



In Search of Better Health

SCIENCE COMMUNICATION BEYOND JOURNAL PUBLICATIONS WORKSHOP

"Science not shared is science lost!"



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Developing Elevators Pitch & Lay Summaries

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About Davis MKOJI



Background & Experience

- ☐ PR & OD Consultant (26 years) in **Organizational Development, Strategic Communications, (Science Communication) & Leadership.**
- ☐ Consultant in **Science Communication (EACCR).**
- ☐ Adjunct Lecturer in **Leadership and Communications**
- ☐ KEMRI Graduate School facilitating Courses in **Health Journalism and Public Health Communications.**
- ☐ *Dip in PR.,*
- ☐ *Dip. Journ.,*
- ☐ *BA Communications (PR) (Daystar University),*
- ☐ *MA in IR (University of Nairobi)*
- ☐ *Executive MSc in OD (USIU-A).*

Outline

- Introduction
- The Rule of Three
- Steps for Creating Pitches/Development of Pitches
- **Group Exercises:** Examples
- Writing Lay Summaries

Introduction

- **Defn:** elevator pitch is *a brief (think 30 seconds!) way of introducing yourself, getting across key points, and making a connection with someone*(Princeton University).
- **Origin:** The name—elevator pitch—reflects the idea that it should be possible to deliver in **max of 2 minutes** as you take a lift to the next floor.
- A prepared elevator pitch will help you start a conversation with potential funders, policy makers, collaborators, partners, researchers, employers, faculty members, alumni and others.
- **EP** allows you to raise awareness of “**your personal brand**” or **Your research work** by sharing your **abilities, skills and background** for action.
- **LinkedIn...Profiles**

Steps for Creating Pitches

01

INTRODUCTION

**Who are you?
and why should
we care?**

**Name job title or
company ?**

Good afternoon
Sir my name is.....

02

EXPLANATION

**What do you or
your company do?**

I work at UVRI as a
Researcher.....
UVRI engages in health
research pertaining to
human infections and
disease outbreak in
Uganda

03

UNIQUE VALUE PROPOSITION

**What is unique about
the product or service
you provide.? Why
you?** Remember UVRI is
a leading research
institution in Africa that
has successfully
researched on
hemorrhagic and
outbreaks in Africa.

04

CALL TO ACTION

**What do you want the
Audience to do ?.
What's the call for
action?**

Can we have a meeting this
afternoon to discuss how
we can partner with your
company?

Questions you should answer?

- What makes you unique? *Principle of scarcity*
- What are you seeking to achieve?
- What can you offer as a person or institution?
Principle of Authority
- What do you want a person to remember about you?
- Why you? *scarcity*



Techniques for developing EP:



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Using the Rule of 3 Principle

Everything in 3s

- Have **3** key messages
- Repeat the message **3** times
- Each key message supported by **3** facts.

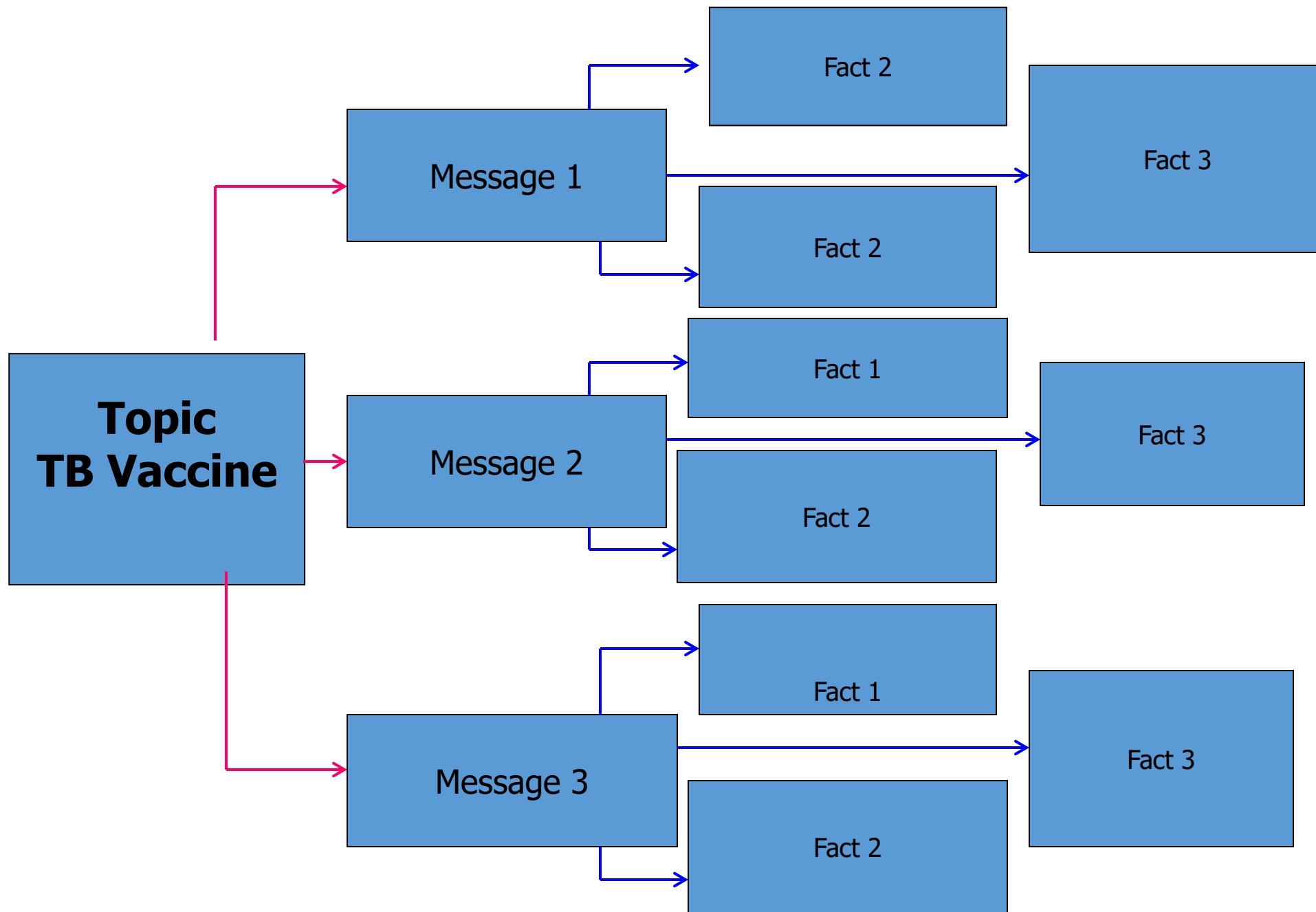
Captured as **message maps**



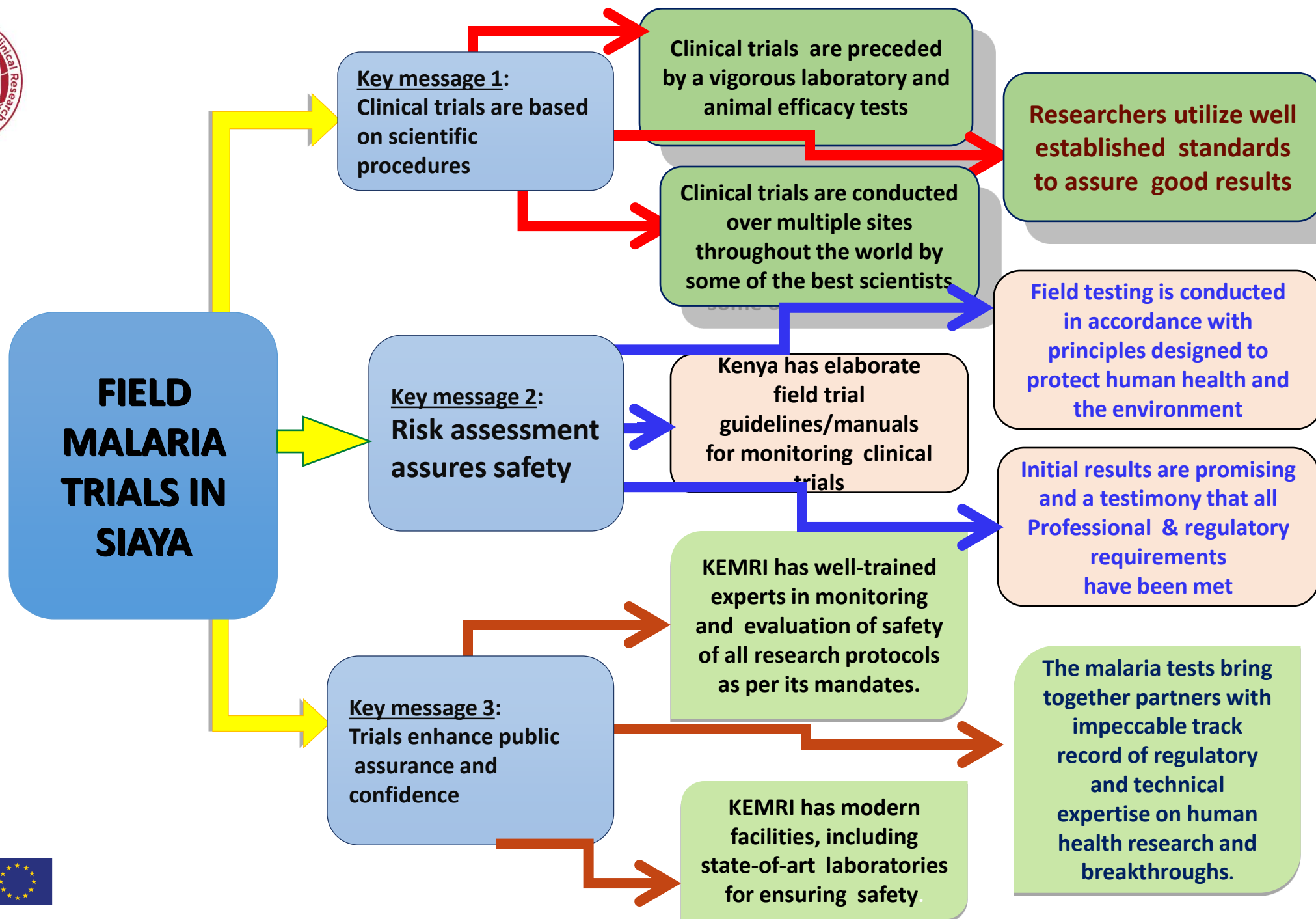
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Message Map



The 27/9/3 Principle

What is the
27-9-3 Rule?



- Presentation has total of **27 words**
- Delivered in **9 seconds**
- Contains **3 messages**

Message maps makes this possible

Summary

- ☐ Greet the **audience politely** and **respectfully**. *Good morning madam PS.*
- ☐ Introduction of the presenter, including their **full name** and professional affiliation. *My name is Lucy Kamau, a PhD student from KEMRI Kilifi*
- ☐ Introduce a scientific problem that is either broad enough to **resonate with the audience** or specific enough to relate to their field of expertise.
- ☐ Present Scientifically **relevant info, timely, and compelling**. *According to WHO statistics... Studies have shown that*
- ☐ Communicate the **importance of the problem**. *Its critical that.....*
- ☐ Consider using examples, **analogies, visual aids, or statistics** to help explain the problem or issue. *Maps, charts, pictures etc.*
- ☐ Ultimately, the **opening section** should **engage the audience** and set the stage for the rest of the talk.
- ☐ If you miss it in the beginning you have killed it all.

Example:

- Hi____, my name is____.
- I am studying____and will graduate in____.
- I am looking to/I am interested in____.
- I recently worked on a project that____.
- I am interested in learning about____.
- Can I request that you consider....” **(ACTION)**
- **Thank you for your time and we look fwd....**

Introducing research to the general audience



Peers and colleagues outside your sub-field



Experts in the field



01

Broad topic of global interest

02

Problem in your field

03

Your current research

04

How it solves the problem

05

Why are you interested in continuing the conversation



Example



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"Do you know anyone who has had prostate cancer? My name is Sally Smith, and I'm an assistant professor in Cell Biology at the University of Connecticut. My research focuses on finding more effective ways of treating metastatic prostate cancer. Patients have limited treatment options once the primary prostate cancer tumor cells metastasize to other body parts, especially the bone. Many prescription drugs and treatments created are tested on broad populations and prescribed using statistical averages. On average, any given prescription drug on the market only works for half of those who take it because of genetic differences in things like drug metabolism or mutations in drug binding sites. My lab uses 3D bioprinting technology to develop a patient-cell-derived tumor model. We call our model a "tumor in a dish." The goal is to use this model as a drug-testing platform to determine personalized treatment regimens for patients based on their genetic makeup. We are really excited about this research, and we think patients could benefit from our model. Just imagine if it was incorporated into a patient's treatment plan. it could have a huge impact on patient quality of life."



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Exercise



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- Develop a one Paragraph Elevators Pitch on your current research work that can be presented to the CS, Health.
- You will be allowed to present it to the Audience.
- And we will let the Audience Critique it.
- We will test your:-
 - **1. Persuasive Skills**
 - **2. Public Speaking**
 - **3. Elevators pitch.**



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Lay Summaries

- **Defn: A short summary of your research that are targeted at a general audience or lay people.** They play a significant role in most research grant applications and can also be useful in supporting wider public engagement with research.
- Meant for lay persons not scientists.
- Short, simple words and sentences. ... **AVOID JARGONS**
- **Provide context:** - Give concrete (everyday) examples to help paint a picture for the reader.
- Write in the active voice. ...
- **Avoid acronyms** and abbreviations (or at least keep them to a minimum).

Writing Lay Summary

- 1. Content:** Make sure that you answer the questions: ***Who, What, Where, When, Why, How? (5Ws &H).***
- 2. Brevity.** Use short sentences – up to **15 words** on average. Try to include only one idea per sentence.
- 3. Structure.** Use paragraphs. Break up your text with sub-headings and bullet points to make it easier to take in.
- 4. Jargon.** Use everyday language where possible, and give simple explanations of scientific terms. For example, use '***nerves***' instead of '***neurons***' ***bilharzia*** not ***schistosomiasis***, ***prevalence*** instead use total number of people affected. Avoid words such as **Seroconversion rates** or **myocardial infarction**.
- 5. 'Academic' language.** Use simple words and cut out unnecessary jargons/complex words.

Writing Lay Summary

- **6. Use the active voice, not passive.** For example: 'You will have a scan', rather than 'scan will be done to you'.
- **7. Imagine you're talking to the reader.** How would you explain it to the person next door? Or to you granny.
- **8. Get a non-scientist to read it and comment.**
- **9. Make it human.** For example: 'people with breast cancer' rather than 'breast cancer survivors' or 'people with a disability' rather than 'the disabled'.

Writing Lay Summary

- **10. Context.** Include some background; are you trying to find out more about a condition, or testing new treatments.
- **11. Explain the study's impact.** Make sure you explain the desired end goal clearly, even if it's some time in the future
- **12. Check spelling and grammar closely** – any mistakes will undermine your message.



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Example of Elevators Pitch

https://www.youtube.com/watch?v=iki_oqY3a44



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Lay Summary Examples

- **LAY SUMMARY**

- **Lay Title:** Assessing how early life adversities and brain conditions influence physical, mental health and activities of daily living outcomes in the long term among young persons from Kilifi.
- **What is the problem/background?**
 - Exposure to early life problems and brain and behaviour disorders could lead to changes that increase vulnerability to diseases, mental health problems or poor functional outcomes later in life. However, the process of development of long-term physical health, psychological problems and functional outcomes following early life, brain and behaviour problems are not fully understood in sub-Saharan Africa. Current advances in standardized assessment of brain and behaviour disorders and accumulation of large datasets over time provide a perfect opportunity to plan public health responses in sub-Saharan Africa that is informed by these data.
- **What questions is the study trying to answer?**
 - We aim to study long term outcomes among participants previously enrolled in Early Child Development Studies. Specifically, we hope to: (i) conduct assessment of neuropsychological and functional outcomes in the participants (now in their adolescence or young adulthood years) drawn from harmonized large datasets from both the Early Child Development studies and the Neuro-database and (ii) apply data science methods on the resultant baseline and follow up data to identify and predict children at high risk for poor brain development and functional outcomes.
- **Where is the study taking place, how many people does it involve and how are they selected?**
 - The study will take place at the neuro-assessment centre for brain research within the KEMRI. This study involves 2,000 adolescents and young adults. Respondents will be randomly selected from a sampling frame of participants who participated in the Early Childhood Development (ECD) studies between 2004 and 2014 and who are still alive and living within the Kilifi Health and Demographic Surveillance System (KHDSS). During this initial assessment, participants were <6 years of age and underwent evaluations for mental health and developmental problems. This age-group was selected because the brains of the children were rapidly developing at the point of the study, and any detrimental impact on the brain could be evaluated for future outcomes. Data from these assessments is in addition being used to develop a relatable Neuro-database. These data can also be linked to hospital admission to explore impact of brain infections in early life on mental health problems or poor functional outcomes. Data on mortality, household characteristics and socioeconomic status will be obtained from fresh neuropsychological and clinical assessments while the ECD dataset will provide clinical and neurobehavioral outcomes. In total, a target sample of 1000 cases will be drawn from participants who presented with mental health and developmental problems following evaluations. A comparison group of an equal number of participants (N=1,000) without mental health and developmental problems, randomly selected from the ECD dataset and matched for age and sex, will also be examined. Further, the role of socioeconomic and malnutrition statuses were documented in these datasets, allowing assessment of their role in the outcomes.



Lay Summary



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- **What does the study involve for those who are in it?**
- Once eligible cases and controls are identified, a member of staff will be sent to their homes to explain the study. If they agree to be involved, they will be invited to the assessment centre in Kilifi to give formal permission to participate in the study and to undergo further clinical examinations, interviews, and assessments of long term health and functional life outcomes. The study will be conducted over two years, with one assessment in the first year and another assessment in the second year. Consent forms will be administered to participants ≥ 18 years of age. Assent forms will be administered to adolescents aged 13 to 17 years. Additionally, informed consent will be sought from parents/guardians of participants below 18 years of age. During the assessments, adolescents and young adults will be asked to participate in activities or plays that assess their brain function and answer questions about their health, behaviour or wellbeing, medical and family history. Standardized assessment tools will be administered by trained fieldworkers and clinicians. All assessments will be conducted at designated private spaces within the facility.
- **What are the benefits and risks of the study for those involved?**
- Participants may be referred for appropriate care following clinical evaluations. It will take up to 3 hours to participate in this study, but participants will be provided with meals, reimbursed their transport costs and compensated for out-of-pocket expenses (500 Ksh). Asking personal questions about medical and mental health issues may cause anxieties on the parents or their children. Referral for further care will be provided by study clinicians to psychological counsellors within Kilifi County Hospital where needed. Also, participants might express concerns on confidentiality of personal information, but data will be deidentified and stored securely in locked cabinets and password protected computers.
- **How will the study benefit society?**
- Findings from this project can potentially contribute significantly to informing precision public health, including the development of predictive, primary prevention strategies for general health, psychological and functional outcomes caused by early life adversities and neurodevelopmental disorders. Follow up data will also be reintegrated into the neuro database so that it can be made available for requests by students and other scientists.
- **When does the study start and finish?**
- This study will run for 4 years beginning when/if approval will be granted by KEMRI Scientific Ethics and Review Unit (SERU).



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Conclusion

- Be brief, avoiding jargon, and ambiguous words, using positive phrasing and active voice, and answering key questions that the reader needs to know.
- Remember its not for scientists but the summary suitable for non-expert audiences.