



engineers without borders  
ingénieurs sans frontières  
Canada

# EWB Food for Thought

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## Logistics and Presentation Kit

### 1. Introduction

The EWB high school outreach initiative, “Food for Thought”, is a series of interactive presentations on global hunger issues for high school students across Canada.

This document outlines the steps EWB chapters need to know to run a successful high school outreach campaign, and includes important information about booking presentations, making presentations, and reporting to EWB Canada.

#### Before You Start

High school outreach is a great way to get members involved with your chapter and connected with your community. It is also a great way to contribute towards EWB Canada’s outreach effort spanning from coast to coast. Each one of your presentations plays a part in achieving EWB Canada’s target of reaching out to 6,000 students across Canada!

EWB’s high school outreach initiative is supported by the Government of Canada through the Canadian International Development Agency (CIDA). CIDA has specific reporting requirements, so it is important that you remember to make sure that you let the EWB National Office know about every presentation that you make.

### 2. Booking Presentations

The first step to a successful outreach campaign is to book presentations, and to book them early. Here are a few tips to finding an audience:

#### 1. Find a teacher you know.

Don’t be afraid to contact the same teachers and schools as last year. If you have a sibling in high school, let their teacher know that you are available to give the presentation. Ask people at your chapter for their contacts too, especially first-year members who are fresh out of high school.

#### 2. Send a flyer.

Send a personalized e-mail to those teachers whose contact information you have (Refer to the sample e-mail). You should also send a flyer to the principal of the high school to keep them informed.

Be sure to add your contact information at the bottom of the flyer <<F4T-Flyer.doc>>. If you have access to Adobe Distiller, convert the flyer to .pdf format using Adobe Acrobat to make it a read-only document.

### Sample E-mail

Dear Mrs. Smith,

I am a member of the University of Waterloo chapter of Engineers Without Borders (EWB). We at EWB are making presentations to high schools in an outreach initiative called "Food for Thought."

The presentation consists of a 60- to 90-minute interactive activity that gets students thinking about local and global hunger issues and the role youth can play in positively shaping the world.

Attached is a flyer with more information.

If you would like us to deliver a presentation to your class, please e-mail me at janedoe@ewb.ca or call me at (555) 555-5555.

Please pass this on to any teachers you know who may also be interested.

Sincerely,

Jane Doe

### 3. Call to follow-up.

Call your contact person a couple days after sending the e-mail. Ask them if they have received your e-mail. If they have not, describe the EWB high school outreach initiative, and offer to resend the document.

### 4. Coordinate with presenters.

Once a teacher has expressed interest, coordinate a date and time for the presentation that works for the teacher and at least two EWB presenters.

## 3. Steps for Presenters

The following research and organizational tasks should be handled before presenters head out the door.

### 1. Background reading

Read the following web sites on global and Canadian hunger issues. It will help you answer any questions that may come up during the presentation.

- Nutrition:
  - [http://economist.com/science/displayStory.cfm?story\\_id=2963282](http://economist.com/science/displayStory.cfm?story_id=2963282)
- Millennium Development Goals related to hunger:
  - <http://www.developmentgoals.org/Poverty.htm>
- Hunger myths:
  - <http://www.foodfirst.org/pubs/backgrdrs/1998/s98v5n3.html>
  - <http://www.newint.org/issue238/hunger.htm>
- Food security in Canada:
  - <http://www.irpp.org/po/archive/mar03/mcintyre.pdf>
- Agricultural subsidies:
  - <http://www.hpronline.org/news/2003/01/25/Cover/Subsidizing-Starvation-356736.shtml>
  - <http://www.hartford-hwp.com/archives/43a/217.html>
  - <http://www.foodfirst.org/pubs/backgrdrs/2002/s02v8n3.html>

## 2. Research your local situation

How many people rely on food banks in your community? What other programs are offered to help ensure food security? (You may be able to find this information through your municipal government web site.)

## 3. Send out the Teacher Information Package

One week prior to your presentation date, send a copy of the Teacher Resource Package <<F4T-TeacherResource.pdf>> to the class teacher

## 4. Gather materials

You will need:

- slides photocopied in colour onto overhead transparencies <<F4T-Presentation.ppt>>
- materials for the activity <<F4T-RiceActivity.pdf>>
- student handouts (shipped from EWB Canada)
  - postcards
  - rice seed packages
- a copy of the teacher handout <<F4T-TeacherEval.doc>>
- a copy of the essay contest poster <<F4T-EssayContestPoster.pdf>>

## 5. Practice your presentation

The presentation script is provided in the Notes Page of the PowerPoint presentation, <<F4T Presentation.ppt>>. To access the script, click **Notes Page** on the **View** menu. To print the script, click **Print** on the **File** menu. In the **Print what** box, select **Notes Pages**.

If you are a novice speaker, you may wish to review the Primer on Public Speaking provided in Appendix A of this document.

# 4. Food for Thought Presentation

The Food for Thought presentation can be adapted to fit any high school class period ranging from 60 to 90 minutes. The presentation uses a combination of teaching methods and visual aids. The central component is an interactive activity where students are put into country groups and are challenged to process a sample of raw unhulled rice into a marketable product.

The instructions for the Rice Activity are detailed in <<F4T-RiceActivity.pdf>>. The script and instructions for the rest of the presentation can be found in the accompanying PowerPoint presentation, <<F4T-Presentation.ppt>>.

## Presentation Outline

You may choose to use certain components of the set presentation, depending on how long the presentation is scheduled for. A recommended outline is as follows:

60-minute presentation	90-minute presentation
<ul style="list-style-type: none"><li>• Introduction (10 minutes)</li><li>• Rice Activity (30 minutes)</li><li>• Hunger Myths (10 minutes)</li><li>• Conclusion (10 minutes)</li></ul>	<ul style="list-style-type: none"><li>• Introduction (10 minutes)</li><li>• Let Them Eat Cake (20 minutes)</li><li>• Rice Activity (30 minutes)</li><li>• Hunger Myths (20 minutes)</li><li>• Conclusion (10 minutes)</li></ul>

## 5. Distributing Handouts

There are four handouts to remember at the end of your presentation.

The students each receive:

- A postcard, and
- A package of rice seeds.

Make sure to leave the teacher with a copy of:

- The teacher handout <<F4T-TeacherEval.pdf>>, and
- A copy of the essay contest poster <<F4T-EssayContestPoster.pdf>>.

## 6. Reporting to EWB Canada

Following your presentation, please complete the EWB Canada Reporting Form and e-mail it to [sophiaw@ewb.ca](mailto:sophiaw@ewb.ca).

The reporting form is provided so that you, the speaker, can provide EWB Canada with information about your presentation (e.g., where and when it took place, how many people attended). It also provides you with an opportunity to comment on the success of the presentation and to make recommendations for improvements.



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## High School Outreach

### EWB Canada Reporting Form

**[To be completed by the presenter(s)]**

EWB Canada is eager to track the progress of this program. Please complete this form each time you do a presentation, and post the completed form on the EWB Intranet.

Names of presenters:			
E-mail addresses of presenters:			
Chapter:			
Date of the presentation: (DD/MM/YYYY)			
Location: (a) city		(b) high school	
Grade level:		Class Subject:	
Name of teacher:		Contact Info:	
Number of people in the audience:			
Presentation delivered:	<input type="checkbox"/> Food for Thought	<input type="checkbox"/> Water for the World	

Feedback on how the presentation was received:

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Please send copies of pictures and any press coverage to:

**Engineers Without Borders**  
188 Davenport Road, Suite 201  
Toronto, Ontario  
M5R 1J2

EWB Canada Reporting Form



# Appendix A: Primer on Public Speaking

## Introduction

Most people list public speaking among their top five fears. While we can't make you an expert, here are some practical tips that will help you make an effective public presentation.

## Speaking Skills

1. Be Prepared
  - Show conviction! It isn't necessary to have all the answers. The audience won't think less of you if you say, "Good question. I'll have to look that one up."
  - Rehearse the script so it flows smoothly. Practice in front of a mirror or for your family or friends.
  - Reading the script will inhibit your delivery and prevent eye contact with the audience, and shuffling pages is also very distracting. Use cue cards if necessary, or simply use the overhead transparencies as your cues. Take care not to have your back turned to the audience while you look at the slide.
2. Do Some Research
  - Do some research on key water issues in your community, such as where the water comes from, which watershed the community is in, the name of the local conservation authority, etc. Adding local information makes the presentation far more relevant.
3. Gestures and Facial Expressions
  - Keep your hands at your sides or use natural gestures.
  - SMILE! It shows openness and enthusiasm and says "I like myself and I like speaking to you." Be sure it's not a phony smile, just a pleasant expression.

## Equipment

1. Slides
  - Be sure the classroom is set up with an overhead projector.
  - Check the set-up before the presentation to ensure the size of the image and the focus are correct.
  - Avoid turning the projector on and off. Turn it on when you start and leave it on. The fan will make some noise, so you need to speak loudly.
2. The Room
  - Know how many people are coming so that you can set up the room so all can hear and see without straining.

## Conclusion

With practice and experience, any anxiety you feel when public speaking should lessen, and the signs of your nervousness, such as talking too fast and jittering hands, disappear.

Try to remember...

1. Make eye contact with each member of the audience.
2. Make people feel comfortable. Don't talk down to them or make them feel stupid.
3. Get excited about your topic. If it interests you, chances are your audience will be interested too.
4. Smile!