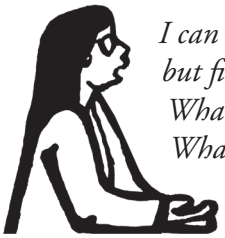
Smart Moves

Do you worry that participants will tune out if you use tables and charts with lots of numbers?
No need to skip over the math and no need to do all the heavy lifting yourself!
Use the Smart Moves described below to engage participants. They will remember more
if they are actively involved in making sense of the information. Empower them!

Slow Down

Pause. Really. Before moving past a slide with numbers, invite participants to note one or two observations and one or two questions.



I can tell you what I see,
but first, take a look...
What do you notice?
What questions do you have?

Talk it out

Encourage participants to talk out their observations and questions with a partner. Give people who don't understand a chance to puzzle it out together.

Appeal to the senses

Bring in some props to pass around. Will you mention liters or kilograms or cubic meters? Give people a chance to hold a kilogram, or to stand next to a cubic meter.

Connect ideas to what people already know

Use analogies to help volunteers to connect the information to their own situations, comparing state regs, types of emissions, or how to adapt a media strategy to a community of their size.

So, comparing our water tests
to state water standards works
just like comparing soil tests
to state soil standards!

Show numerical relationships in more than one way

Use friendly numbers, convert units, and provide analogies, like "1 part per million is like 1 drop of ink in a large kitchen sink."

Encourage verification

Think about how you check yourself. Recommend strategies such as checking online resources, consulting experts, and double-checking figures with a calculator.

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