Create A Winning Abstract
Objectives

At the completion of this webinar, participants will be able to:

- Identify the key components to be included in an abstract
- Identify do’s and don’t for successful abstracts
- List strategies for creating a poster for display
Presenters

- Mary Mazul
- Mary Jo Baisch
- Mary Rolloff
- Kyle Mounts, Moderator
WAPC Abstract Submissions

- WAPC encourages abstract submissions in 4 areas:
  - Original Research
  - Innovative Program
  - Case Study
  - Review of Literature
Abstracts are a concise summary of the presentation

- Be thoughtful and concise
- Plan ahead
# DO’S and DON’TS

<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>DON’T</strong></th>
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<tbody>
<tr>
<td>Use the correct application form</td>
<td>Use abbreviations in title</td>
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<tr>
<td>Follow specifications</td>
<td>Have a conclusion not supported by data</td>
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<tr>
<td>Create a title that is descriptive</td>
<td>Include reference citations</td>
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<tr>
<td>Limit abbreviations</td>
<td>Include authors who have not contributed</td>
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<tr>
<td>Use the active voice rather than passive</td>
<td>Include figures</td>
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<tr>
<td>Spell and grammar check</td>
<td>Doesn’t follow the submission requirements</td>
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<td>Avoid overly long sentences</td>
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Common Mistakes

- Use of wrong form
- Lack of results
- Lack of methodology
- Lack of conclusion – so what?
- Results don’t support conclusions
- Typographical errors
Original Research

Five areas of content.
- Statement of the Problem
- Purpose of the Study
- Methods/design
- Results
- Conclusion
Why is this an issue worthy of study?
- Generally 2-3 sentences
- Rationale for studying this issue.
- Know your audience. Why would they be interested in this topic?
- You don’t need to share data in this section but your poster will need to speak to it.

Milwaukee has one of the highest racial disparities in birth outcomes in the nation. African American infants die at a rate nearly three times higher than White infants. Early, consistent prenatal care has been identified as a factor that can improve infant mortality. Despite this benefit, African American women tend to use prenatal care less than Whites. Numerous studies have attempted to identify both barriers and motivators to obtaining prenatal care. However, there is little knowledge on the barriers and motivators of African American women.
While the overall purpose of our project was to examine experiences of prenatal care in a sample of low income African American women, many of them shared in detail the barriers and motivators to obtaining prenatal care in Milwaukee.

Your research question
- Related to your statement of the problem
- It either tries to solve the problem or issue in your statement
- Or it tries to add understanding to the problem in more depth
Methods/Design

- How did you conduct this research?
  - Who or what did you study?
  - How did you gather your data?
  - What did you measure?
  - How did you measure?
  - How did you analyze your data?

- We conducted six focus groups with twenty-nine women and two individual structured interviews. Transcripts were coded to identify barriers and motivators to obtaining prenatal care. These codes were then reviewed to identify emergent themes. Validity and relevance were maintained using an audit trail, peer debriefing and two individual member validation sessions.
Thematic analysis revealed several barriers to obtaining prenatal care in Milwaukee including structural barriers such as transportation and insurance, attitudes towards prenatal care, perceptions of poor quality of care and intendedness of pregnancy. Motivators included positive experiences such as genuine and trusting relationships with care providers, polite staff and providers and psychological support.
Conclusion

- Pulling it together
  - What are the implications for this study?
  - What are the contribution’s of this study?

- The women in this study recognized barriers and motivators in obtaining prenatal care. These findings suggest an ideal prenatal care model for low income African American women. This model could help providers, clinics and hospitals understand unintentional barriers and develop innovative practices that promote the use of prenatal care.
Challenges

- Summarize your entire research study into 350 words.
  - Make strong connections between all areas of the abstract.
  - Write to an audience that may not be experts in your area of research.
INNOVATIVE and / or QI PROJECT
What is a QI Project?

- A description of the process of delivery of a service paying attention to every step needed to maintain a level of quality.

What is program evaluation?

- A systematic method of determining the effectiveness and/or efficiency of a project.
The following slide shows a template for a poster for an innovative program or project.

The components to include in your abstract are shown in blue font and blue boxes.

Text in black font indicates additional information to include on the poster.
Presentation of Innovative and/or QI Projects

**Purpose of the Project**
- Significance of the project
- Important literature sources
- Definitions of key terms

**Project Title**

**Authors**

**Background**
- Outcomes and/or Lessons Learned to date
  - In bulleted list
  - In graphics and/or tables
  - May include photos or other ways to illustrate the project

**Methods and/or Key Elements of the Project Intervention**

**Conclusion**
- Summary of what you learned
- Implications
  - Practice
  - Education
  - Policy
  - Future studies

**Acknowledgements**

**Reference list**
CASE STUDY
Unique Clinical Case
Case Study

- Project Title
- Purpose
- Background
  - What is known about past cases; what is unique to this situation
- Methods or Key Elements
  - Details of case
- Results – outcomes
- Conclusion
Literature Review
To Include:

- Literature Search Strategy
- What databases; parameters
- Number of studies reviewed
- Strengths and weaknesses
- Conclusions
Creating a Poster
Poster Presentations

- Visual display to be read and viewed by professionals in an informal setting.

- Purpose of posters is to translate ideas into graphic form – want to **show** viewers instead of telling them.
Posters

**ADVANTAGES**
- Foster creativity
- Viewed at own pace
- Flexible
- Good medium for visual learners

**DISADVANTAGES**
- $$$
- Passive learning
- Unappealing if not well constructed
- Take time to construct
- Cumbersome to transport and display
Tips to Good Posters

- Use Visuals
- Readable from 4-6 feet away
- Flow from left to right and top to bottom
- Self explanatory graphics
- Bullet the text
- Neutral backgrounds

Self explanatory graphics

Readable from 4-6 feet away

Flow from left to right and top to bottom

Neutral backgrounds

Bullet the text
Posters

Before you start:

- Identify main message
- Space available
- Budget
- Format
- Deadline
Minimal text if possible

Use phrases when appropriate

Use active voice

Avoid jargon

Consider font type and size
DIFFERENT TYPES OF PRINT

SANS SERIF BETTER THAN SERIF
The use of evidence for clinical decision-making is a concept that has received increased attention in recent years. In 2003, the Institute of Medicine reinforced the need for educators to evaluate curricula for inclusion of evidence-based practice strategies and application of quality improvement approaches along with other core criteria (Long, 2003).
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Colors

- Colors enhance readability
- Look for contrasting colors
- Limit the number of colors
- Pick carefully
Software

- Print Shop Deluxe
- PowerPoint
- Makesigns.com
Creating Posters in PowerPoint

- Open a new presentation
- Click on design and then page set-up
- Adjust the width and height to desired poster size.
- Decide landscape or portrait.
- Insert text boxes for content. The size of the box will change based on amount of content and font size.
- Right click and select “format shape” for box lines, color, thickness, etc.
- Insert graphics as desired
- Modify background by clicking on the Design tab
Teaching Preconception Care Through Active Learning

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Madison, WI

Problem:
1. 49% of pregnancies are unplanned, increasing the risk for problems\(^1\)
2. Healthy People 2020 has several objectives related to increasing preconception planning\(^2\)
3. Traditional lecture teaching methods are less effective for learning\(^3\)

Objectives: Through the assignment, students will:
1. Apply the principles of health promotion & disease prevention to a preconception issue.
2. Reflect on the value of preconception care.
3. Create meaningful learning through application of principles to self.

Assignment:
1. Complete the Becoming a Parent Preconception Checklist\(^\text{©}\)
2. Identify the pathophysiology and significance to pregnancy for 1 issue from the checklist
3. Create a plan of care to address the issue during the preconception period
4. Reflect on significance of preconception care and suggestions to incorporate into the health system

Results: Quotes from the reflections:
1. Apply principles of health promotion and disease prevention
   “This exercise . . .has greatly influenced my views on prenatal care, and preconception planning. Where I’m from, preconception planning is something I had never really thought of.”
2. Reflect on the value of preconception care
   “This exercise made me a lot more aware of things that I need to do before I plan to get pregnant.”
3. Create meaningful learning
   “Learning about having diabetes while being pregnant, has really opened my eyes. I am considered pre-diabetic myself so now I know what I should work on to decrease risks . . .”
Other questions?

- For other questions about submitting an abstract please contact WAPC staff at
  - 608-285-5858 or
  - wapc@perinatalweb.org
- The deadline for submissions for the 2015 WAPC Annual Conference is **Friday, January 23**.
- The 2015 Annual Conference will be held April 26-28, 2015, at the Radisson Paper Valley Hotel in Appleton.