Annual Training
September 30, 2019

SWATvocate
WHY DOES POLICY AND MY VOICE MATTER?

NUTS AND BOLTS OF POLICY CHANGE

- Monitor & Report
- Policy or System Change
- Presence at Meetings
- Media Advocacy
- Community Mobilization
- Educate and Train Advocates
- Surveillance and Data Collection
- Community Partnerships and SWAT
HOW A BILL BECOMES A LAW

DIFFERING APPROACHES
HOW CAN I MAKE TOBACCO RELEVANT?

WHAT CAN YOU DO?
PUBLIC SPEAKING

WHAT ARE YOUR PASSIONS?

WHAT ARE YOUR FEARS?
WHEN HAVE YOU TESTED YOUR PUBLIC SPEAKING SKILLS?

PLANNING

RESEARCH YOUR TOPIC  KNOW YOUR AUDIENCE  ENVISION YOUR DELIVERY
PRESENTING TIPS

BE PREPARED

engage

SPEAK UP

PRESENTING TIPS

KNOWLEDGE

CONFIDENCE

BODY LANGUAGE

EYE CONTACT
LEAVE THEM WITH SOMETHING

To connect with your audience, say:
“WE,” “YOU,” OR “THEY”

To help people remember a notable point, say:
“IF THERE’S ONE THING I’D LIKE YOU TO REMEMBER, IT’S...”

To give proof for your big idea, say:
“THREE EXAMPLES ARE...”

To signal a smooth shift in topics, say:
“NOW THAT I’VE TALKED ABOUT THAT, I WANT TO TALK ABOUT THIS...”

To let your audience know the end is near, say:
“IN CONCLUSION...”

DIFFERENT TYPES OF VISUAL AIDS

- PowerPoint
- Google Slides
- Prezi
- Powtoon