

Bio-Security Proficiency 4

Public Presentations

Introduction: The goal of this Proficiency is to have youth develop and deliver a presentation on a bio-security topic of their choosing to a public audience. The understanding and experience youth have gained over the course of completing Proficiencies 1-3 will serve to reinforce their knowledge and help build their confidence to develop and deliver a presentation. In addition, this Proficiency supports the development of transferable life skills, including: teamwork, self-esteem, planning/organizing, communication, cooperation, sharing and leadership.

Procedure:

1. Invite youth to form pairs or small groups (3-4 individuals) to work on this project. Keeping the groups small allows each participant to contribute significantly to the final product.
2. Ask the youth to work together in their groups to brainstorm ideas for their presentations. Their presentations should focus on one or more of the topics they have learned through the Bio-Security Proficiencies Series, and should draw upon their direct experience (e.g., conducting a needs assessment; developing strategies to mitigate risks). However, youth are also welcome to incorporate additional information as they see fit. Potential presentation topics include:
 - a. How to keep animal health journals
 - b. Modes of disease transmission
 - c. Bio-security risk assessment
 - d. Species-specific disease risks and prevention strategies
3. Ask the youth to identify a potential audience for their presentation. Knowing their audience will help them frame the content of their presentation. Suggested audiences include:
 - a. Other 4-H Animal Science clubs
 - b. 4-H Leaders Council
 - c. Parents
 - d. Commodity groups
 - e. Farm Bureau
 - f. Agricultural Commissioner's Office
4. Provide youth with meeting time to work on their presentations. In general, presentations should be last 10-15 minutes and should follow the following general format:
 - a. Introduction
 - i. Introductions of presenters
 - ii. 1-2 Opening questions to engage the audience (**Note:** opening questions should be open-ended in nature; avoid questions that have yes/no or fact-based answers)
 - iii. Introduction of main topic and why it is important to animal agriculture (let audience know what you are going to share with them)
 - b. Body
 - i. Presentation of supporting information and resources (tell audience what you said you would communicate to them)
 - ii. Make sure that information is presented in a logical sequence
 - c. Conclusion
 - i. Summary of what was said; no new information should be presented at this time
 - ii. Questions from audience

5. Schedule a practice day where groups take turns delivering their presentations in front of others. Allow youth to provide constructive feedback to one another.
6. Schedule public presentations. One idea is to schedule a single event where multiple groups can present, such as a “4-H Youth Bio-Security Symposium”. Engage youth in the process of advertising their presentations and inviting attendees.
7. Take photos or videos of the presentations to share with your county or state 4-H office, as well as with youth in future Animal Science project groups.
 - a. You can also share photos or stories about youth presentations with UC Davis at: mhsmith@ucdavis.edu

Presentation Tips:

Types of Presentations

1. Demonstration
 - a. Teach others how to do something (actions speak louder than words)
 - b. By the end of the presentation, there should be a finished product to share with your audience
 - c. Do not use a demonstration if the time allotted is not sufficient for creating your product
2. Illustrated Talk
 - a. Use visuals, such as a series of slides or pictures to illustrate a process or skill
 - b. No finished product is necessary
3. Formal Presentation
 - a. Convey information
 - b. Individual or team effort
 - c. Speech should be memorized with only index cards for prompting
 - d. No visuals are used

Planning a Presentation

- What is your subject?
- Narrow down subject to specific topics
- Know your audience and adapt presentation accordingly
- Research your subject material
- Why are you presenting this material, and what do you want the audience to know when they leave?
- Decide what the conclusion will reiterate (what are the key take-away points?)
- Decide what type of presentation is best suited for your subject
- Create an outline of presentation
- Develop an interesting and concise title for your presentation
- Prepare any necessary materials in advance
- Prepare for any potential questions the audience may have
 - Present to a reliable friend or family member and see what questions they have
- **PRACTICE!**

Additional Resources

- 4-H Presentation Manual. (2005). University of California. Available at: <http://4h.ucanr.edu/files/2193.pdf>
- 4-H Member Guide: How to Make a Public Presentation. (2010-2011). Rutgers University. Available at: <https://nj4h.rutgers.edu/pdfs/4H-public-presentations.pdf>