

First Steps to Dissemination - Writing for Publication and Conference Presentation


Heather Loveday, Editor, Journal of Infection Prevention

A Webber Training Teleclass

First steps to dissemination - writing for publication and conference presentation.

Heather Loveday
Editor, Journal of Infection Prevention

Hosted by Maria Bernallick
maria@webbertraining.com



www.webbertraining.com February 22, 2011

Objectives

1. Select an appropriate publication/ dissemination destination;
2. Assess the suitability of an opinion, education, service or research output for publication;
3. Write a plan for a publication using an appropriate publication format;
4. Discuss ethical issues associated with publication and dissemination.

An overview of the session

- Why you should publish or present at conferences?
- What do journal editors/ conferences want?
- The essentials of writing an abstract /paper/poster;
- Do's and don'ts of style and presentation
- Getting the most from peer review
- Publishing ethics

Why publish?

- It is important to:
 - Prevent the re-invention of the wheel
 - Share and stimulate changes in practice
 - Challenge the status quo
 - Disseminate your research or quality improvement initiatives
 - Develop your professional skills
 - Requirement of your clinical or academic role

What to publish?

- Something new
- Innovative
- Transferable
- Well written / presented
- Relevant and accessible to the audience
- Important to practice or service delivery
- Challenges the status quo

Selecting a Journal

- Check out information for authors
 - Structure
 - Focus or scope of the Journal
 - Word count
 - House style (e.g. fonts, spacing)
 - Referencing system
- Knowing what is expected could save you a lot of time later
- If you are not sure contact the Editor to discuss your idea

Hosted by Maria Bernallick maria@webbertraining.com
www.webbertraining.com

First Steps to Dissemination - Writing for Publication and Conference Presentation

Heather Loveday, Editor, Journal of Infection Prevention

A Webber Training Teleclass

Selecting a topic

- Your work is more likely to be accepted if it matches the publisher's need.
 - Look at previous contributions to see how your work will fit in.
 - Add to the current state of knowledge.
- Look out for calls for papers - especially for conferences and special issues of journals.
- If you have any doubts about the suitability of your work for this outlet then contact the editor to ask for advice.

The essentials....

- The title is the hook!
- The abstract reels them in....

The hook

- Keep it short and to the point (10 to 15 word max)
- Use the key words in the title
- Don't be too obscure - remember that citation indexes use the title in assigning MeSH headings.

The essentials....

- Good structure is like a good map, it makes a manuscript and poster readable. You need to signpost and link your material to ensure that readers don't get lost.

The essentials....

- Structure and style are important
 - Spend time selecting the appropriate structure for the content and the reader
 - Scientific (ImRAD)
 - Quality Improvement
 - Systematic Review
 - Letter
 - Opinion

Scientific structure - IMRaD

- As Eric Morecombe might say:

"You played all the right notes but not necessarily in the right order!"
- Good structure requires planning, discipline and patience.

First Steps to Dissemination - Writing for Publication and Conference Presentation

Heather Loveday, Editor, Journal of Infection Prevention

A Webber Training Teleclass

The beginning or Introduction

- Background and context
 - Setting
 - Literature, policy and scientific
 - Why was the study or improvement carried out?
- Keep it short and succinct

The middle 1 - Methods

- How you went about your study, outbreak investigation, review
 - Describe how participants were selected and excluded
 - Intervention
 - Data collection tools
 - Laboratory tests
 - Measurement techniques
 - Statistical methods
 - Ethics
 - Approval, Consent

The middle 2 - Results

- This section also requires discipline.
 - Relevance is key
 - Descriptive and statistical data
 - Themes and categories
 - Verbatim quotes where they add to the story
- Use a balance of text, tables and figures
 - Don't use text to describe numbers or graphical data
 - Remember pictures and graphs can 'paint a 1000 words'

The end - Discussion

- Findings - don't overegg the outcomes
- Strengths and weaknesses, remember nothing is perfect!
 - How might the design or execution be improved
- Relationship of your study to other studies
 - Particularly any differences in outcomes
 - Negative findings are important
- What are the implications for practitioners, managers or policymakers, if any?
- Further research priorities

The essentials... style

- Clarity
 - Short words, sentences and paragraphs
- Vocabulary
 - Avoid jargon
 - Use plain English
 - Limit abbreviations
 - Avoid slang and cliché
- Coherence
 - Logical development
 - First and last sentences

Posters.....

- Your poster should be designed to:
- Catch the viewer's attention
- Quickly acquaint the viewer with the basics of your subject
- Make the viewer want to learn more

First Steps to Dissemination - Writing for Publication and Conference Presentation

Heather Loveday, Editor, Journal of Infection Prevention

A Webber Training Teleclass

The Hurdles - Criteria for authorship

- Authorship should be based only on a substantial contribution to:
 - Conception and design or analysis and interpretation of data *and*
 - Drafting the article or revising it critically for important intellectual content *and*
 - Final approval of the version to be published.

International Committee of Medical Journal Editors

The Hurdles - Peer review

- Manuscripts sent to 2-3 independent reviewers
- Provide perspective on the quality of the paper
 - Objective
 - Subjective
- Benefits come from improving what is published rather than sorting the wheat from the chaff

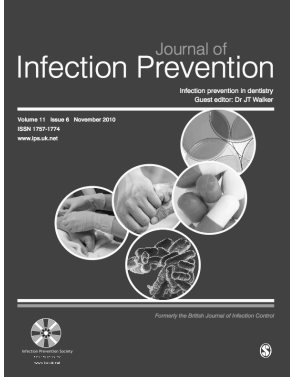
The Hurdles - Conflict of interest?

- A conflict of interest exists when person has an affiliation that is not transparent to the reader or editor but which may affect his or her impartiality.
- **Always declare a conflict of interest.**
- **Transparency is better than embarrassment.**

Good publication practice

“Guidelines on good publication practice” from the Committee on Publication Ethics (COPE)

Available free at www.publicationethics.org.uk



Journal of the IPS
Bi-monthly publication
Blind peer review
Indexed by CINAHL and Scopus
Welcomes manuscripts from colleagues internationally that have relevance to UK practice

JIP Call for Papers


- Research and surveillance - original research/ short reports
- Systematic reviews
- Quality improvement, patient safety, audit
- Scientifically designed product evaluations
- Education - CPD topics, learning and teaching
- Management - Commissioning, strategy, regulation governance
- Opinion and Letters
- Photo surveillance
- The quirky and light-hearted - IPSus

Hosted by Maria Bernallick maria@webbertraining.com
www.webbertraining.com

First Steps to Dissemination - Writing for Publication and Conference Presentation

Heather Loveday, Editor, Journal of Infection Prevention

A Webber Training Teleclass

2011 British Teleclass Topics	
<p><i>February 22 ...</i> Writing for Publication and Conference Presentation – First Steps to Dissemination</p>	
<p><i>March 15 ...</i> Moving Closer to Nirvana – The Importance of Nurse Empowerment</p>	
<p><i>April 12 ... (Free Teleclass)</i> Voices of the IPS</p>	
<p><i>April 28 (Free Teleclass) ... A.D. Russell Memorial Teleclass</i> The Spaulding Classification, Disinfection and Sterilization: Is it Time to Reconsider</p>	
<p><i>July 14 (Free Teleclass) ...</i> Climate Change and Infectious Disease</p>	
<p><i>Free WHO Teleclasses (Europe) ...</i> - April 6 ... Hand Hygiene Education and Monitoring - May 5 ... Importance of Worldwide Hand Hygiene Events & Activities - July 20 ... Highlights and Results from May 5 Activities - August 24 ... Latest Update on Clostridium difficile Control - October 4 ... MRSA Control – Is Search & Destroy the Way to Go?</p>	
www.webbertraining.com/schedulep1.php	

Hosted by Maria Bennallick maria@webbertraining.com
www.webbertraining.com