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Public Speaking for Biosecurity Advocates I: Creating a Persuasive Presentation

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Presentation Worksheet

Let's get started. Click on the button below to download the worksheet, "Steps for Preparing Your Presentation." Save the worksheet to a place that you can access in the future such as your Documents folder. Open the file in Microsoft Word (or upload to Google Docs) to edit. Save when you are done.

You and Charley will be using this to organize your thoughts, facts, and ideas you get from your research, and ultimately create your presentation. You'll be filling in the information as you go through this module. In the next slides, you'll see how Charley uses the worksheet step-by-step to help her organize her thoughts. You should complete yours as we go along.

Download Worksheet

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Identify Your Topic



As a biosecurity advocate, your goal is to persuade people to adopt biosecurity strategies.

When picking a topic for your presentation, choose something you have a strong opinion about. It's important to keep your topic focused and manageable. A topic that is too broad is difficult for your audience to understand and remember the points you made.

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Explore Your Topic

Roll over each of the pictures below to see the list of strategies for each of the categories of sources of disease transmission risk.

For the presentation you're going to create, choose one strategy you strongly support to be your topic. This will be the message you will try to persuade your audience to adopt through your presentation.



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Explore Your Topic

Animal - Animal

1. Have a closed herd (give new replacements do not take livestock to shows.)
2. If you do buy animals, purchase healthy, test negative animals from low risk farms.
3. Quarantine herd additions or returns.
4. Isolate and treat sick animals.
5. Vaccinate against diseases of concern (effectively (before vaccines correctly.)
6. Control flies, ticks, mites, and other pests.
7. Prevent contact with neighboring animals or their discharge through water, air, or direct fence line contact.
8. Remove and dispose of carcasses and aborted fetuses promptly and properly (save animal to humans.)
9. Cull animals that do not respond to treatment or that are asymptomatic disease carriers.
10. Use AI for breeding whenever possible; do not share breeding males between farms.

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Explore Your Topic

Contaminated Feed & Water

1. Manage manure and dirty bedding effectively.
2. Have an effective on-farm composting system for manure and mortalities.
3. Protect feed and water from contamination.



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Explore Your Topic

Human - Animal

1. Use personal protective equipment (PPE) (clean gloves, boots, coveralls.)
2. Clean and disinfect (C&D), i.e., hands, feet, shower in/out. Provide facilities for C&D.
3. Restrict visitors; keep a log of visitors.
4. Prevent employee ownership of same species of livestock as those cared for.
5. Care for animals in the following order: healthy, quarantined, sick, washing hands and changing PPE between.



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Explore Your Topic

Equipment, Vehicles, & Facilities

1. Clean and disinfect (vehicles, equipment, facilities.)
2. Establish effective signage (parking, no entry, etc.) Control traffic and traffic flow on farm.
3. Establish and maintain a line of separation (gates, perimeter and internal fences.)
4. Do not share equipment with others.
5. Have separate equipment for feed and manure.
6. Ensure good air quality through effective barn ventilation systems.
7. Avoid dirt and wood-based facilities.

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Choose Your Topic

Charley chose cleaning and disinfecting vehicles before transporting pigs from the category "Equipment, Vehicles, and Facilities."

Open up your worksheet and write down the strategy you want to talk about.

CHARLEY'S PRESENTATION

Presentation Topic: importance of cleaning and disinfecting vehicles before transporting pigs.

| | |
|---|--|
| 1. Write the purpose of your speech? | To persuade |
| 2. Who is your audience? | 4-H club members |
| 3. Define your message? | They care about animals |
| 4. What is your topic sentence? | They may not know a lot about diseases and biosecurity |
| 5. Create your outline? | They want to keep their animals healthy |
| 6. Add supporting ideas from your research? | |
| 7. Write your presentation? | |
| 8. Prepare your visual aids? | |
| 9. Write your opening paragraph? | |
| 10. Write a closing conclusion? | |

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Step 1: Identify the purpose of your speech

Every presenter has a reason or purpose for their speech. The type of purpose will influence the content and the way it is presented. The most common purposes are:

- Inform
- Persuade
- Entertain

Charley begins filling out her speech organizer.

In step 1, she knows she wants to persuade her audience.

Now it's your turn. Open your organizer and write down what YOUR purpose is. As a biosecurity advocate, your purpose, like Charley's, is to persuade your audience and call them to action!

CHARLEY'S PRESENTATION

Presentation Topic: importance of cleaning and disinfecting vehicles before transporting pigs.

| | |
|---|--|
| 1. Write the purpose of your speech? | To persuade |
| 2. Who is your audience? | 4-H club members |
| 3. Define your message? | They care about animals |
| 4. What is your topic sentence? | They may not know a lot about diseases and biosecurity |
| 5. Create your outline? | They want to keep their animals healthy |
| 6. Add supporting ideas from your research? | |
| 7. Write your presentation? | |
| 8. Prepare your visual aids? | |
| 9. Write your opening paragraph? | |
| 10. Write a closing conclusion? | |

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Step 2: Consider Your Audience

Knowing your audience's background, interests, attitudes, goals, and concerns regarding your topic helps you tailor your presentation to persuade them to care about your message. You want to speak to what they know and care about.

Charley's Audience: Charley's going to speak to her 4-H club members. She knows:

- They care about animals
- They may not know a lot about diseases and biosecurity
- They want to keep their animals healthy.

CHARLEY'S PRESENTATION

Presentation Topic: importance of cleaning and disinfecting vehicles before transporting pigs.

| | |
|---|--|
| 1. Write the purpose of your speech? | To persuade |
| 2. Who is your audience? | 4-H club members |
| 3. Define your message? | They care about animals |
| 4. What is your topic sentence? | They may not know a lot about diseases and biosecurity |
| 5. Create your outline? | They want to keep their animals healthy |
| 6. Add supporting ideas from your research? | |
| 7. Write your presentation? | |
| 8. Prepare your visual aids? | |
| 9. Write your opening paragraph? | |
| 10. Write a closing conclusion? | |

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Step 2: Consider Your Audience

What do you know about your audience?

Now that you've seen what Charley wrote about her audience, go back to your worksheet and write down what you know about yours.

If you don't know your audience well, you may need to find out more about them by posing questions to the type of people you will be speaking to. Ask them what they know about your topic and opinions and experiences they may have that may affect how they feel about your topic.

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Step 3: Gather Resources

You will most likely need to do some research to find facts to support your arguments and find dissenting viewpoints so you can address them.

However, you should always consider the source of your information. If a classmate told you there was no school the next day because of weather, you might not believe it. But if the principal made an announcement you would not question it because the principal is an authoritative, reliable source.

Similarly, if you read in a tabloid magazine that there is life on Mars, you probably wouldn't believe it. But if a NASA scientist publishes an article in a scientific journal saying they found evidence of life on Mars, you probably would!

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Step 3: Gather Resources

CRAAP Test
We recommend using the "CRAAP" test to evaluate the reliability of your sources of information.

CRAAP is the acronym for the five criteria used to evaluate information sources:

- Currency
- Relevance
- Authority
- Accuracy
- Purpose

fill in your own info (handwritten note pointing to Purpose)

download diagram (handwritten note pointing to the diagram)

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1. Identify Your Purpose
2. Consider Your Audience
3. Gather Resources
4. Write Topic Sentence
5. Create an Outline
6. Add Supporting Ideas
7. Write Your Presentation
8. Prepare Visual Aids
9. Write Your Opening
10. Write Your Conclusion

Diagram: A central yellow star labeled "Credible Source" is surrounded by five colored circles: Currency (red), Relevance (green), Authority (purple), Accuracy (blue), and Purpose (orange). Arrows connect the circles in a clockwise cycle.

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Step 3: Gather Resources

CRAAP Test
We recommend using the "CRAAP" test to evaluate the reliability of your sources of information.

CRAAP is the acronym for the five criteria used to evaluate information sources:

- Currency - How up-to-date is the information?
- Authority
- Accuracy
- Purpose

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1. Identify Your Purpose
2. Consider Your Audience
3. Gather Resources
4. Write Topic Sentence
5. Create an Outline
6. Add Supporting Ideas
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Diagram: A central yellow star labeled "Credible Source" is surrounded by five colored circles: Currency (red), Relevance (green), Authority (purple), Accuracy (blue), and Purpose (orange). Arrows connect the circles in a clockwise cycle.

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Step 3: Gather Resources

CRAAP Test
We recommend using the "CRAAP" test to evaluate the reliability of your sources of information.

CRAAP is the acronym for the five criteria used to evaluate information sources:

- Currency
- Relevance - How well does the information fit your needs?
- Authority
- Accuracy
- Purpose

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1. Identify Your Purpose
2. Consider Your Audience
3. Gather Resources
4. Write Topic Sentence
5. Create an Outline
6. Add Supporting Ideas
7. Write Your Presentation
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Diagram: A central yellow star labeled "Credible Source" is surrounded by five colored circles: Currency (red), Relevance (green), Authority (purple), Accuracy (blue), and Purpose (orange). Arrows connect the circles in a clockwise cycle.

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Step 3: Gather Resources

CRAAP Test
We recommend using the "CRAAP" test to evaluate the reliability of your sources of information.

CRAAP is the acronym for the five criteria used to evaluate information sources:

- Currency
- Relevance
- Authority - How trustworthy and believable is the source?
- Accuracy
- Purpose

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1. Identify Your Purpose
2. Consider Your Audience
3. Gather Resources
4. Write Topic Sentence
5. Create an Outline
6. Add Supporting Ideas
7. Write Your Presentation
8. Prepare Visual Aids
9. Write Your Opening
10. Write Your Conclusion

Diagram: A central yellow star labeled "Credible Source" is surrounded by five colored circles: Currency (red), Relevance (green), Authority (purple), Accuracy (blue), and Purpose (orange). Arrows connect the circles in a clockwise cycle.

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Step 3: Gather Resources

CRAAP Test
We recommend using the "CRAAP" test to evaluate the reliability of your sources of information.

CRAAP is the acronym for the five criteria used to evaluate information sources:

- Currency
- Relevance
- Authority
- Accuracy - How reliable, truthful, and correct is the content?
- Purpose

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1. Identify Your Purpose
2. Consider Your Audience
3. Gather Resources
4. Write Topic Sentence
5. Create an Outline
6. Add Supporting Ideas
7. Write Your Presentation
8. Prepare Visual Aids
9. Write Your Opening
10. Write Your Conclusion

Diagram: A central yellow star labeled "Credible Source" is surrounded by five colored circles: Currency (red), Relevance (green), Authority (purple), Accuracy (blue), and Purpose (orange). Arrows connect the circles in a clockwise cycle.

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Step 3: Gather Resources

CRAAP Test
We recommend using the "CRAAP" test to evaluate the reliability of your sources of information.

CRAAP is the acronym for the five criteria used to evaluate information sources:

- Currency
- Relevance
- Authority
- Accuracy
- Purpose - Why was the resource created?

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1. Identify Your Purpose
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3. Gather Resources
4. Write Topic Sentence
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7. Write Your Presentation
8. Prepare Visual Aids
9. Write Your Opening
10. Write Your Conclusion

Diagram: A central yellow star labeled "Credible Source" is surrounded by five colored circles: Currency (red), Relevance (green), Authority (purple), Accuracy (blue), and Purpose (orange). Arrows connect the circles in a clockwise cycle.

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Step 3: Gather Resources

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A rubric is a scoring guide used to evaluate the quality of what the rubric is intended to judge.

The CRAAP Rubric is a resource to help you evaluate information sources.

Although this worksheet was designed for evaluating web sites, you can use the concepts to evaluate other resources such as books, magazines, television and radio programs, and people.

Find at least three sources for your presentation and use the CRAAP worksheet to evaluate if they are reliable sources.

Download the "CRAAP" rubric from the resources tab above. Use it to evaluate the reliability of your resources. Find at least 3 reliable sources for your presentation.

View Larger

1. Identify Your Purpose
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Step 3: Gather Resources

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Charley found four credible resources for her presentation.

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3. Gather Resources
4. Write Topic Sentence
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1. Biosecurity Risk Assessment: Farm Visitors and Exhibitors, Penn State Extension
2. Dr. Smith, County Extension Agent Showing Pigs, National Hog Farmer
3. Charley's retired neighbor that raised pigs 30 years ago

It's time to get down to work. Using your most credible sources, grab some paper and take notes of relevant information, cases, and examples supporting your viewpoint. Also note opposing viewpoints and reasons your viewpoint is valid. These notes will be the basis for your speech.

CHARLEY'S PRESENTATION

Presentation Topic: Importance of cleaning and disinfecting vehicles before transporting pigs.

1. What is your audience? All hog owners
2. Gather your resources.
3. Write your topic sentence.
4. Write your opening paragraph.
5. Write your closing paragraph.
6. Write a closing conclusion.

1. Biosecurity Risk Assessment: Farm Visitors and Exhibitors, Penn State Extension
2. Dr. Smith, County Extension Agent Showing Pigs, National Hog Farmer
3. Charley's retired neighbor that raised pigs 30 years ago

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Step 4: Topic Sentence

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Next, you should decide on the main message you want to tell your audience.

Use one concise sentence to clearly and simply state the key purpose of your presentation. This helps you stay focused on your message as you prepare your presentation.

This is what Charley wrote for her topic sentence:

Livestock owners must address trailer sanitation to reduce risk of disease transmission.

CHARLEY'S PRESENTATION

Presentation Topic: Don't Hoof It Around

1. What is the purpose of your presentation? To persuade
2. Who is your audience? All hog owners
3. Gather your resources.
4. Write your topic sentence.
5. Create an Outline
6. Add Supporting Ideas
7. Write Your Presentation
8. Prepare Visual Aids
9. Write Your Opening
10. Write Your Conclusion

1. Why is this purpose of your presentation?
2. Who is your audience?
3. Gather your resources.
4. What is your topic sentence?
5. Create an Outline
6. Add Supporting Ideas from your research.
7. Write your presentation.
8. Prepare your visual aids.
9. Write your opening paragraph.
10. Write a closing conclusion.

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Step 4: Topic Sentence

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What is your topic sentence?

Read it to someone. Ask them to tell you what they think your talk is about.

Did what they thought you are going to talk about match what you plan to talk about? If not, rewrite it and try again!

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2. Consider Your Audience
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Step 5: Create an Outline

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Every great presentation starts with an outline.

You'll need to reduce your ideas to three or four main sentences or phrases and arrange them in logical order. These will form the main body of your presentation.

For your biosecurity presentation, think about these points:

PRESENTATION OUTLINE

Main Points:

- Risk of Concern
- Sources of Risk
- Strategies to Reduce Risk
- Related Costs
- Of doing nothing
- Of doing something

CHARLEY'S PRESENTATION

Presentation Topic: Importance of cleaning and disinfecting vehicles before transporting pigs.

1. What is the purpose of your presentation? To persuade
2. Who is your audience? All hog owners
3. Gather your resources.
4. Write your topic sentence.
5. Create an Outline
6. Add Supporting Ideas from your research.
7. Write your presentation.
8. Prepare your visual aids.
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10. Write a closing conclusion.

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Step 5: Create an Outline

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Charley came up with these main points for her presentation.

What are your main points?

PRESENTATION BODY OUTLINE

1. Risk of Concern: Mixing animals and exposing them to contaminated environments

2. Sources of Risk: Contaminated community trailer used to transfer animals to fair

3. Strategies to reduce Risk: How to clean and disinfect the trailer before and after each use. Place a designated trailer for each of them

4. Related Costs

A. Of doing nothing

- Possible illness and/or death of fair animals and transmission of disease agents to their herdsmen and the premises
- Animal contracts to disease and is sent home from fair before show on sale
- Cost of treatment and control
- Loss of reputation
- Loss of products

B. Of doing something

- Labor
- Materials
- Time
- Increased transport costs due to using own designated trailer

1. Identify Your Purpose
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Step 6: Add Supporting Ideas 21 of 39

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3. Gather Resources
4. Write Topic Sentence
5. Create an Outline
6. Add Supporting Ideas
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9. Write Your Opening
10. Write Your Conclusion

Now it's time to organize your ideas for your presentation. Take a look at your main points and research notes. What facts and stories can you add to give your points meaning and interest?

Facts give your presentation credibility and authority, while stories make it interesting and help your audience care about your topic.

If you're persuading your audience to do something or to accept some idea you have, think of reasons your points are valid.

If you don't provide valid reasons, your listeners might not be persuaded.

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Step 6: Supporting Ideas 22 of 39

You can strengthen your case by using both logical and emotional examples in your presentation.

Logical Examples
Facts and sound reasons to convince an audience. Statistics, concrete examples, and reasoning are used to make a point.

Emotional Examples
Stories and case studies help your audience relate to you because emotional examples appeal to your listeners' feelings.

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Step 6: Supporting Ideas 23 of 39

Take a look at the supporting ideas Charley used for her presentation:

LOGICAL EXAMPLES
Presenting illness and death reduces losses and increases profits.

EMOTIONAL EXAMPLES
It is terrible to know you could have prevented livestock illness and death if you went to the effort.

What logical and emotional examples can you find from your credible sources? Add the best ones to your Presentation Preparation Worksheet.

CHARLEY'S PRESENTATION

| 1. Identify the audience or subject | To livestock |
|--|--|
| 2. Why is your audience? | America's economy |
| 3. Select your resources | Researching the importance of clean and disinfecting vehicles to limit disease spread and reduce antibiotic resistance |
| 4. Write your topic sentence | Cleaning livestock vehicles can reduce antibiotic resistance and reduce the risk of disease transmission |
| 5. Gather your evidence | |
| 6. Add supporting ideas from your research | Practicing illness and death reduces losses and increases profits. |
| 7. Write your introduction | |
| 8. Prepare your visual aids | It is terrible to know you could have prevented livestock illness and death if you went to the effort. |
| 9. Write your opening paragraph | |
| 10. Write a closing paragraph | |

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Step 7: Write Your Presentation 24 of 39

You've organized your thoughts, ideas, facts, and examples. Now it's time to write your presentation. Put your ideas into a logical sequence.

- Use short words and sentences.
- Use repetition to make your point
- Ask questions to engage your audience.

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2. Consider Your Audience
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Step 7: Write Your Presentation 25 of 39

Most presenters include too much information which dilutes the main message and overwhelms the audience. Don't be afraid to be concise!

You may need to delete up to half of the words in your first draft. This will make your message stronger and clearer.

Write your presentation in your Presentation Preparation Worksheet.

Read it to other people to make sure they understand your message. Listen and apply their feedback.

After you've written it, read it out loud and see if it makes sense. Make any changes you think will improve the presentation.

Chances are, if your audience isn't getting your message, it's because you're not communicating it effectively. Make any changes you think are needed.

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Step 8: Prepare Visual Aids 26 of 39

More often than not, visual aids improve a presentation.

The main goals of visual aids are to:

- Help the audience understand what you're saying
- Reinforce the points of your speech in unique and interesting ways

Visual aids work because people remember better when they both hear and see.

1. Identify Your Purpose
2. Consider Your Audience
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Step 8: Prepare Visual Aids 27 of 37

Charley's visual aids include a poster she made.

This is what Charley's worksheet looks like for the visual aids she plans to use.

PREPARE VISUAL AIDS

Photos

- PED pigs
- Pig loading into trailer
- Diagram of cleanliness areas
- Trailer with dividers
- CAD a trailer

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Step 8: Prepare Visual Aids 28 of 37

Charts, graphs, slides, videos, photographs, models, props, and handouts are other examples of visual aids.

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Step 8: Prepare Visual Aids 29 of 37

What visual aids can you think of to enhance your presentation?

Make a note of your visual aids on the Presentation Preparation Worksheet.

CHARLEY'S PRESENTATION

Presentation Topic: Importance of cleaning and disinfecting vehicles before transporting pigs.

| | |
|---|--|
| 1. What's the purpose of your speech? | To educate |
| 2. Who is your audience? | 4-H club members |
| 3. Gather your resources. | Extension Fact Assessment: On-Site Monitoring Service (Charley's region) |
| 4. What is your topic sentence? | Learning how to clean and disinfect the equipment to reduce the risk of disease transmission. |
| 5. Develop your outline. | |
| 6. Add supporting ideas that your research. | Preventing risks and costs related to disease and disease control. |
| 7. Write your presentation. | |
| 8. Prepare your visual aids. | <ul style="list-style-type: none"> • Slides of better disinfectant • Pigs with diseases from early 60s (PED, PC, lameness, etc.) • Photo (Department of Cleanliness zones) • Pig from different sources transported by trailer |
| 9. Write your opening. | |
| 10. Write your conclusion. | |

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Step 9: Write Your Opening 30 of 37

Your opening statement is where you make your first, and lasting, impression. You need to grab your audience's attention, so make your introduction memorable.

Saying "Hi, I'm Jane Smith and today I'm going to talk about biosecurity" is dull and boring and won't engage your audience.

Consider starting with a story, something funny, or something surprising or controversial. Just make sure it relates to your topic and sets the audience up to want to listen to what you have to say.

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Step 9: Write Your Opening 31 of 37

Check out Charley's opening statement as an example. Write your opening statement to your Presentation Preparation Worksheet.

Charley's Opening

It's the official pre-fair weigh in day and you have to get your market animal to the scales between 4 and 6 PM. You don't have a trailer. Both your parents have to work late tonight. You COULD use the baby bike trailer your mom uses when she tows your baby brother along on bike rides, but somehow you think that wouldn't go over very well with the rest of the family... Then your 4-H club leader calls to say he's willing to collect all club members' project animals in his trailer and haul them to and from the scales.

YESSSSSS—your problem is solved! Or is it? If you mix your animal with those from other sources, you may be trading your small transportation problem for a LARGE health problem. My goal today is to persuade you to make biosecurity a priority for your 4-H livestock project.

CHARLEY'S PRESENTATION

| | |
|--|--|
| Presentation Topic: Importance of cleaning and disinfecting vehicles before transporting pigs. | |
| 1. What's the purpose of your speech? | To educate |
| 2. Who is your audience? | 4-H club members |
| 3. Gather your resources. | Extension Fact Assessment: On-Site Monitoring Service (Charley's region) |
| 4. What is your topic sentence? | Learning how to clean and disinfect the equipment to reduce the risk of disease transmission. |
| 5. Develop your outline. | |
| 6. Add supporting ideas that your research. | Preventing risks and costs related to disease and disease control. |
| 7. Write your presentation. | |
| 8. Prepare your visual aids. | <ul style="list-style-type: none"> • Slides of better disinfectant • Pigs with diseases from early 60s (PED, PC, lameness, etc.) • Photo (Department of Cleanliness zones) • Pig from different sources transported by trailer |
| 9. Write your opening. | |
| 10. Write your conclusion. | |

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Step 10: Write a Strong Conclusion 32 of 37

Your conclusion also needs to be memorable.

Build up to it by reviewing your main points.

Because this is a persuasive presentation, you should end with a challenge that lets the audience know what you want them to do with the information they've learned.

Give them a way to make a difference.

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Step 10: Write a Strong Conclusion

Read Charley's closing statement, then write one for your presentation.

Add this to your Presentation Preparation Worksheet.

Charley's Closing Statement

I hope now you appreciate the importance of preventing outside diseases from infecting your animals and you're motivated to use biosecurity methods when you transport them.

I highly encourage you to convince others to follow the biosecurity strategies I presented here today to reduce the chance of hauling diseases wherever this little piggy goes.

CHARLEY'S PRESENTATION

Presentation Topic: Importance of cleaning and disinfecting vehicles before transporting pigs.

1. What is the purpose of your speech?
2. Why is your audience?
3. Define your audience.
4. What is your topic sentence?
5. Create your outline.
6. Add supporting ideas from your research.
7. Write your presentation.
8. Prepare your visual aids.
9. Write your opening paragraph.
10. Write a strong conclusion.

Submit your response to your instructor.

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Summary

What are the five criteria used to evaluate resources? Drag the correct answers to the diagram and then select the submit button.

Currency, Authority, Commonality, Accuracy, Credibility, Reliability, Relevance, Referability, Appropriability, Accountability, Professional, Perfect, Practical, Purpose.

Credible Source

Submit

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Summary

What are the five criteria used to evaluate resources? Drag the correct answers to the diagram and then select the submit button.

Currency, Authority, Commonality, Accuracy, Credibility, Reliability, Relevance, Referability, Appropriability, Accountability, Professional, Perfect, Practical, Purpose.

Credible Source

Correct! That's right! You selected the correct response.

Continue

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Summary

Drag the following Presentation Preparation Steps into the correct order, as they appear below:

Write your opening paragraph.

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Summary

Drag the following Presentation Preparation Steps into the correct order, as they appear below:

Correct! Good job!

Continue

1. What's the purpose of your speech?
2. Who is your audience?
3. Gather your resources.
4. What is your topic sentence?
5. Create your outline.
6. Add supporting ideas from your research.
7. Write your presentation.
8. Prepare visual aids.
9. Write your opening paragraph.
10. Write a strong conclusion.

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Summary

Download a copy of the summary from the Resources Tab.

read Charley's complete presentation.

Congratulations. You completed the 10 steps to create a persuasive presentation. Now you just need to deliver it effectively.

If you want to learn how to deliver a message successfully, see module 6 - Public Speaking for Biosecurity Advocates II: Risk Communication Skills.

Charley's Presentation
Charley's Worksheet

Credible Source

View Larger

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Public Speaking for Biosecurity Advocates I: Creating a Persuasive Presentation

CRAAP TEST

- Currency
- Relevance
- Authority
- Accuracy
- Purpose

STEPS FOR PREPARING YOUR PRESENTATION

1. What's the purpose of your speech?
2. Who is your audience?
3. Gather your resources.
4. What is your topic sentence?
5. Create your outline.
6. Add supporting from your research.
7. Write your presentation.
8. Prepare your visual aids.
9. Write your opening paragraph.
10. Write a strong conclusion.

CRAAP TEST Legend:

- C: Currency: timeliness of information in resource
- R: Relevance: how well the information fits your needs.
- A: Authority: how trustworthy and believable a source is
- Ac: Accuracy: reliability, truthfulness, and correctness of content
- P: Purpose: the reason the resource was created

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PROTECTING HERD HEALTH

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Certificate of Completion

type your name here

Name: _____ Date: _____
type leader, parent, or guardian name here

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National Institute of Food and Agriculture

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More Credits: 38 of 39

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Resources

- Slide 27: Andrea Ladnig, pig333.com
- Slide 28: Charts fabricated by Susan Kerr, DVM, PhD, PAS. CRAAP test adapted from Brinkman, S (2006). "The CRAAP Test". LOEX Quarterly, 31 (3).

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United States Department of Agriculture
National Institute of Food and Agriculture

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United States Department of Agriculture
National Institute of Food and Agriculture

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