Cultivating High-Quality Abstracts, Manuscripts and Presentations
Session C839
2015 ANCC National Magnet Conference®
Thursday October 8, 2015 2:15-3:15 pm
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Disclosure & Learning Objectives
• The speakers have no conflicts of interest to declare
  o Laurie Ecoff, Sharp Memorial Hospital, San Diego, CA
  o Liz Kozub, Sharp Memorial Hospital, San Diego, CA
• Learner Objectives
  1. Identify strategies to position clinical nurses and other team members to disseminate research findings and other scholarly activities to internal and external audiences
  2. Value how info sheets can improve the quality of abstracts, posters/podium presentations and manuscripts

About Our Hospital
Frameworks

• Donabedian’s Structure-Process-Outcome

• Kirkpatrick’s Evaluation Model

Structure

• Collaborative Governance
• New Knowledge and Innovation Council charter
• Abstract submission database
• Dissemination tracking database
• Dissemination info sheets
Collaborative Governance

New Knowledge and Innovation Council (NKIC) Charter

Start with the End in Mind

- Position clinical nurses to disseminate new knowledge internally and externally
- Conduct Delphi study to identify topics
- Offer knowledge and skill building sessions
- Develop research teams with mentors
NKIC Charter with Measures and Deliverables

**Measures**
- Increase dissemination of research findings by clinical nurses (and interprofessional team)
- Internal and external dissemination – presentations
- External dissemination – publications

**Deliverables**
- Develop and sustain NK Dissemination Series
  - Abstract writing
  - Poster presentations
  - Podium presentation
  - Writing for publication

NKI Measures and Deliverables

**Measure**
- Increase dissemination of research findings by clinical nurses (and interprofessional team)
  - Internal and external dissemination – presentations
  - External dissemination – publications

**Deliverable**
- Develop and sustain NK Dissemination Series
  - Abstract writing
  - Poster presentations
  - Podium presentation
  - Writing for publication

Dissemination Series

**Previous/ongoing deliverable action steps**
- Offer Dissemination Series classes
- Post resources on dissemination on NKIC SharpNET site

**New deliverable action steps**
- Develop dissemination info sheets
  - Create a standardized template
  - Communicate to all Collaborative Governance Councils
  - Post on intranet site - SharpNET
  - Communicate about the series
### Creating a Poster Presentation

**PARC — Poster Design Elements**

<table>
<thead>
<tr>
<th>Proximity</th>
<th>Alignment</th>
<th>Repetition</th>
<th>Contrast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a relationship among elements on the poster.</td>
<td>Arrange elements so that they are in a visual space.</td>
<td>Repetition helps to tie elements on the poster together.</td>
<td>Create differences, such as color, size, or texture, that make the elements stand out.</td>
</tr>
</tbody>
</table>

**Keep in Mind**

1. **Unity of theme**: Each poster has a small number of keypoints that you want to share. Create a clear, readable space. Use a common font and color scheme. Use a descriptive title that describes your project.
2. **Entice viewers**: Space out your content, making your poster easier to read. Use short, concise paragraphs to keep your message clear.
3. **Direct viewers**: Provide clear visual cues to guide viewers through your poster. Use arrows, boxes, or other graphic elements to draw attention to important points.
4. **Limit text**: Use large fonts and concise summaries to make your poster easy to read from a distance.

**Poster Checklist**

- Is the title clear and concise?
- Do you have a clear visual representation?
- Do you have a clear message that is easy to understand?
- Are you using a clear, readable font?
- Are you using colors that are easy to see?

For more information, visit the [PARC website](https://www.parc.org/).
Process

- Communicate to Councils
  - Hospital-wide and unit level
- Offer Dissemination Series:
  - Classes
  - Group education sessions and mentoring
  - 1:1 mentoring
- Use info sheets to review documents and provide feedback

Dissemination Series

Elevator Speech

- **What it is:** NKI Council developed a series of dissemination info sheets to address a measure/deliverable
- **Why it is important:** Effective strategies/formats for abstracts, poster and podium presentations and writing for publication increase quality of the product
- **What success will look like:** Increased quality will result in abstract and manuscript acceptance and positive feedback about poster and podium presentations
- **What we need from you:** Incorporate the strategies and tips when writing abstracts or manuscripts or preparing posters and podium presentations
Kirkpatrick’s Evaluation Model

<table>
<thead>
<tr>
<th>Level</th>
<th>Evaluation Type</th>
<th>Evaluation Description</th>
<th>Examples of Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reaction</td>
<td>Reaction evaluation is what participants thought and felt about the education event.</td>
<td>Course evaluations</td>
</tr>
<tr>
<td>2</td>
<td>Learning</td>
<td>Learning evaluation is the measurement of the increase in knowledge and skills and changes in attitudes – ideally before and after the event.</td>
<td>Pre/post-tests, return demonstration, case study discussion, reflective learning</td>
</tr>
<tr>
<td>3</td>
<td>Behavior</td>
<td>Behavior evaluation is the extent of transfer of knowledge, skills, and attitudes from the educational event to the practice setting – implementation. Allow sufficient time for a change in behavior to occur.</td>
<td>Observation, demonstration, document review, rounding</td>
</tr>
<tr>
<td>4</td>
<td>Results</td>
<td>Results evaluation is the effect on outcomes as a result of participation in education event and behavior change.</td>
<td>Predetermined outcome measures</td>
</tr>
</tbody>
</table>
Kirkpatrick's Evaluation Model

Kirkpatrick's Level 1 Reaction

• Validated at time of educational sessions:
  o Course evaluation
Kirkpatrick’s Level 2 Learning

- Validated at time of educational sessions:
  - Demonstration of concept mapping
  - Review of written abstracts
  - Review and observation of presentations
  - Evaluation of posters

Kirkpatrick’s Evaluation Model

Kirkpatrick’s Level 3 Behavior

- Integration of knowledge and skills into practice
- Validated through review of:
  - Abstracts
  - Posters
  - Podium presentations
  - Manuscripts
Kirkpatrick’s Evaluation Model

Clinical Nurse Dissemination – NK2

Sharp Memorial External Dissemination 2012 - 2015
Dissemination Barriers and Facilitators

**Barriers**
- Cost to submit abstract
- Competitive abstract acceptance
- Cost of materials
- Registration and travel to conferences
- Time and competing priorities

**Facilitators**
- Select conferences (and journals) strategically
- Mentor novice submitters and presenters
- Create funding source (Foundation/grants)
- Schedule consistent time

Dissemination Barriers and Facilitators: Charter Scope

**Scope**
- **Boundary:** What is included and excluded?
  - To Context:
    - Contextual, dissemination, and enunciative structures and processes related to:
      - Disseminating knowledge generated through research (NRG)
      - Evaluating and using evidence-based findings (RQ2)
      - Facilitating implementation of evidence-based practice (RQ3)
    - Fostering collaboration within and across disciplines on the generation of new knowledge and interpretation of ED findings
  - Collect and analyze data on the progress of the organization toward research and EBP
    - Dissemination of abstracts and manuscripts with ED experts and colleagues
    - Identify barriers to dissemination
  - ...
Next Steps - Dissemination

Continue to:
• Offer dissemination series and mentoring
• Collect and trend dissemination data for:
  o NK2: Clinical Nurses
  o Annual Report – all dissemination activities

Dissemination - Conclusion

Offering a dissemination series, including info sheets, results:
  o in high quality abstracts, manuscripts and presentations
  o achieves desired dissemination goals

Questions
Contact Information

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