

Public Speaking for Biosecurity Advocates I: Creating a Persuasive Presentation

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Become a Biosecurity Leader

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In modules 1-4 of the Biosecurity Series, you learned about the importance of biosecurity for agriculture. What will you do with your new knowledge? How can you make a difference in creating a safer, more biosecure agricultural community?

To make an impact, you'll probably find yourself needing to make a presentation to your classmates, 4-H club, agricultural groups, local elected officials, fair boards, or even at state or national venues. In this module, you will learn how to create effective presentations to share important information and encourage others to adopt biosecurity strategies.

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Learning Objectives

Public Speaking for Biosecurity Advocates I: Creating a Persuasive Presentation

By the end of this module you will be able to:

- Identify and evaluate relevant content from credible sources.
- Create a presentation with a logical, clear structure.



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Meet Charley

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Charley was born and raised in an agricultural community and is serious about a career in agriculture. Her father manages the local feed store and her mother owns an accounting business. She's spent a lot of time on her uncle's pig farm where she's learning about all aspects of the business, including delivery and care of piglets.

Charley's been taking pigs to 4-H shows since she was in 3rd grade and has always taken steps to keep her animals safe and healthy.

To help educate others about the importance of biosecurity, Charley's preparing a persuasive presentation about travel sanitation when transporting pigs to shows. As you go through Charley's presentation, you will prepare a presentation of your own.

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Components of an Effective Presentation

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To create a successful presentation, you need to address three elements:

- Content
- Structure
 - Introduction
 - Body
 - Conclusion
- Delivery

We will work on the first two elements as you and Charley create your presentations.



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Presentation Worksheet

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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

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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

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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.



Animal - Animal
Contaminated Food/Water
Equipment, Vehicles, & 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. What is your audience?
2. What is your audience?
3. Gather your resources.
4. What is your topic sentence?
5. Create an Outline
6. Add supporting ideas from your resources.
7. Write your presentation.
8. Prepare your visual aids.
9. Write your opening paragraph.
10. Write a closing paragraph.

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Step 1: Identify the purpose of your speech

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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.

Purpose	To persuade
1. What is your audience?	
2. What is your audience?	
3. Gather your resources.	
4. What is your topic sentence?	
5. Create your outline.	
6. Add supporting ideas from your resources.	
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Step 2: Consider Your Audience

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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.

Purpose	To persuade
1. What is your audience?	4-H club members
2. What is your audience?	• They care about animals
3. Gather your resources.	• They may not know a lot about diseases and biosecurity
4. What is your topic sentence?	• They want to keep their animals healthy.
5. Create your outline.	
6. Add supporting ideas from your resources.	
7. Write your presentation.	
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Step 2: Consider Your Audience

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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.

Researching your topic will make you more informed than when you started.

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

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Step 3: Gather Resources

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

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Step 3: Gather Resources

Charley found four credible resources for her presentation.

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Step 4: Topic Sentence

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.

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Step 4: Topic Sentence

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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Step 5: Create an Outline

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

1. Risk of Concern
2. Sources of Risk
3. Strategies to Reduce Risk
 - A. Of doing nothing
 - B. Of doing something

CHARLEY'S PRESENTATION

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

1. What is your audience?	At-risk farmers
2. What is your purpose?	Advocate this message to reduce disease risk to pigs. Contact to prepare
3. What is your topic sentence?	Swine fever is a deadly disease that can be prevented by cleaning and disinfecting vehicles before transport.
4. What is your topic sentence?	Swine fever is a deadly disease that can be prevented by cleaning and disinfecting vehicles before transport.
5. What is your topic sentence?	Swine fever is a deadly disease that can be prevented by cleaning and disinfecting vehicles before transport.
6. What is your topic sentence?	Swine fever is a deadly disease that can be prevented by cleaning and disinfecting vehicles before transport.
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Step 5: Create an Outline

Charley came up with these main points for her presentation.

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. Have a designated trailer for each of them
4. Related Costs	Possible illness and/or death of fair animals and transmission of disease agents to their breeders and the premises
A. Of doing nothing	Animal contracts disease and is sent home from fair before show or sale
B. Of doing something	Cost of treatment and control Loss of reputation Loss of production
	Increased transport costs due to using own designated trailer

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Step 6: Add Supporting Ideas

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

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

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

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

LOGICAL EXAMPLES	EMOTIONAL EXAMPLES
Preventing illness and death reduces losses and increases profits.	It is terrible to know you could have prevented Reactor 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

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

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2. What is your purpose?	Advocate this message to reduce disease risk to pigs. Contact to prepare
3. What is your topic sentence?	Swine fever is a deadly disease that can be prevented by cleaning and disinfecting vehicles before transport.
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Step 7: Write Your Presentation

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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Step 7: Write Your Presentation

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.

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

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

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

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.

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Step 8: Prepare Visual Aids

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
- PFD page
- Pig loading onto trailer
- Diagram of cleanability areas
- Trailer with dividers
- CDD in trailer

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Step 8: Prepare Visual Aids

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

Hidden Costs of Disease
Reduce Disease Transmission
Proper Cleaning Techniques

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Step 8: Prepare Visual Aids

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 is the purpose of your speech? Your needs

2. What is your audience? Animal experts

3. Gather your resources. Interview the researchers on farm, attending to the pig, Charley's dog

4. What do you want to accomplish? Convince them that proper cleaning is necessary to reduce disease transmission

5. Develop your outline.

6. Add supporting ideas from your research. Interview them and learn what they know and what they do

7. Write your presentation.

8. Prepare your visual aids.

- Stages of trailer disinfection
- Pigs with disease from early trailer (PFD), flu, salmonella, etc.
- Diagram of cleanability areas
- Pigs from different sources, separated by trailer

9. Write your opening.

10. Write your conclusion.

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Step 9: Write Your Opening

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

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Check out Charley's opening statement as an example. Write your opening statement in 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.

YESSSSS—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 is the central idea? To persuade
2. Why is your audience? 4-H members
3. Gather your resources: Biosecurity Risk Assessment, 4-H Livestock Health and Safety, 4-H Animal Care Handbook, 4-H Animal Care Handbook
4. Write your topic sentence: Cleaning your vehicle before transporting your animal can reduce the risk of disease transmission.
5. Add supporting ideas from your research: In washing down the clean vehicle before and after use.
6. Prepare your visual aids: None of my resources had any visual aids.
7. Write your opening paragraph: I hope you appreciate the importance of preventing outside diseases from infecting your animals and you're motivated to use biosecurity methods when you transport them.
8. Write your closing paragraph: 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.
9. Write a strong conclusion: I hope you appreciate the importance of preventing outside diseases from infecting your animals and you're motivated to use biosecurity methods when you transport them.

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Step 10: Write a Strong Conclusion

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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.

CHARLEY'S PRESENTATION

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

1. What is the central idea? To persuade
2. Why is your audience? 4-H members
3. Gather your resources: Biosecurity Risk Assessment, 4-H Livestock Health and Safety, 4-H Animal Care Handbook, 4-H Animal Care Handbook
4. Write your topic sentence: Cleaning your vehicle before transporting your animal can reduce the risk of disease transmission.
5. Add supporting ideas from your research: In washing down the clean vehicle before and after use.
6. Prepare your visual aids: None of my resources had any visual aids.
7. Write your opening paragraph: I hope you appreciate the importance of preventing outside diseases from infecting your animals and you're motivated to use biosecurity methods when you transport them.
8. Write your closing paragraph: 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.
9. Write a strong conclusion: I hope you appreciate the importance of preventing outside diseases from infecting your animals and you're motivated to use biosecurity methods when you transport them.

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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.

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Summary

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

Credible Source

Submit

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Summary

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

Write your opening paragraph.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

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Summary

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Download a copy of the summary from the Resources Tab.

read Charley's complete presentation.

Charley's Presentation
Charley's Worksheet

View Larger

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CRAAP TEST

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.

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
A: 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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type your name here

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

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Resources

Slide 27: Andrea Ladnig, pig333.com
 Slide 28: Charts fabricated by Susan Kerr, DVM, PhD, FAS.
 CRAAP test adapted from Blackwell, 5 (2004), "The CRAAP Test", LOEX Quarterly, 31 (3).

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