

Tips for Successful Presentations

. Get youth, elders, and affected community members involved!

Provide as many opportunities as possible for your youth team members to conduct the presentations. This helps to build their leadership skills. But also ask for participation by trusted elders, or those who've been affected by tobacco (lung cancer survivors, asthmatics, etc.) Working together, these teams can send a powerful message to the community.

. Draw on community strengths

Story telling- American Indian communities have a rich oral tradition. Is someone in your community known as a good story teller? Ask for their advice, a few stories, even if they would be a spokesperson for this important cause! Use cultural stories, such as "Manifesto of Grandfather Tobacco" writings of Donald Carufel to illustrate important points.

Humor- Humor is one of the greatest gifts in both GLBT and American Indian communities. Weave humor throughout presentations to make them your own.

Artistic Creativity- GLBT communities are rich in artistic and creative talent that can be a source of inspiration for community presentations. Both GLBT and Native communities have artists who can create images for presentations.

. Be prepared!

Know your material - You don't have to know everything about tobacco, but you should be very comfortable with the material that you are presenting. Time the presentation beforehand! If you are nervous about speaking in public, Practice, Practice, Practice!! Try it out on family and friends or better yet, use a team approach letting youth lead the way.

Know your audience - Modify your presentation for each audience. You may want to reorder your handouts, add some new points, or vary the discussion questions for different groups such as elders, GLBT leaders, youth, tribal council members, etc. If possible, get feedback from a member of the audience before the presentation on what points will be of most interest, or better yet, get them to help you with the presentation!

Know yourself- It's ok to say "I don't know". Also, be aware of your "hot buttons", or things you feel very strongly about. A good discussion is great, but it's important to know when it's time to say, "I can see you don't agree, thanks for sharing your point of view."

. Use technology wisely

Technology can be both a blessing and a curse. You've probably had it happen before: the slide projector is missing, or the bulb burns out just as you start using your overheads. Make sure you have a back-up plan such as using hand-outs or discussion questions.

. Be interactive

Use techniques such as brainstorming, small group discussions, or exercises to get people more involved in the presentation. Use books such as *The Big Book of Icebreakers* to help think of ideas. Or try this website with some games used in the Four Worlds Development projects:

<http://home.uleth.ca/~4worlds/4w/nunav/nun/nunavuticebreakers.htm>

. Be prepared for controversy or disagreement

Because smoking is so common in our communities, some people may become defensive or upset about this issue. It's important not to put people down for getting hooked on one of the most addictive substances around. We are also used to the tobacco industry putting policy issues into a "smoker's rights" framework. Be able to say "that's a good point, anyone else want to respond?" or acknowledge that this issue can be complicated. Perhaps bring on a discussion of the core Indian value of "community" versus European "individualism".

Tips for Getting the Most out of Community Events

. First and foremost--get youth involved!

Provide as many opportunities as possible for your youth team members to lead the activities at the booth. This helps to build their leadership skills. It can also pack a powerful punch if youth deliver the information and message to the community.

. Make your booth or exhibit interactive.

Don't just hand out brochures or pamphlets. Get people involved!! Some ideas include:

- Conduct a "gear exchange" where people with tobacco gear (camel t-shirts, etc.) exchange their stuff for t-shirts and incentives with a positive message.

. Use the opportunity to do policy initiatives

- Hold a petition drive for smoke-free community restaurants and sign up volunteers to deliver the petitions.
- Collect pledges for smoke-free homes and vehicles, then follow-up with folks after the event.

. Make it fun and appealing

Fun, well-designed incentives with tobacco misuse prevention or positive cultural messages are available from lots of places, including Target Market as well as the California and Massachusetts Clearinghouses.

- Develop a "Know Your Traditions" quiz that includes questions on traditional uses of tobacco and Indian healing arts
- Play "High (Mis)Stakes Poker" where you hand out cards of consequences of smoking.

. Use the opportunity to sign up volunteers or coalition members

Make the most of the event by having a sign-up sheet and encouraging people to help. But make it specific! Many people are reluctant to sign up for the long-term, but will sign up for a specific event with a clear role. For example, ask for volunteers to bring food to the smoke free powwow, or help drive kids to your next scheduled event.

. Use the opportunity to collect data

Hand out short, simple surveys to get information about attitudes and opinions of your community (see example next page.) To help gain attention, use a drawing with a prize for those who fill out the survey.

Community Opinion Survey

Beside each statement, check the box that best fits your thinking about it.

	Agree	Disagree	No opinion/ Don't know
Seeing someone smoke turns me off.			
I'd rather date people who don't smoke.			
It's safe to smoke for only a year or two.			
Smoking can help you when you're bored.			
Smoking helps reduce stress.			
Smoking helps keep your weight down.			
Chewing tobacco and snuff causes cancer.			
I strongly dislike being around smokers.			

*Questions taken from Tips 4 Youth - Facts You Should Know at www.cdc.gov/tobacco/