Cultivating High-Quality Abstracts, Manuscripts and Presentations

Session C839
2015 ANCC National Magnet Conference®
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Disclosure & Learning Objectives

- The speakers have no conflicts of interest to declare
  - Laurie Ecoff, Sharp Memorial Hospital, San Diego, CA
  - 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

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About Our Hospital

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Slide 1

Frameworks

- Donabedian's Structure-Process-Outcome

Structure Process Outcome

- Kirkpatrick's Evaluation Model

Level 1 Reaction   Level 2 Learning   Level 3 Behavior   Level 4 Results

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Slide 2

STRUCTURE Process Outcome

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Slide 3

STRUCTURE

Structure

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

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Collaborative Governance

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New Knowledge and Innovation Council (NKIC) Charter

Collaborative Governance
New Knowledge and Innovation Council (NKIC)

Sponsor:	CNO
Team Leaders:	Liz Kozub
	Lynn Marder
Facilitator:	Catherine Brown
Advisor:	Laurie Ecoff, PhD, RN, NEA-BC
Consultant:	Jan Stichler, DNSc, RN, FAAN
Calendar Year:	2013 – 2014

Membership:
Membership is open to all staff interested in research, evidence-based practice and innovation. Council leadership will be elected from the membership and will serve for a minimum of two years. The first year of council leadership will be in the role of co-leader and the second year will be as council leader. Elections will be held annually to replace the off going co-leader.

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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

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NKIC Charter with Measures and Deliverables

Measures: *How will we measure our success - outcomes?*
1. Increase the number of clinical nurse led research studies from 4 to 6 (NK1).
2. Increase dissemination of research findings by clinical nurses from baseline to (NK2):
   a. Internal dissemination - presentations, baseline = 1, increase to 3
   b. External dissemination – presentations, baseline = 0, increase to 2
   c. External dissemination - manuscripts, baseline = 0, increase to 1
3. Increase a) evaluation and b) use of evidence-based findings by clinical nurses to (NK3):
   a. Establish a baseline (new practice and existing practice)
   b. Increase use by 10 percent

Deliverables: *What will the team improve – structure, process?*
Research
1. Write one completed IRB-approved nursing research study in the prescribed format.
2. Conduct two clinical nurse led research studies on topics generated from Delphi study.
Dissemination of Research
1. Develop and sustain New Knowledge Dissemination Series (frequency of each topic to be determined)
   - Abstract Writing
   - Poster Presentations
   - Podium Presentations
   - Writing for Publication

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NKI Council: Dissemination Series

NKI Measures and Deliverables

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

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

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NKI Council: Dissemination Series

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
    o Create a standardized template
    o Communicate to all Collaborative Governance Councils
    o Post on intranet site - SharpNET
    o Communicate about the series

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Abstract Submission Database

Abstract Submission Database

Title	Accepted Y/N. Poster or Podium	Conference Date	Location	Presenter(s)	IRB Approved Study/Project	Abstract and/or presentation reviewed and approved - by whom and date

Dissemination Tracking Database

NK2 Dissemination- Nursing Research Findings

Name	Role	Unit/ Dept	Year	Research Topic	Manuscript	Podium (Internal/ External)	Poster (Internal/ External)

Creating a Poster Presentation

PARC – Poster Design Elements

Proximity	Alignment	Repetition	Contrast
Create a relationship among related pieces of information • Group items relating to each other together or visually connect in some way	Create order and organization; align elements to create a visual connection • Use visible or invisible lines to line up headings or text boxes	Create consistency, strengthen a design, tie elements together • Create consistency through colors, fonts, patterns e.g. using a consistent color for headings	Create differences; juxtaposition of opposing elements • Use contrast in colors, shapes, sizes and space (including white space) to emphasize or highlight elements

What is a Pos…
- A poster combines graphics to present project in visually a succinct format
- A method to display and talk to/receive from interested vie…

Overall Formattin…
- In general, information from left to right and top to bottom within several columns
- Suggested font sizes: 36 to 48 for text; 72 or bigger for titles
- Use a sans-serif font like Verdana, Arial, or Tahoma (not Times New Roman); use 1-2 fonts max on the poster
- Use professional graphics and clear, non pixelated pictures
- Make main points easy to find using bullets or numbers; avoid underlining text
- Ask someone to review/edit
- Print a 8.5x11" version to preview the overall look/layout

Keep in Mind
1. **Clarity of content** – decide on a small number of key points that you want viewers to take away
2. **Visual interest** – design the poster for viewers to notice and take interest in your project
3. **Elevator Speech** - prepare a brief overview of the poster; provide more information if viewers are interested
4. **Network** - get to know your fellow presenters

Poster Checklist
- Is the title clear, descriptive, innovative?
- Can you read the poster from a distance of four (4) to six (6)feet?
- Is the poster clean, sophisticated looking?
- Is the poster free from grammar, spelling errors, and long paragraphs; are acronyms explained?
- Does the poster provide enough information to the viewer to describe the work and make sense?
- Are the guidelines (e.g. size and mounting requirements) followed?

For more information, visit the SMH NKI Council site on SharpNET

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Creating a Podium Presentation

Stages of Preparing a Podium Presentation

Plan	Draft	Review	Peer Review	Edit	Package
• Choose a novel topic – appeal to…	• Review instructions – include company name and logos • Plan on 1 minute per slide • Use high quality graphics & images • Keep it simple	• Allow sufficient time for revisions • Present to co-workers that are and are not familiar with topic • Tape record your presentation	• Rehearse with someone who is rigorous, and will offer constructive feedback • Schedule a time that is twice as long as the presentation	• Consider comments of reviewers and practice to strengthen presentation • Review, revise!	• Revisit podium presentation guidelines • Use a style that is easy to read and follow • Make it easy for viewers to read and find key elements

What is a po… presentati…

A presentation of work, e.g. a paper o…

Helpful Hints for Podium Presentations:

Before the presentation:
- Know your audience
- Define purpose and goals of the presentation
- Ensure objectives match content
- Ensure format meets organization guidelines
- Use the same font throughout, use bullet points, and when presenting data use graphs
- Know your graphics

The day of the presentation:
- Arrive early to the venue
- Bring equipment and check before presentation
- Wear appropriate attire
- Greet the audience as they arrive

- vocalize pauses, and punctuation for aware of body language
- Podium panic - be prepared, deep breathing, and be yourself
- Consider using shorter, to exemplify a point
- try to get some audience involvement, such as asking for a show of hands to a question
- Prepare for possible Q & A
- Keep it short - if presentation is for 30 minutes, finish in 25 minutes

- **Do** make eye contact
- **Do** have a professional stance
- **Do** thank the audience, moderator, organization, and the researchers, team members, etc.
- **Don't** chew gum/candy
- **Don't** bite your fingernails
- **Don't** click or tap pen or pencil
- **Don't** play with clothing
- **Don't** shuffle notes

For more information, visit the SMH NKI Council site on SharpNET

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Writing for Publication

Stages of Writing a Publishable Paper/Article

Plan	Review	Organize	Write in Sections	Submit	Revise
• Choose a topic • Select a target journal and secure "Author Guidelines" • Select a sample article • Prepare a mind map of your proposed article	• Conduct literature search using MeSH[1] terms or headings in mind map • Read & critique articles • Synthesize articles	• Organize mind-map into "outline" for paper • Add in selected articles into a reference list or program • Prepare citations & references per guidel…	• Introduction • Purpose/Aim • Define terms • Framework • ROL[2] • Methods • Findings • Limitations • Conclusions • Implications for Practice	• Follow Author Guidelines exactly • Save each section (title page, abstract, manuscript) in a separate file • Prepare CTA[3] and save in a file • Submit as instructed	• Consider comments of reviewer(s) • Edit paper and list changes made per reviewer comments • Resubmit per editor's instructions

Publishab…
- Letters to the Ed…
- Research papers
- Theory papers
- Systematic Rev… Literature
- Review of the lit…
- Case Studies

Helpful Hints for Submissi…
- Select an innovative relevant topic ma… topic has not been published
- Select the BEST jo… topic
- Read previously p… and abstracts from journal for format
- Write an attention
- Precisely follow author guidelines for the article & abstract and for submission process
- Check grammar, spelling, readability – make it easy for the reader to follow the story

2. Use presented headings if available; review published & abstracts similar to yours
3. Keywords – provide key wo… salient terms or phrases that ensure easy searching of on databases

Article Checklist
- Is the title clear, descriptive, innovative?
- Is the abstract clear, concise & within word limits?
- Are acronyms/abbreviations defined?
- Is the manuscript free from grammar, spelling errors, and awkward sentence structure?
- Are the guidelines such as word count, page limit, headings, and citation/referencing style followed?
- Have you completed the CTA & saved into a file?

1. MeSH Terms – Medical Subject Headings
2. ROL – Review of the literature
3. CTA – copyright transfer agreement

For more information, visit the SM… Council on SharpNET or the librarian.

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Structure **PROCESS** **Outcome**

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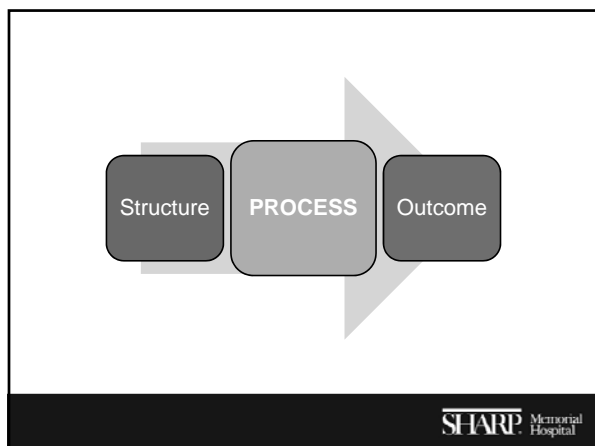
PROCESS

Process

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

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NKI Council:
Dissemination
Series

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

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Structure → **Process** → **OUTCOME**

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Outcome

Kirkpatrick's Evaluation Model

Level 1 Reaction   Level 2 Learning   Level 3 Behavior   Level 4 Results

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Kirkpatrick's Evaluation Model

Level	Evaluation Type	Evaluation Description	Examples of Methods
1	Reaction	Reaction evaluation is what participants thought and felt about the education event.	Course evaluations
2	Learning	Learning evaluation is the measurement of the increase in knowledge and skills and changes in attitudes – ideally before and after the event.	Pre/post-tests, return demonstration, case study discussion, reflective learning
3	Behavior	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.	Observation, demonstration, document review, rounding
4	Results	Results evaluation is the effect on outcomes as a result of participation in education event and behavior change.	Predetermined outcome measures

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Kirkpatrick's Evaluation Model

Level 1 Reaction Level 2 Learning Level 3 Behavior Level 4 Results
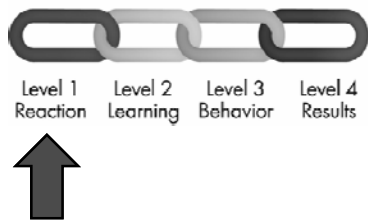
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Kirkpatrick's Level 1 Reaction

- Validated at time of educational sessions:
  - o Course evaluation

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Kirkpatrick's Evaluation Model

Level 1 Reaction Level 2 Learning Level 3 Behavior Level 4 Results
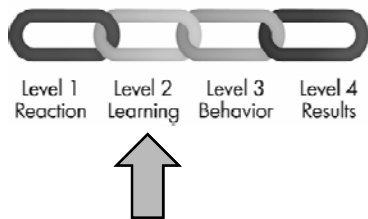
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Kirkpatrick's Level 2 Learning

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

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Kirkpatrick's Evaluation Model

| Level 1 | Level 2 | Level 3 | Level 4 |
| Reaction | Learning | Behavior | Results |

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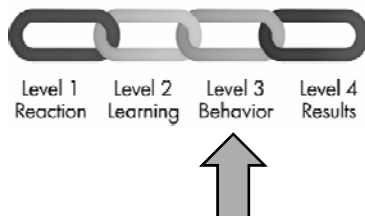
Kirkpatrick's Level 3 Behavior

- Integration of knowledge and skills into practice

- Validated through review of:
  o Abstracts
  o Posters
  o Podium presentations
  o Manuscripts

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Kirkpatrick's Evaluation Model

Level 1 Reaction · Level 2 Learning · Level 3 Behavior · Level 4 Results
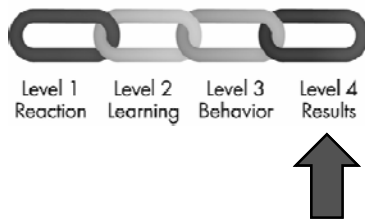
Clinical Nurse Dissemination – NK2
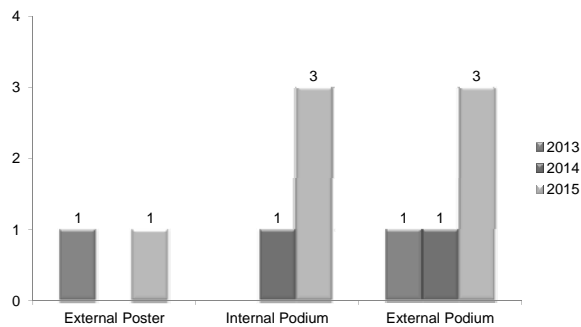
Sharp Memorial External Dissemination 2012 - 2015

Total External Dissemination by All Nurses

Chart values by year:
- 2012: 32
- 2013: 44
- 2014: 48
- 2015 Jan-Aug: 50
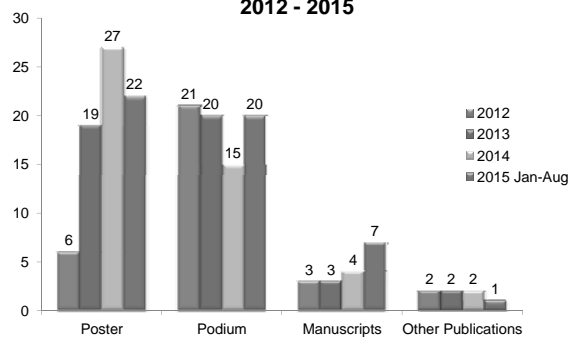
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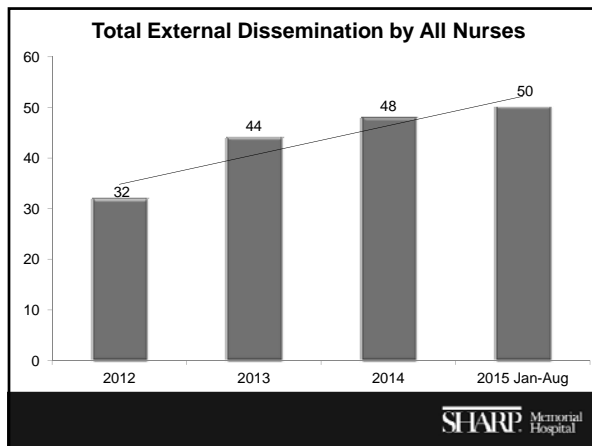
Dissemination Barriers and Facilitators

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

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Dissemination Barriers and Facilitators: Charter Scope

Scope: *Boundaries—Impact, What is in and out of our authority?*
Decisions will be limited to areas represented by membership and as applicable.
- In Control:
  - Develop, disseminate, and enculturate structures and processes related to:
    - Advancing research (NK1EO)
    - Disseminating knowledge generated through research to internal audiences (NK2)
    - Evaluating and using evidence-based findings (NK3)
    - Facilitating innovations in practice (NK4EO, NK5EO, NK6EO)
  - Provide consultation to individuals and Collaborative Governance councils on the generation of new knowledge and integration of EB findings
  - Collect and analyze data on the progress of the organization toward research and EBP
  - Submission of abstracts and manuscripts with NKI consultation and collaboration
- Within Influence:
  - Quality of proposals, abstracts, presentations, and manuscripts
- Out of Control:
  - Acceptance of manuscripts and abstracts
  - Dissemination of research findings to external audiences (NK2)

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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

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Dissemination - Conclusion

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

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Questions

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