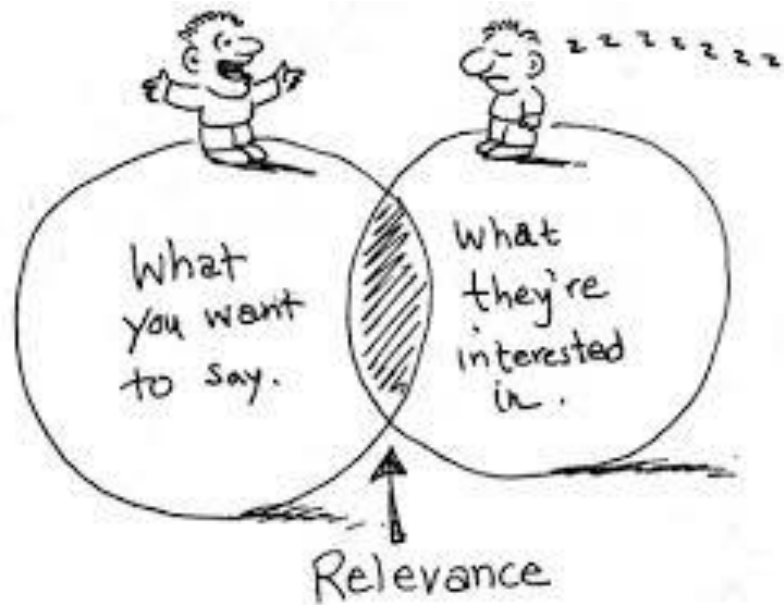


## Year 3 Section C Workshop

# How to give a lay talk



Dr Karen Cosgrove, Co-Director UoM Life Sciences DClSci

# Science Communication: What?

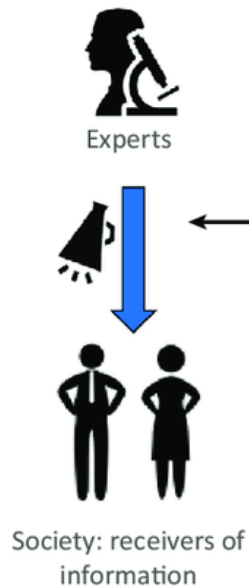
“Science communication is the practice of informing, educating, sharing wonderment, and raising awareness of science-related topics.”

Wikipedia

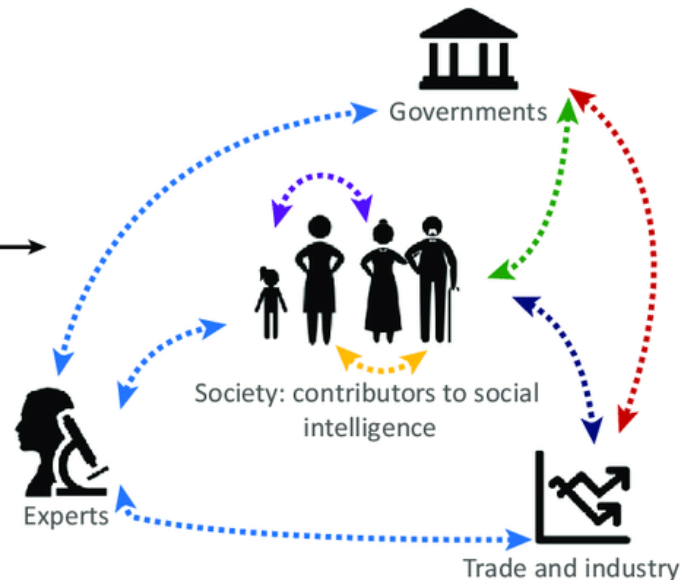
“Science isn’t finished until it is communicated.”

Sir Mark Walport

**Deficit model**



**Dialogue model**



# Science Communication: Why?

- Fellow scientists, clinicians, other hospital staff
- Communication with patients and the public
- Presentation to hospital board
- Any other situations?



- **Patient and Public Involvement and Engagement**
- Public consultations
- Build trust in science and scientists
- Links with business and industry
- Influence governmental policy decisions

# From Science Geek to Plain Speak!

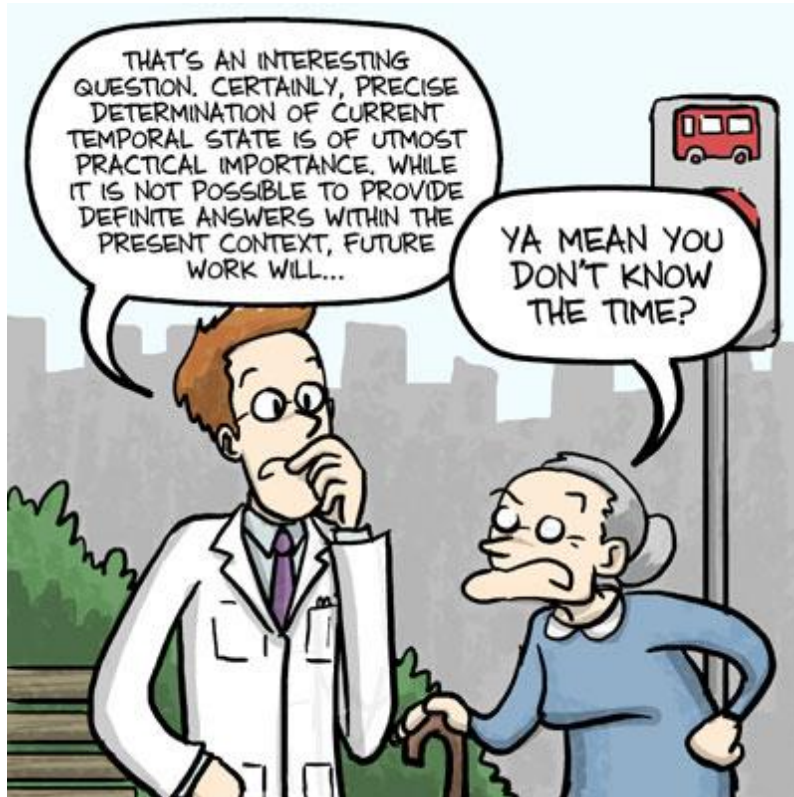


Image from <https://blogs.qub.ac.uk>

- Know your audience
- Pitch at the right level
- Build rapport
- Tell a simple story
- Analogies, anecdotes
- Take home message

“It’s so easy to forget what it feels like to **not** know something.”

# Your HSST Lay Talk

## Objectives

- Confidently and clearly explain your research topic or innovation proposal in lay terms
- Use presentation skills and visual aids to effectively showcase your work
- Demonstrate professional values



# Your HSST Lay Talk

- Present to a panel
- 15 mins talk / 10 mins questions
- Pass / fail panel decision
- Feedback provided based on assessment form
- One chance to resit

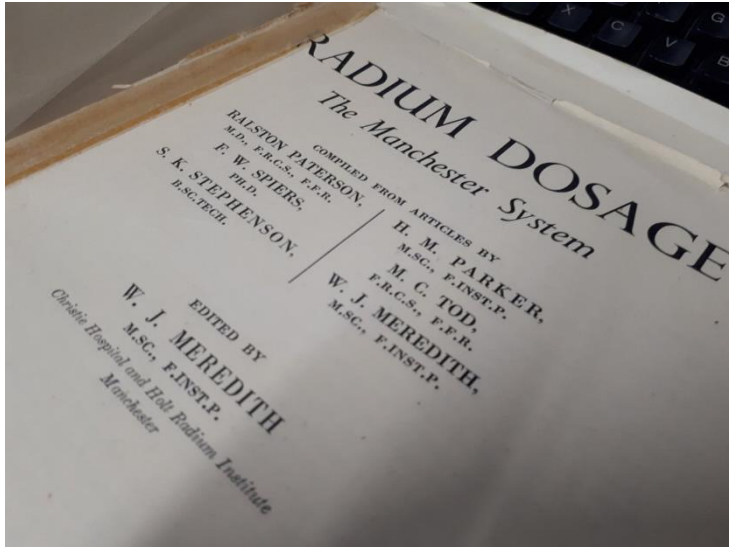


Image from <https://cihanuniversity.edu.iq>

# Lay Talk Assessment Criteria

Overall Quality & Clarity	YES/NO	Comments
Is the research project clearly explained?		
Is it clear how/why this research project could be of benefit in the healthcare sciences		
Does the candidate use clear understandable language and explain any scientific terms/acronyms		
Does the candidate demonstrate the values, attitudes and behaviours expected of a leader in clinical science?		

# Example Lay Presentation



Twitter Image from @JoeWood86

Joe Wood, Radiotherapy Physicist  
at Christie Hospital

Cohort 2 HSST – Full Research  
Project with Innovation

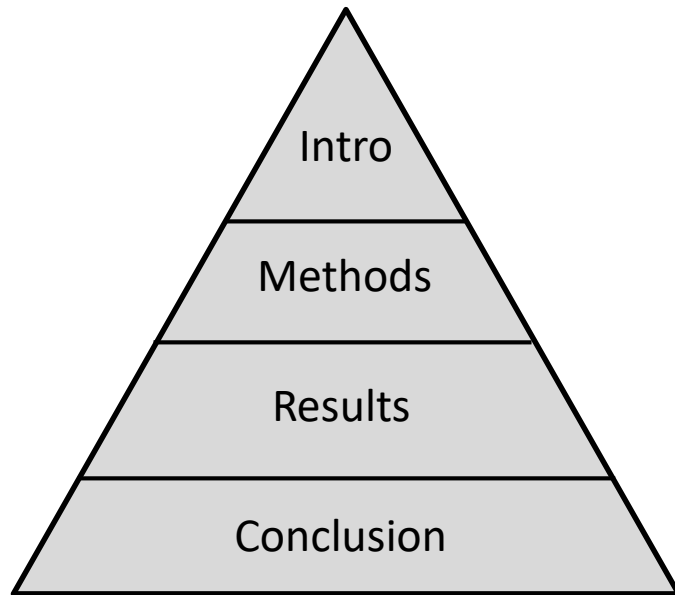
- Fill in the assessment form while you listen
- Opportunity for questions at the end – especially on presentation style and approach



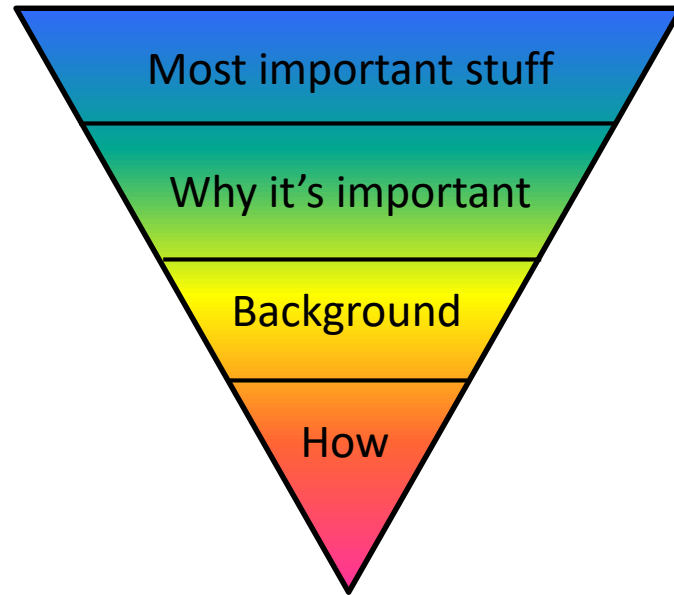


# Your Lay Talk: Getting Started

- Keep it simple – start with the **title**, and continue
- Hook your audience at the beginning
- Use the **inverted pyramid** to give information



A **Scientific** Talk



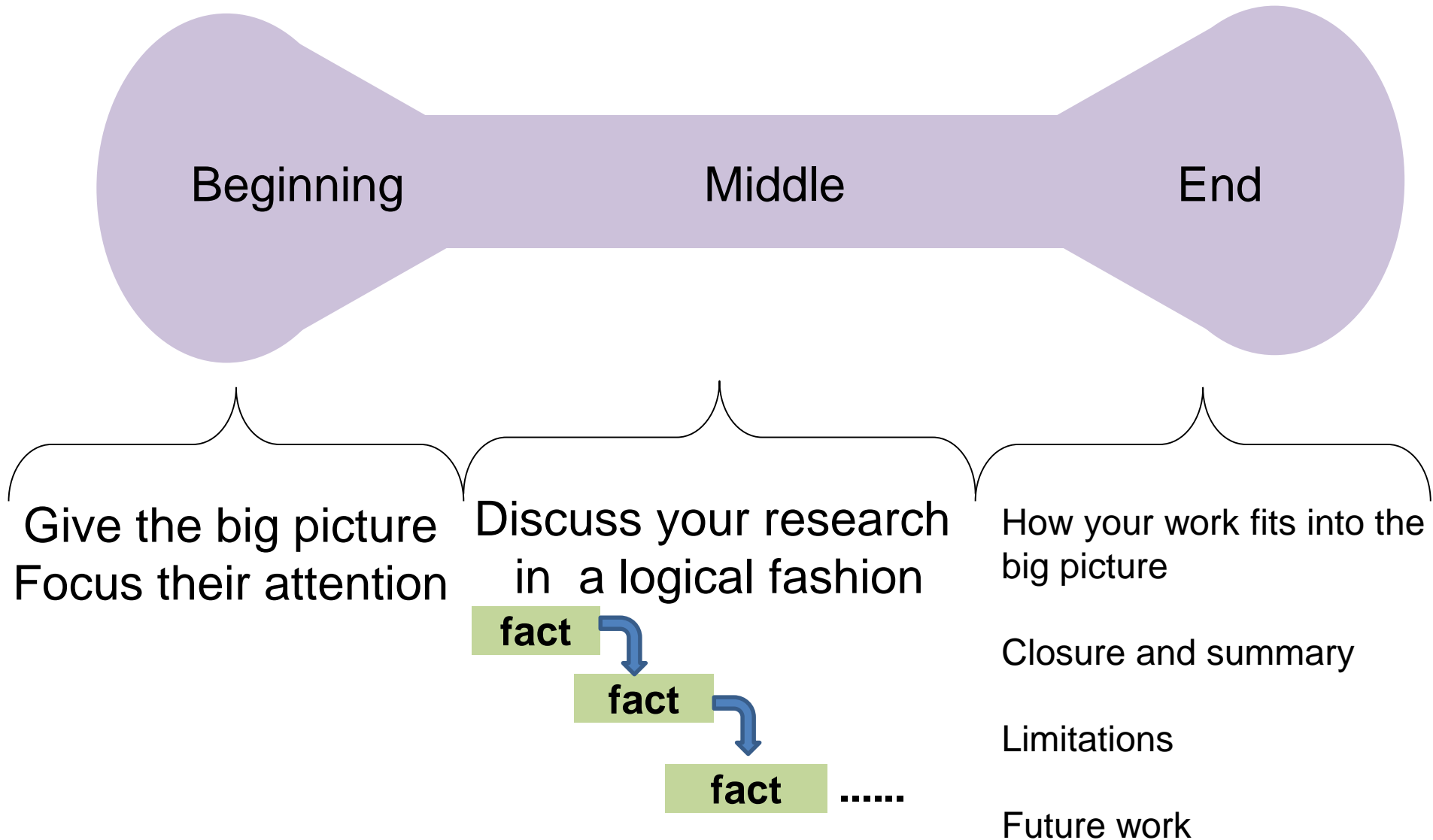
A **Lay** Talk

# Try this now

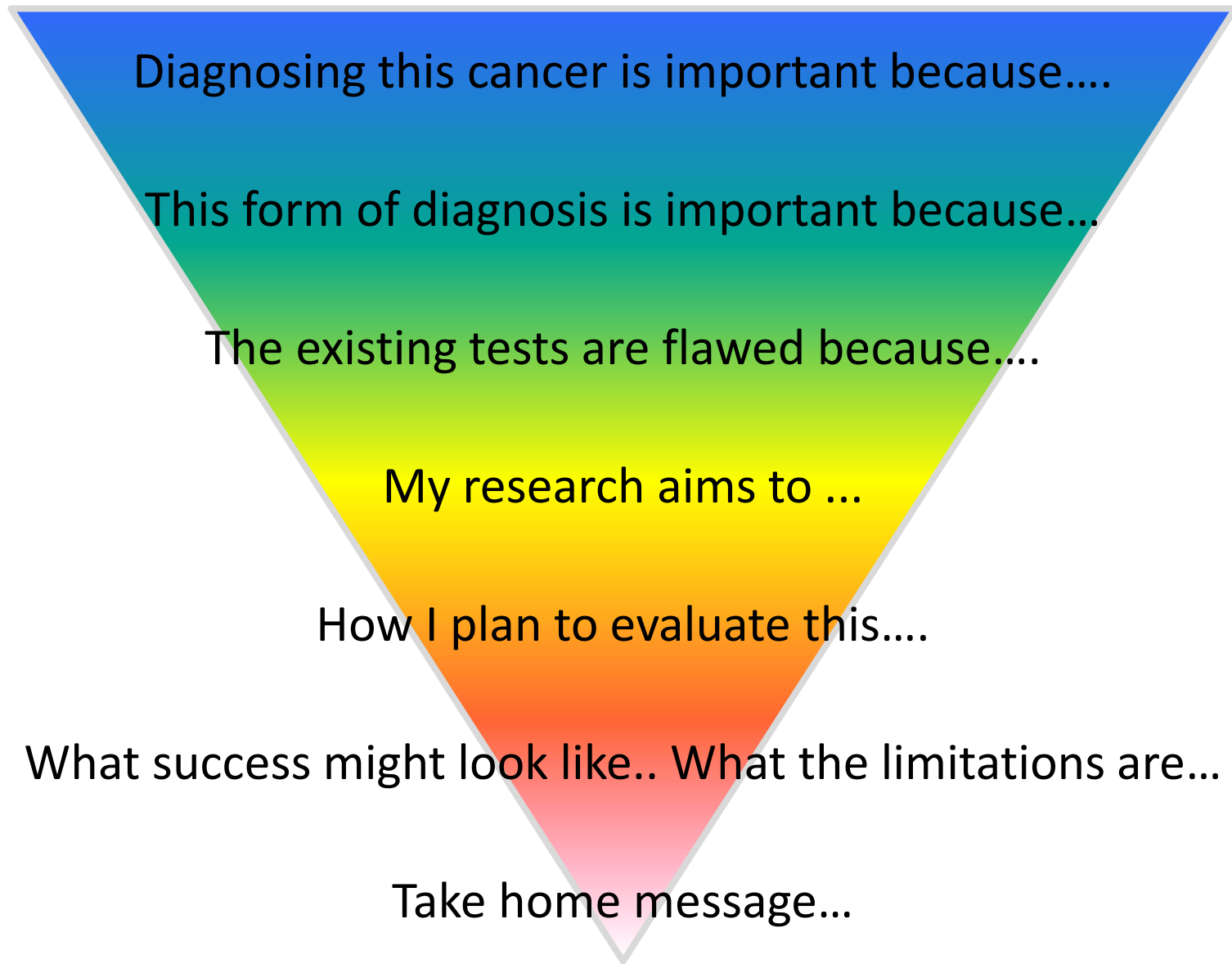
- Write down your project title
- **Pass it to the right**
- Underline any words or phrases that you don't understand
- **Pass it to the right**
- Underline any words or phrases that you don't understand
- **Now pass it back**
- Do you *need* to modify your title for your lay talk?
- Can you make it better anyway?



# Consider structure and flow



# An example...



# A Picture Speaks a Thousand Words..

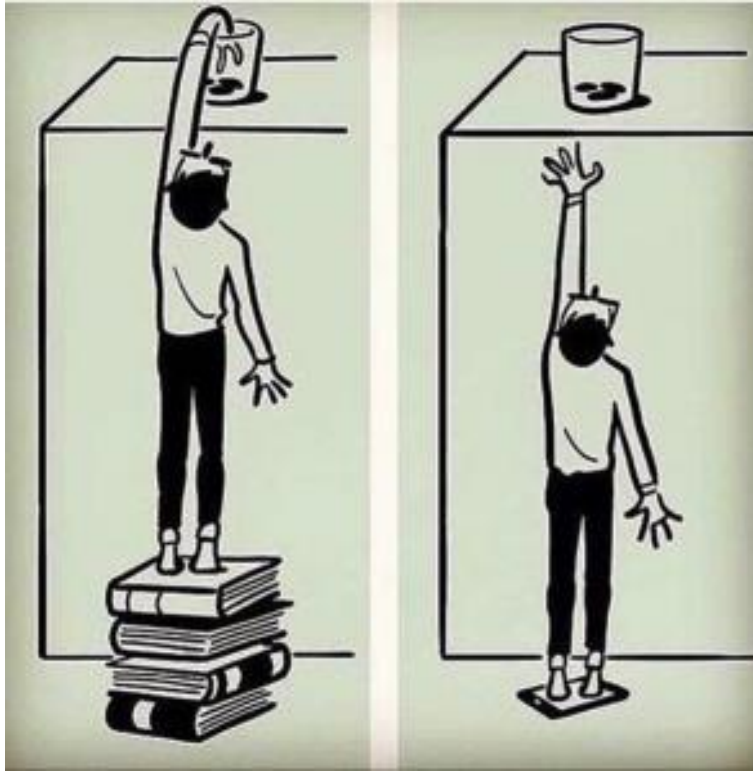
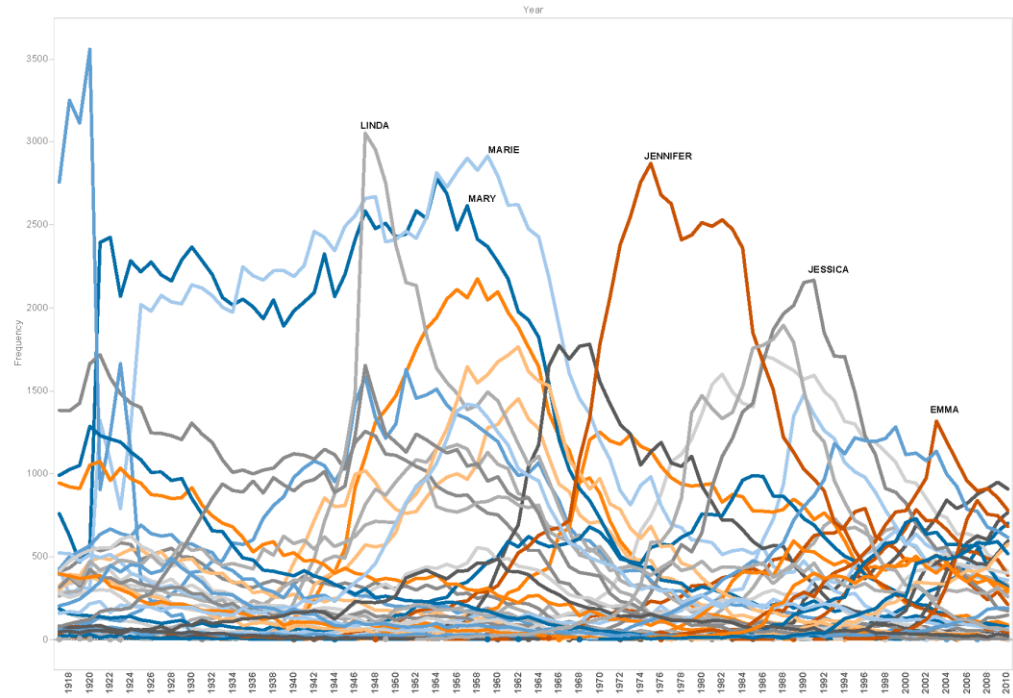


Image credit <https://www.youtube.com/watch?v=g9QEbAwC77o>

Line Graph Version



<http://haikuanalytics.com/dynamic-heat-maps-to-sort-out-trends-in-complex-data/>

.. but choose it with care! (and credit your source)

# Mind your language!

- No scientific jargon – don't use convoluted, ambiguous language
- Avoid acronyms and abbreviations
- Use everyday language and familiar examples
- Signpost your slides
  - Write key phrases on your slides
  - Bullet points only

Signposts are words or phrases that let the audience know where you are in your presentation, and what you are going to talk about.



Image credit <https://theutopiauniverse.com/where-are-we-going-1/>

# Avoid Death by Powerpoint



- Keep it simple – use animation carefully
- Not like this!

<http://francis-moran.com/wordpress/wp-content/uploads/2013/02/21.gif>

- Build up complex information slowly
- Use analogies, anecdotes, diagrams, examples
- One slide per minute maximum



# Additional Tips

- Write an **outline** of your script, learn it
- Don't read from your slides
- Avoid cue cards if possible
- Practice your talk, lots
- Keep to time
- Cut down content, don't speak faster!



# Getting feedback

- Practice with an audience – who could you ask?
- Get detailed, constructive feedback
- Did they understand and remember the main points?  
Was it interesting? Was anything confusing?

“It is difficult to ‘wing it’ when trying to deliver a scientific message to an audience who are unfamiliar with the topic. What works for an audience of your peers will not work for a lay audience – or even an audience of scientists trained in other disciplines.”

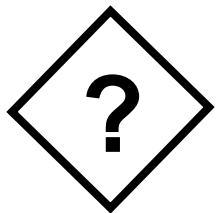
Karen McKee, US Geological Survey

# Body language of success

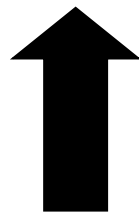
- Control your nerves
- Correct breathing and posture
- Confident body language
- Vocal tone, voice projection



Image from <https://www.podiumcoaching.com/>

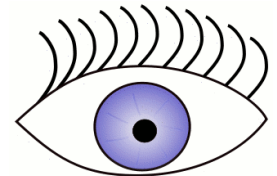


PAUSE



STAY  
LOUD  
ENOUGH

## GESTURE



EYE CONTACT

# Handling questions

- You haven't finished yet...
- Don't speak until the question is finished
- Repeat the question to buy time to think, or to clarify meaning
- **THINK FIRST!**
- Be specific
- Don't go to slides
- It's okay to say if you don't know



# And finally...

- Science communication can be great fun
- Learn and act on what is important to patients
- Get involved in local initiatives
- Talk at a school – e.g. NHS careers
- What is happening at your hospital?



“Service users often have very good ideas. This insight should stop the NHS seeing public engagement as something that has to be done, and instead think of the benefits it can bring.”

Dan Wellings, The Kings Fund

# Any Questions?



# Some additional resources

- Presentation Zen – <http://www.presentationzen.com/>
- Think Outside the Slide – <https://www.thinkoutsidetheslide.com/>
- TED Talks – <https://www.ted.com/talks>
- Thesis Whisperer: 5 classic research presentation mistakes – <https://thesiswhisperer.com/2010/11/25/5-classic-research-presentation-mistakes/>
- Nature Jobs: A David Letterman-like countdown to the 10 biggest pitfalls in scientific presentations – <http://blogs.nature.com/naturejobs/2016/02/10/a-david-letterman-like-countdown-to-the-10-biggest-pitfalls-in-scientific-presentations/>
- Don't forget to use the expertise of your workplace supervisor and your academic supervisor. And practice, lots.