PRESENTATION GUIDE*

MODULE 5
Early Brain and Child Development Advocacy:
An Opportunity to Change Childhood Outcomes
*format/content adapted from AAP Advocacy Guide Training Guide Modules

Educational Objectives
This module examines the important role that advocacy can play in supporting and promoting the importance of early brain and child development and its impact on future health and well-being. The intent of this module is to:

- Provide an overview of the determinants of health and the important role early brain and child development plays in life course trajectories
- the Adverse Childhood Experiences (ACE) study
- Examine why investing in the early years matters
- Provide an overview of advocacy and what physicians can do to help build a strong foundation for early childhood

Resources for more information as you prepare your presentation:

- AAP Early Brain and Child Development Resource Library (includes additional presentations, policy statements, articles, handouts, and background information on EBCD) - available at www.aap.org/ebcd
- AAP Advocacy Training Modules available at http://www2.aap.org/commpeds/CPTI/training-modules.cfm
- ReadyNation, A business partnership for early childhood and economic success at www.readynation.org
- Center on the Developing Child at Harvard University Web site at http://www.developingchild.harvard.edu
- The Alberta Family Wellness Initiative (Norlien Foundation) at http://www.albertafamilywellness.org

**Overview/Schedule**

The core presentation of this module is designed to take about 45 minutes. Options for additional activities and follow up are included. A general break down of the time is as follows:

**Core Presentation:**

- Welcome, Introductions (5 minutes)
- Slide presentation (25 minutes)
- Questions and Answers (10 minutes)
- Closing, Evaluation, and Resources/Opportunities (5 minutes)

**Optional Materials:**

- Case Study (15-20 minutes)
- Video clip(s) (3-5 minutes each)
Materials and Equipment

For this module, you will need the following:

If you are using PowerPoint:

- LCD projector
- Screen or white wall for viewing PowerPoint
- Copy of PowerPoint with trainer notes

If you are using a video clip:

Internet connection with projector or downloaded copy of video clip

Handout

- **Ten Tips for Child Advocates**, Tip sheet developed by the AAP Division of State and Governmental Affairs

Handouts and Information:

- Copies of presentation (if desired)
- URL for AAP Early Brain and Child Development website: [www.aap.org/ebcd](http://www.aap.org/ebcd)
- Handouts (if desired, those listed above as well as the following)
  - Handouts for patients that may be printed and provided are available on the AAP EBCD web site at [www.aap.org/ebcd](http://www.aap.org/ebcd) under “family and caregiver resources”
  - **The 5 R’s of Early Literacy**
- Copies of the evaluation form for each attendee
**Other equipment:**

- Flip chart or white board for possible use if using case study
- Markers or dry erase markers for flip chart or white board

**Room Set-Up and Environment**

You are encouraged to set-up the room in a way that promotes participation and provides a safe learning environment. Some room set-up tips to consider include:

- Setting up tables in an “u-shaped” style to promote sharing
- Greeting attendees as they come into the room
- Playing upbeat music prior to starting the presentation
- Providing refreshments

**Welcome and Introductions**

The welcome and introductions are designed to give you an opportunity to welcome attendees, quickly highlight the topic and skills that will be covered and tell a bit about yourself and why you are here.

**General Tips:**

- Welcome everyone and acknowledge that everyone has busy lives and thank them for being here today. Briefly introduce yourself and consider sharing:
  - Your experience with EBCD and advocacy and how you have personally seen how advocacy efforts have improved the health and well-being of children and their families
  - How and why you became interested in EBCD and advocacy
- Mention that you know there is a lot of wisdom and experience in the room
- Encourage attendees to share and participate throughout the presentation
Presentation
This module provides you with a few options for presenting materials. It allows you to pick and choose which teaching medium to use based on your time, resources, and current needs. If time permits you can select to add a case study to your presentation and/or a video clip.

Core Presentation: PowerPoint and Questions and Answers

- Show PowerPoint Presentation
- As you are presenting the PowerPoint, pay special attention to the notes section. The PowerPoint notes section includes key points and information for each slide.
- Personalize the presentation by adding your own notes or personal experience with a concept or idea
- End with Questions and answers and or discussion (see guided questions)

Option 1: Add Case Study to Presentation (15 minutes)
The purpose of the case study is to provide an opportunity to apply the knowledge in your presentation to practice. The case study includes guided questions.

Option 2: Add a video clip (3 to 5 minutes)

- **Building Adult Capabilities to Improve child Outcomes: A Theory of Change** (5:19 minutes)
  
  This video clip from the Center on the Developing Child at Harvard University provides a theory of change for achieving positive outcomes for vulnerable children and families.

- **Early Learning Matters** (1.52 minutes)
  
  This video clip from Invest In Us provides a quick overview of why early learning matters and why we need to invest in the first five years of life.
These video clips can be used to introduce your presentation or as a way to conclude your presentation as both highlight why investing in children is so important.

For additional sources for videos related to EBCD visit the AAP Early Brain and Child Development resource library at [www.aap.org/ebcd](http://www.aap.org/ebcd).

**Closing, Evaluation, and Resources/Opportunities**

The closing, evaluation, and resources/opportunities segment is designed to provide closure on the topic, identify possible action steps that attendees can take as a result of attending the presentation, and gives attendees time to evaluate the session.

**Closing**

- Thank attendees for coming
- Remind them that they do not need to be experts in EBCD or advocacy to make a difference
- Emphasize that implementing what has been shared today does not have to take a lot of time to implement into practice. Encourage attendees to look at the hand out on advocacy and simple things you can do that do not take a huge investment in time and/or resources.

**Evaluation**

Pass out an evaluation form and ask them to fill it out.

While the form is being filled out pass out any handouts and remind attendees to go to the AAP EBCD web site at [www.aap.org/ebcd](http://www.aap.org/ebcd) for more information.