

## FASEB Evolution Advocacy PowerPoint Presentations: Guide for Use

**Presenting the slides:** FASEB’s evolution PowerPoint presentations are designed to be used by scientists, teachers, and the general public in their efforts to raise awareness about the importance of teaching evolution in science classes.

*[Why Evolution Education Matters](#)* is aimed at non-scientists and explains what evolution is and why it is an appropriate and critical topic in science education. This presentation points to scientific evidence demonstrating evolution, shows the impact of evolution on modern medicine, and addresses why creationism and other non-scientific beliefs do not belong in science classes. Present these slides to school officials, policy makers, and community groups such as parent-teacher associations, church groups, and Rotary clubs.

*[Evolution: Be an Advocate](#)* provides guidance on advocating for and responding to challenges to evolution education. Included in these slides are tips for communicating with the public and policy makers, attending school board meetings, and working with teachers. Present these slides to folks interested in promoting evolution education who may not have advocacy experience. Even scientists and educators with expertise in evolution may benefit from these tips.

**Customization:** These slides are intentionally “text-heavy” to provide users with enough information to develop an informative talk and so that folks viewing them on the website or as handouts will have enough information to understand the presentation. You are encouraged to modify these slides to suit your audience and presentation style. Here are some suggestions:

- Decrease the text or add graphics—wordy presentations can be difficult to digest.
- Include examples from your own research and experiences.
- Make it relevant to the audience—if you’re presenting to a school board considering adopting anti-evolution textbook disclaimers make sure to discuss this issue in detail.
- Consider adding additional topics such as variation in religious attitudes toward evolution or relevant legal issues and case law.

**Using the slides as handouts:** It may not always be possible to present the slides to your target audience. School board or community meetings may not have the equipment necessary for a slide show and meetings with your officials may be too short for a full presentation. In these cases, providing the slides as handouts is entirely appropriate. If you plan to send them via fax or email include an explanatory note addressing who you are, your reason for sending them, and how you hope your audience will use them.

**Feedback is welcome:** Have you improved on these slides or used them in your advocacy efforts? If so, FASEB would love to hear about it and perhaps incorporate your suggestions into the current slide set. Please contact the FASEB Office of Public Affairs at (301) 634-7650 or [opa@faseb.org](mailto:opa@faseb.org).

