

Creating content for a Plant-Based Health Professionals UK webinar

Thank you for agreeing to be a guest on PBHP UK's CPD / CME accredited webinar series. Here are some guidelines to help you:

The agreed topic should be:

- relevant to the field of plant-based nutrition and lifestyle medicine
- considerate of socio-economic impact as well as inclusive

Consider if your webinar will fit with the mission and values of PBHP UK:

Plant-Based Health Professionals UK provides education and advocacy on whole food plant-based nutrition for the prevention and treatment of chronic disease, as well as for supporting planetary health.

PBHP UK promotes a food first approach to nutrition and avoids promotion of supplements.

Our values include compassion, inclusivity and equality. Please see our DEI statement [here](#).

Consider who your audience is

Our audience predominantly comprises doctors, nurses, dietitians, nutritionists and other healthcare professionals so statistics, patient case studies and other resources should be highlighted. Keep the audience in mind throughout – participants are predominantly based in the United Kingdom.

Please note:

Presentation slides should be sent a minimum of **48 hours prior to the webinar** for review. A copy of your slides in PDF format will be shared with the registered participants as well as available for access to our members. If you do not wish for all your slides to be shared, you may have an abbreviated version for sharing.

Please note that by agreeing to do this webinar you are consenting to recording of the webinar presentation and live Q&A. We will have this available to view on our private members area and may very occasionally make it accessible for free to the public.

1. Keep your webinar focused and information easily digestible with key takeaways:

- Your webinar should include up-to-date evidence or experience in the field.
- Consider starting with a brief introduction, a quote and starting or ending the session with your own personal health story/ why this topic matters to you
- Return to summarise your points at the end of the session. Be careful not have your slides too text heavy – the audience will read rather than listen
- Focus your webinar on 3 main learning objectives
- Consider using bullet points, e.g “top 5 tips” and subheadings to break it up
- Stick to 35 minutes, rather be slightly under than over so that the live Q&A is not cut short
- Include references to peer-reviewed journals (provide a list of references at the end if possible)

2. Consider your choice of language, images and avoid revealing patient identifiable information.

Have you considered how inclusive your content is? Especially the social determinants of health e.g. issues of health inequality, race, culture, gender and socioeconomic factors?

Please do include **at least one** slide that looks at social determinants of health and ethnicity in relation to your chosen topic e.g. rates of inflammatory bowel disease in African/African-Caribbean groups, cancer prevalence and ethnicity etc.

Have you considered how your content may come across to those who feel that they are being blamed, stigmatised for their condition or that it's a simple choice? Do consider this particularly when discussing obesity.

This document has resources that may help you to choose non-stigmatising images and language when discussing obesity: <https://aso.org.uk/sites/default/files/resources/2021-03/ASO-weight-stigma-and-discrimination-position-statement.pdf>

Please avoid medication shaming.

Please do not use patient case studies that include identifiable information and ensure you have appropriate permissions for anyone featured.

3. Please avoid using animal studies in your presentation

There are thousands of excellent studies that do not feature the use of non-human animals. Please do avoid using any of these studies in your presentation.

If you have any questions, please contact us:

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