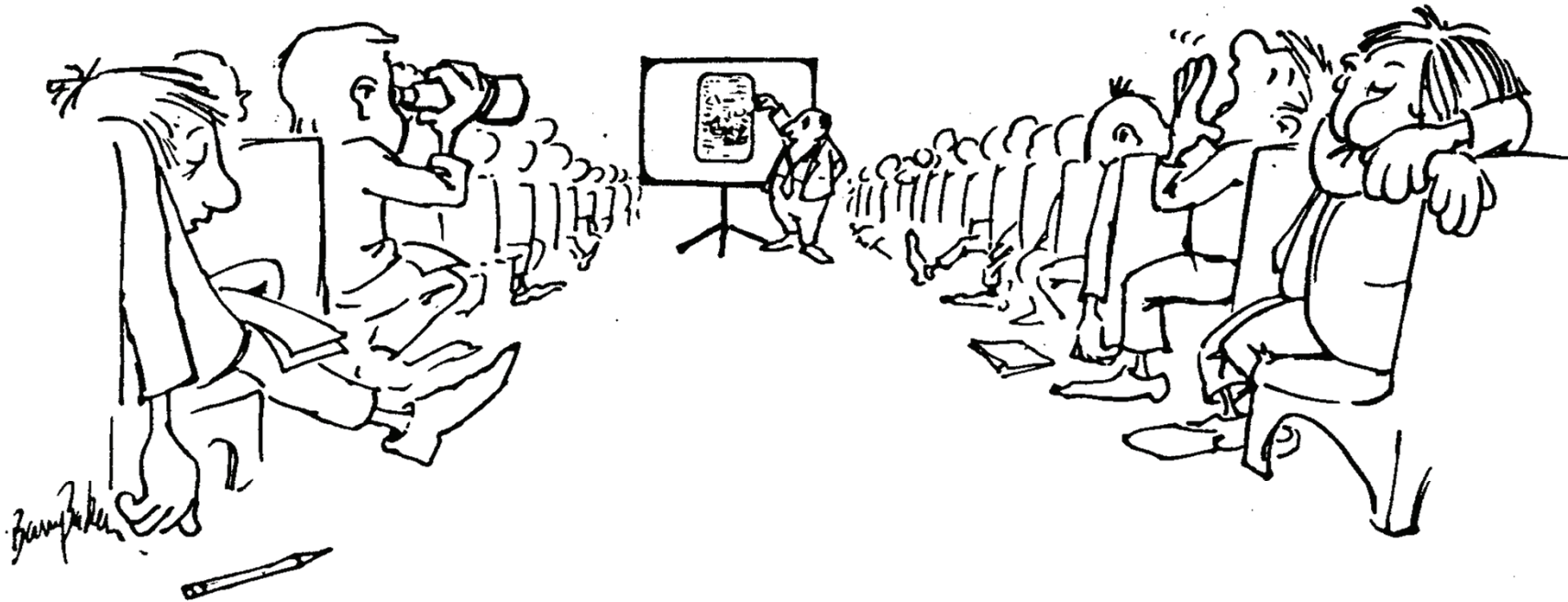


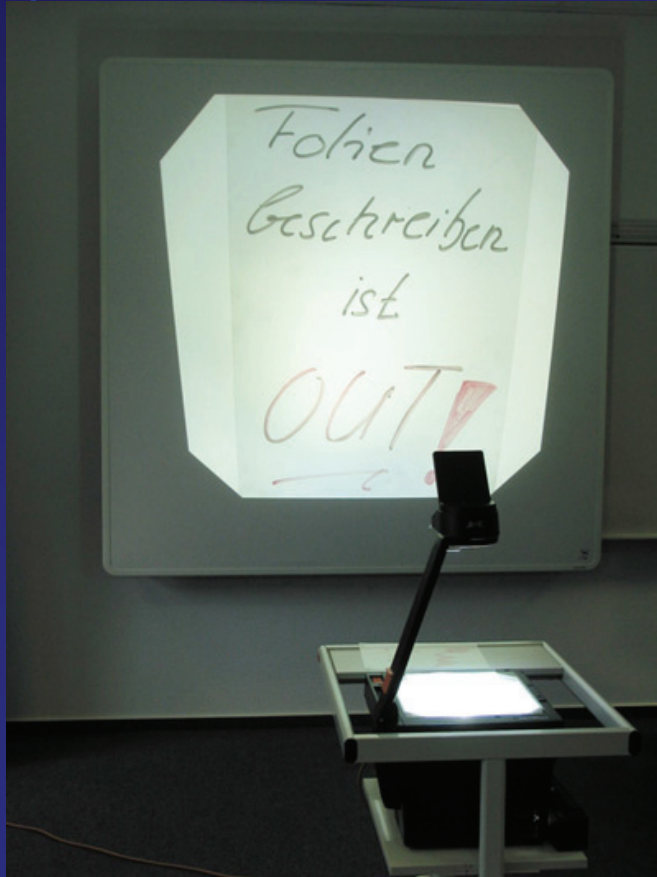
Technické provedení prezentací



... and this diagram clearly explains the principle underlying this very important concept.
Next slide please ...

Používání počítačových prezentací je dnes ve vědecké komunikaci standard.

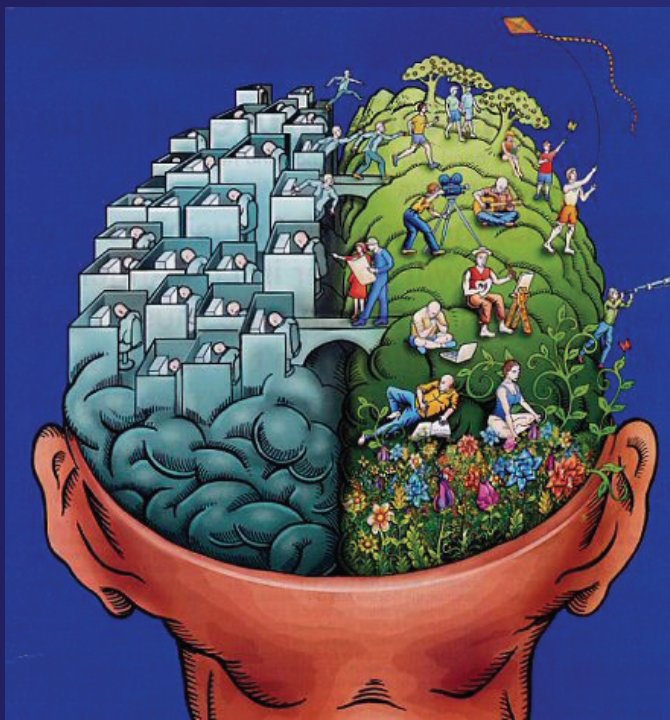
Průsvitky či diapozitivy se používají pouze výjimečně.



Vnímání publika a vizualizace

Dva typy lidí dle vnímání nových informací:

- vnímají lépe verbální a textový projev (left-brain thinkers)
- vnímají lépe vizuální projev (right-brain thinkers)



Pochopení obsahu prezentace

Verbální projev – percepce 8-20%

Vizuální projev – percepce 25-35%

Kombinovaný projev – 60-85%

Jeden vhodně zvolený obrázek
řekne více než 1000 slov.

Praktické rady pro tvorbu
prezentace v PowerPointu

Pozadí a písmo

Nepoužívejte na pozadí
výrazné křiklavé barvy.

Nepoužívejte na pozadí
výrazné křiklavé barvy.

Nepoužívejte na pozadí
výrazné křiklavé barvy.

Nepoužívejte na pozadí
výrazné křiklavé barvy.




http://

Pozor na použití obrázků na pozadí.

Zhoršuje čitelnost písma.

internet

.com



Pozor na použití obrázků na pozadí.
Zhoršuje čitelnost písma.

The background features a warm, orange and yellow color palette with silhouettes of people. A dark blue grid pattern is visible at the bottom of the image. The text is centered and reads:

Pozor na použití obrázků na pozadí.
Zhoršuje čitelnost písma.

Pozor na použití obrázků na pozadí.
Zhoršuje čitelnost písma.



Pozor na použití obrázků na pozadí.
Zhoršuje čitelnost písma.

Pozor na použití obrázků na pozadí.
Zhoršuje čitelnost písma.

Nestřídejte pozadí v průběhu prezentace.
Působí to rušivě a odpoutává pozornost
od prezentovaného problému.

Vhodné pouze pro oddělení rozdílných
témat v delším projevu.

Nestřídejte pozadí v průběhu prezentace.
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Vhodné pouze pro oddělení rozdílných
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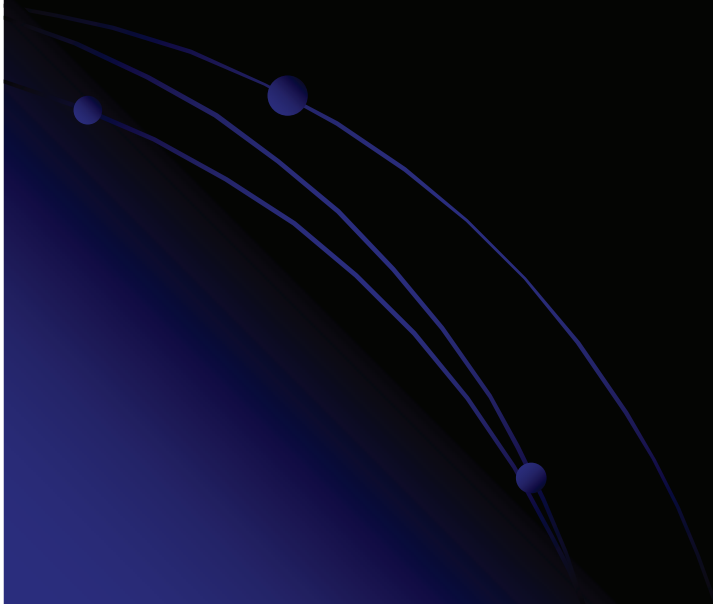
Písmo a kontrast

Dobře je viditelné černé nebo tmavě modré písmo na bílém či světlém pozadí.

Písmo a kontrast

Dobře je viditelné černé nebo tmavě modré písmo na bílém či světlém pozadí.

Dobře viditelné je také bílé nebo **žluté**
písmo na tmavém pozadí.



Dobře viditelné je také bílé nebo **žluté písmo** na tmavém pozadí.

Vhodné typy písma

Vhodným typem je Tahoma

Vhodným typem je Arial

Vhodným typem je Arial Black

Vhodným typem je Verdana

Vhodným typem je Helvetica

Nepoužívejte ozdobné typy písma jsou špatně čitelné.

Nepoužívejte ozdobné typy písma jsou špatně čitelné.

Nepoužívejte ozdobné typy písma jsou špatně čitelné.

Nepoužívejte ozdobné typy písma jsou
špatně čitelné.

Nepoužívejte ozdobné typy písma jsou
špatně čitelné.

NEPOUŽÍVEJTE NÁPISY CELÉ Z VELKÉHO PÍSMÁ JSOU HŮŘE ČITELNÉ

Nepoužívejte více než dva fonty písma v jedné prezentaci.

Kurzívu používejte uvážlivě. Vhodná pro *citáty, zvýraznění hlavních myšlenek, názvy publikací.*

Velikost písma

Závisí na fontu písma. Různé fonty mají **různou** velikost.

Nepoužívejte menší písmo než 18 bodů.

Vhodnější je alespoň 20 bodů.

Velikost písma 24 bodů.

Nadpisy alespoň 32 bodů.

**Důležité poznatky i větším
písmem**

Menší písmo pro citace a poznámky přímo nesouvisející s prezentací

Bloky textu

Používejte
maximálně

7

řádků

na

jeden

obraz.

Bloky textu

Na jednom řádku by nemělo být více než 7 slov.

V nadpisech maximálně pět slov.

Minimalizujte velké bloky textu.

Jen základní body a heslovitě.

Dlouhé bloky textu nikdo nečte a jsou nepřehledné.

Doplňujte text ilustracemi.

Ilustrace

Klíčový prvek při prezentacích.

Kvalitní vizuální prvky nahradí několik stran suchého popisu.

Minimalizovat slidy bez vizuálních prvků ale nepřepřát.

Ilustrace klíčové pro pochopení problému a udržení pozornosti publika.



Použití tabulek a grafů

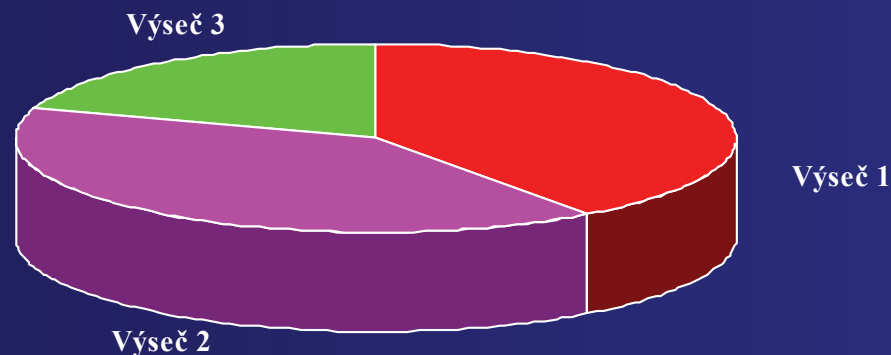
Preferovat použití přehledných grafů před tabulkami.

Maximální jednoduchost, jednotná úprava v celé prezentaci.

Odstranit všechny nepotřebné informace.

Tabulky maximálně 4 sloupce a 6 řádků.

Grafy jednoduché, koláčové, sloupcové, čárové.



Animace, videa, zvuky

Mocné nástroje pro oživení a zlepšení prezentace.

**Pozor – používat s rozmyslem a vhodně jinak
kontraproduktivní.**

Nepoužívat zvukové efekty a zvuk vůbec pokud to není nezbytné.

Videa pouze krátká s ohledem na délku přednášky.

Animace které umožňuje aplikace PowerPoint využívat smysluplně a ne pouze na efekt.

RESULTS OF FORMATIVE RESEARCH FOR A FOOD STORE-BASED INTERVENTION IN BALTIMORE, MARYLAND

Maria C. Franceschini, Joel Gittelsohn, Amy E. Vastine, Lara S. Ho, Sharla M. Jennings, Jennifer Nielsen, Wendy Pavlovich, Jee Rah, Kevin D. Frick, Valerie Thompson.
Johns Hopkins University, Baltimore, MD. 21205.

Abstract

Obesity and obesity-related diseases in the United States disproportionately affect minorities and those living in urban centers. We conducted formative research aimed at understanding the role small and large food stores play in a low-income population's dietary behavior and other constraints to maintain a healthy diet in Baltimore, MD. The formative research involved in-depth interviews with storeowners and managers of large and small stores (n=17), a consumer survey in a representative sample of Baltimore residents (n=39), and an extensive food source survey in twelve randomly selected census tracts. People living in lower income census tracts had limited access to nutritious foods. Most small stores do not stock low fat products. In this setting, store environment can greatly influence consumer's choices and purchasing. For example, security devices can prevent customers from moving inside the store and reading nutrition labels. We are using these formative data to help us develop the Baltimore Healthy Stores program, which will target both large and small stores in the city with the aim of increasing healthier food options to inner city residents, and promoting them at the point of purchase. This study is supported by the Center for Livable Future, Johns Hopkins University.



Introduction

- Obesity and obesity-related diseases in the United States disproportionately affect minorities and those living in urban centers.
- Food stores can impact a community's ability to maintain an adequate and nutritious diet through the quality, price, and variety of food offered.
- Minorities living in inner cities face additional constraints to maintaining a varied diet, such as distance to supermarkets, inadequacy of public transportation, and lack of variety and fresh foods in smaller nearby neighborhood food stores (Ashman et al., 1993).

Study Setting: Baltimore City

- Baltimore City's poverty rate is 21%, compared to 7% in the rest of Maryland (Center for Poverty Solutions, 2002).
- Of all Maryland households that receive food stamps, 43% are located in Baltimore.
- Baltimore lost 15% of its supermarkets in the past two years.
- Local residents rely on corner and drug stores for their groceries (Klein, 2002), which tend to carry foods higher in sugar and fat, and few fruits and vegetables (Ashman 1993).
- Poor access to nutritious food by Baltimore's low-income population may contribute to the high rate of chronic diseases found in the city. 31% of adults in Baltimore are obese (BMI>30) (Clark, et al 2001). Death rates from heart disease increased 75% from 1990 to 1999 (BCHD, 1999).

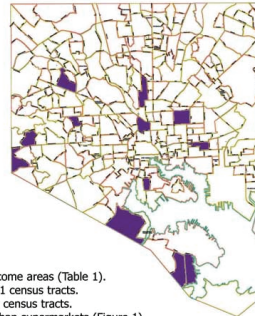


Research Questions

- What are the sources of food available to Baltimore residents, and how do they vary by area?
- What is the organizational and environmental structure of corner stores?
- In what ways can available food sources influence purchasing behavior of residents?
- How do local residents make use of the food sources available to them?
- How do local residents cope with limited access to nutritious foods?
- How can the local food environment be improved?

Methods

- Food Source Assessment** (n=164) in eleven randomly selected census tracts in Baltimore City to identify all food sources and determine availability of selected healthy foods.
- In-depth interviews** (n=19) conducted with store owners and managers of supermarkets and small stores.
- Consumer survey instrument** (n=39) to assess food purchasing patterns, use of local food sources, food preparation, food security and perceptions of healthy foods.

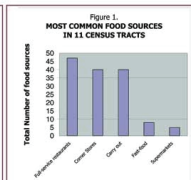


Results

Food Source Assessment

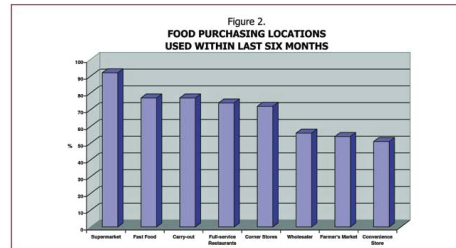
- Corner stores and carry-outs predominate in lower income areas (Table 1).
- We found a total of 164 food sources located in the 11 census tracts.
- Full-service restaurants predominate in higher income census tracts.
- Eight times more small or medium-sized food stores than supermarkets (Figure 1).
- Eight times more carry-outs than supermarkets (Figure 1).
- Food is more expensive in census tracts with less availability of healthy foods (a gallon of milk is on average 18.6% more expensive) (Table 1).

Census Tract	Total # of sources in census tract	# Food sources with low fat milk	# Food sources with more than 1 variety of fresh fruits/vegetables	Average price of a gallon of milk (US\$)
1102	39	2	0	2.54
2403	25	2	0	2.56
1206	19	2	1	2.49
601.01	12	0	0	3.36
2905	12	0	0	2.36
102	11	0	0	3.17
2902.07	11	0	0	2.47
2904.04	10	2	3	2.59
1513	9	0	0	3.02
1503	8	0	0	3.19
2901.01	2	0	0	2.99



Consumer Survey

- Female=55%, Male=45%
- African-Americans 72%, White 28%
- 18 % reported receiving one of the following assistance: Food Stamps, WIC, Commodity Food, Free/Reduced Price School Lunch
- 15% Food Insecure without hunger, 8% Food Insecure with Hunger (USDA Food Security Scale)
- Supermarkets were main location to buy food (Figure 2)
- Whole and 2% milk preferred over low-fat milk. Regular soda preferred over diet soda (Figure 3).
- Fruits and vegetables are bought frequently (Figure 4).



Corner Stores in Baltimore

Physical layout of corner stores

- Customers separated from cashier and food by a Plexiglass wall or door.
- Money and purchases exchanged through a rotating window.
- Customers buzzed inside if they wish to purchase larger items.

"We lose some business because customers can't come in to look and touch the food, but safety, safety." (Corner store manager)

Decision-making criteria for stocking and ordering

- Demand for product (main criteria)
- Store's physical structure (ex. capacity for refrigeration)
- Characteristics of the products (ex. perishable, price)
- Suppliers' procedures (ex. accept unsold products back)

"We don't buy what customers never buy, only buy popular product, otherwise sits there, gets bad, we don't want product to sit there, if not sell, try to avoid stock doesn't move." (Corner Store manager)

Main stocking and ordering methods

- Arrangements for regular delivery from suppliers
- Regular, direct purchases at wholesalers
- Purchases at large supermarket chains

Stocking and Promotion of healthier food

Low stock of healthy foods

- Lack of demand for these products (main reason)
- Inability to return unsold items
- More expensive

Little promotion of healthier foods

- Store setup (difficult to communicate)
- Lack of interest on the part of the customers.

"When I sold fruits, I was selling doughnuts at the same time. But if they had the same price, the customers always bought doughnuts, not fruits, not even bananas. When I asked them to try those foods, they didn't listen to me..." (Corner store manager)

Corner store and the community

- Security as number one problem for stores
- Friendships with some of their neighbors.
- Pictures of neighborhood children and community recognition certificates posted in store windows.
- Efforts to help customers by supplying special items or carrying supplies to the home of elderly, and ill.

"Some customers are very nice. They are really close. Like friend...They're nice, friendly, smiling. Tell us their problem. They stop by every day. We see each other. We've been here twenty years. They were babies and we see them growing up." (Corner store manager)

Successful Food-store Intervention: a Storeowner's perspective

- Changes in consumer behavior (consumer's interest in their own health).

"I always think that people here don't care about their health. That's why they become obese..." (Corner store manager)

- Combat crime and drug-related problems
- Media and TV commercials are a bad influence on customer's dietary habits.
- Work with food industry to decrease amount of sugar and fat.
- Improve profitability

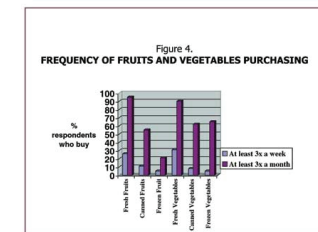
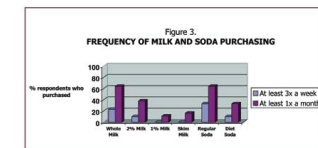
"I think you need to be financially sufficient to survive the negative profits, which may happen at the beginning. But, anyway, I don't think any health food promotion will work in this neighborhood unless you give things out for free." (Corner store manager)

Limitations

- Small sample size of census tracts, customers
- No interviews with large supermarket managers

Conclusions

- Small corner stores are an important venue for nutrition interventions targeted at low-income areas of Baltimore.
- Small corner stores unlikely to close their doors to move to wealthier locations.
- Working with small as well as large stores has the potential to reach more people, and may be more sustainable in the long run.
- Intervention needs to combine changes in store environment concomitant with nutrition education for consumers.
- This information is being used to develop the Baltimore Health Stores program, which will target large and small stores in the city.



Hlavní chyby při tvorbě posteru

Dlouhý text psaný malým písmem. Nepřehledné černobílé grafy s mnoha čarami. Velké podrobné tabulky.

Špatné rozvržení textu do nevýrazných celků.

Umístění výrazné textové části pod úroveň pasu zájemců.

Vyvěšení kopie článku připraveného pro tisk místo posteru.

