
<td>3 (5)</td>
<td>8 (12)</td>
<td>4 (6)</td>
</tr>
<tr>
<td></td>
<td>4 (6)</td>
<td>7 (11)</td>
<td>2 (3)</td>
</tr>
<tr>
<td>n.no./participant-month</td>
<td>0.22</td>
<td>0.51</td>
<td>0.62</td>
</tr>
<tr>
<td></td>
<td>12 (18)</td>
<td>16 (25)</td>
<td>20 (31)</td>
</tr>
</tbody>
</table>

Falls were defined as unintentionally coming to rest on the floor or the floor falling and hitting objects such as stairs or pieces of furniture.

A significant difference was found in the incidence-rate ratio between the tai chi and resistance-training groups (P=0.005); a nonsignificant difference was found between the tai chi and stretching groups (P=0.05).
Food Policy in Brazil: Successful Strategies in Combating Hunger

Cecilia Rocha, PhD
Centre for Studies in Food Security
School of Nutrition, Ryerson University, Canada

The Betinha Project Lecture Series
Toronto, February 03, 2010
It may happen that \( R \in \mathbb{R} \). \( P_1, P_2 \) are then called state equivalence classes which are called an effect (or observable).

Let \( K \) be the set of states and \( L(K) \) the "trivial" measurement \( \mathbf{1} \) which gives every state equal weight.

It is very convenient (and always possible) to have vectors \( \mathbf{s} \in S \subseteq K \) and \( \mathbf{a} \subseteq A \subseteq \mathbb{C} \) with inner product \( \langle \mathbf{s}, \mathbf{a} \rangle : S \times A \to \mathbb{R} \).

This structure is available in any context.

Various arguments have been made for having a linear dependence on the vector space \( A \) containing the observables. Jordan algebras, von Neumann algebras, etc., etc., etc., etc.

Stephen J. Summers
A presentation should never stand on its own
A presentation should never stand on its own.
90%
Real Estate is Valuable
Real Estate is Valuable

Why?
Using Visuals

• Meeting the learners where they are
• Think about the image you are using
• Does it convey the story?
Eliminate Non-value added elements
Using what?
Real Life Adventures

Congratulations. That was the most obscure, rambling, boring presentation I've ever seen.

Thanks. I use PowerPointless.
Embrace free space
Simplify
KEEP CALM AND MAKE A POWERPOINT
Visuals aren’t everything.
people are lazy and self-centered
Prepping Machine:
- Adjusted wrench (many pieces)
- Remove screws
- Remove washers
- Pull off top piece of mold
- Close wrench

Change Mold:
- Find the right mold
- Remove old mold
- Place in new mold
- Aligned

Finish Assembly:
- Open wrench
- Sorting through mold
- Right aligned
Audience member perspective on presentations

![Bar chart showing audience member perspective on presentations. The chart indicates the following:

- **Like Kenny G**: 15%
- **Boring**: 45%
- **Meh**: 20%
- **Interesting**: 10%
- **Like Crack Cocaine**: 5%

Legend:
- **Like Kenny G**: Like
- **Boring**: Boring
- **Meh**: Meh
- **Interesting**: Interesting
- **Like Crack Cocaine**: Like Crack Cocaine

1 Taken from a 2013 poll of all audience members at their first class of the semester as they entered the room and were briefly accosted by our survey taker who later quit.
95% of presentations SUCK
Outreach strategies consist of phone calls to clients and family members or people in their network in order to connect them to care. The organization also sometimes send letters with no information that can identify the agency on it in order to address stigma hesitations. Though they don’t have an electronic medical record, the organization does keep a dual client tracking system both on paper and in their database. The outreach worker can run reports of closed client cases in order to identify individuals who may be ideal candidates for linkage support and begin working with them.

TOTAL NUMBER OF CLIENTS IDENTIFIED AS LOST TO CARE SO FAR: 64

TOTAL NUMBER OF CLIENTS RETAINED IN CARE SO FAR: 64

Overall Purpose: To link (attend at least 1 medical visit) and retain (2 or more medical visits) HIV+ individuals in medical care
Linkage and retention stats: 40%
The vast majority of patients with unhealthy substance use can be effectively managed in the primary care setting.
Motivational Interviewing

• Empathic
• Not sympathetic
  – Not getting “pulled down”
• Not apathetic
• Understanding that the other person has a perspective
• Guiding
What activates your Righting Reflex?
Reflections

- Mirrors the patient’s comments
- Helps people better understand themselves
- Helps resist the Righting Reflex
- Motivational Interviewing key skill
“I hate quotations. Tell me what you know.”

- Ralph Waldo Emerson
“I believe in pink. I believe that laughing is the best calorie burner. I believe in kissing, kissing a lot. I believe in being strong when everything seems to be going wrong. I believe that happy girls are the prettiest girls. I believe that tomorrow is another day and I believe in miracles.”

- Audrey Hepburn
"I believe that tomorrow is another day and I believe in miracles."

- Audrey Hepburn
15 Words (Or Less)
“The future depends on what we do in the present.”

-Mahatma Gandhi
“People who know what they are talking about don’t need PowerPoint.”

- Steve Jobs
“People who know what they are talking about don’t need PowerPoint.”

- Steve Jobs
“People who know what they are talking about don’t need PowerPoint.”

- Steve Jobs
If you’re havin' girl problems I feel bad for you son. I got 99 problems but...

- Albert Einstein
Use system fonts
Use system fonts
Use system fonts
What Size?
Twice the average age
What Size?
How do you find images?
it’s all about you
Share your story
Audience member perspective on presentations

I Taken from a 2013 poll of all audience members at their first class of the semester as they entered the room and were briefly accosted by our survey taker who later quit.
1 Taken from a 2013 poll of all audience members at their first class of the semester as they entered the room and were briefly accosted by our survey taker who later quit.
it's not all about you
Use tools
What about you?
Handouts
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Overall Purpose: To link (attend at least 1 medical visit) and retain (2 or more medical visits) HIV+ individuals in medical care.
Lost-To-Care and High-Risk individuals identified: n = 64

100% contacted

86% attended 1 or more medical visits

31% attended 2 or more medical visits

55 HIV+ people linked to medical care

outreach strategies
Is a Picture Worth a Thousand Words? Connecting with Your Audience Through Visual Presentations

Mark Valenti
Project Manager and Senior Quality Improvement Specialist, Pittsburgh Regional Health Initiative (PRHI)

Date: March 28, 2014
Time: 8 - 9 am
present naked