



## Tips for Presenters

April 2016

### Background

Since 2013, the Rudd Center has provided technical assistance to many city and town health departments implementing healthy food and beverage campaigns. Through this work, our partners asked us to provide them with resources so they can spread the word and help their local communities understand the extent to which the food and beverage industry markets unhealthy products to children and their families. These presentations also show how unhealthy food marketing contributes to an epidemic of poor diet among youth and what community members can do to ensure that all children grow up at a healthy weight.

### Presentation overview

The presentations cover:

- The health consequences of a poor diet;
- How unhealthy food and beverage marketing negatively impacts health;
- The extent of unhealthy food marketing in our communities, schools, and in digital media; and
- Ways to make a difference, become involved and advocate for change.

All of the presentations provide numerous examples of unhealthy food and beverage marketing. The non-automated versions of the presentations contain speaker notes and additional information for the presenter to share with his/her audience.

### Presenter instructions for downloadable presentations

- Click on the presentation that you wish to download
- Download the presentation to your local computer
- Review the presentation and the speaker notes prior to the presentation. You will want to make sure that you understand what images appear automatically and when you need to click to move the slides forward.
- Add information from your local community on Slide 28 (Food Marketing to Youth), Slide 36 (Schools), and Slide 32 (Digital)
- The presentations range from between 30-35 slides. We anticipate that it will take you approximately 15 minutes to share one downloadable presentation.
- Be sure to record responses from the presentation and provide the Rudd Center with feedback

### Presenter instructions for video presentations

- Click on the video posted on the website
- The video is housed on YouTube, so be sure that you are able to access the video from the computer where you wish present the video. Some network security systems may block YouTube for certain users (i.e., schools)
- Once you click on the video, you can open the full screen version by clicking on full screen icon in the bottom right-hand corner: [ ]
- Click on the arrow icon in the bottom left-hand corner to play the video. You can pause the video by clicking on the, pause icon: ||
- The video version runs for 8 minutes.

If you have any questions or suggestions, please contact [Sally Mancini](#), Director of Advocacy Resources.