Key Elements in Developing a Poster for National Presentation

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Objectives

□ Name the required information to include in an abstract and poster.
□ List essential components in the design and organization of a poster for national presentation.
Purposes of Poster Presentation

- Communicate findings visually
- Provide alternate presentation opportunities
- Demonstrate work in progress
- Create opportunities to network and interact informally with colleagues
- Communicate complex data simply

Atkinson, Gagliardi & Grant, 2007.
Abstract

- Abstracts are submitted well in advance of the presentation
- Know your audience
- Follow submission guidelines from the professional organization
- Typically one page in length

Comparision of the Job Satisfaction of Experienced Medical-Surgical and Critical Care Nurses

Primary Author: Cindy Ward, BSN, MS, RNC, CMSRN, Centra Health - Lynchburg General Hospital, Lynchburg, VA
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Purpose/Aims: To test the hypothesis that experienced (> 5 years) critical care nurses will express higher levels of job satisfaction than experienced (> 5 years) medical-surgical nurses.

Design: The study was based on Imogene King’s Theory of Goal Attainment for creating improved job satisfaction for professional nurses. The instrument used was Atwood and Hinshaw’s Job Satisfaction Scale (1984) along with five items from Slavitt, et al’s (1978) Index of Work Satisfaction.

Population/Sample Studied: A convenience sample was used, composed of critical care and medical-surgical nurses with at least 5 years of experience employed at the authors’ place of employment.

Methods: The instrument and a self-addressed stamped envelope were placed in the mailboxes of all nurses who met criteria for inclusion in the study. A follow-up postcard was distributed 2 weeks later to maximize response rate.

Data Analysis: A total of 154 surveys were sent to the subjects. There were 79 valid responses (51%); 41 (51.9%) from medical surgical nurses and 38 (48.1%) from critical care nurses. The mean number of years of experience was 19. The Cronbach’s alpha for the combined scales was acceptable at .720. An independent t test was performed on each of the following variables: quality of care (t(77) = -1.620, p = .109), enjoyment (t(77) = -.664, p = .509), time to do one’s job (t(77) = -.670, p = .505) and task requirement (t(77) = -1.713, p = .091).

Findings: No significant difference was found in the level of job satisfaction between the medical-surgical nurses and the critical care nurses.

Implications: Medical-surgical and critical care nurses in the study did not have significantly different levels of job satisfaction.

Conclusions/Recommendations: No direct change in practice is warranted due to the small sample size. The recommendation is to explore a larger sample size at a variety of types of hospitals using a different type of sampling.

From/To Time Period of Study: Data collection occurred over a two week period from January 2006 to February 2006.

Funding Received: None
The abstract generally contains 5 sections:

- Background
- Aims (Purpose)
- Methods
- Results
- Conclusion

Examples of Where to Submit Abstracts

- Virginians Improving Patient Care & Safety (VIPC&S), held in May in Richmond, www.vipc5s.org
- Virginia Association for Healthcare Quality, held in October at various sites in Virginia, www.vahq.org
Examples of Where to Submit Abstracts (continued)

- Specialty nursing organization conferences
  - Academy of Medical Surgical Nurses
    [www.medsurgnurse.org](http://www.medsurgnurse.org)
  - American Association of Critical Care Nurses
    [www.aacn.org](http://www.aacn.org)
  - Association of Women’s Health, Obstetric and Neonatal Nurses
    [www.awhonn.org](http://www.awhonn.org)
Examples of Where to Submit Abstracts (continued)

- ANCC National Magnet Conference
  www.anccmagnetconference.org
- Nursing Management Congress
  www.nmcongress.com/
Things to Consider

- Size of area for display
- Your budget for the poster
- Available resources (graphics design department)
- Mode of travel to the conference

Poster Format

- Multiple panel
  - Make with computer word processing program
  - Mount separate pages on mounting board
  - Inexpensive to produce
  - Easy to transport
  - Easy to edit or update

Atkinson, Gagliardi & Grant, 2007
Poster Format (continued)

- Single sheet
  - Easier to mount on display board
  - Looks more professional
  - Harder to transport
  - More expensive
  - Entire poster has to be re-done to edit or update

Atkinson, Gagliardi & Grant, 2007.
Organizing the Poster

- Title
- Authors’ names
- Include same sections as the abstract: background, aims (purpose), methods, results, conclusions
- Organize from left to right

Boullata & Mancuso, 2007
Russell & Good, 2006.
Designing the Poster

- Keep it simple
- Leave white space around text
- Don’t use more than two fonts
- Keep color scheme simple
- Use graphs, photos, drawings, etc

Designing the Poster (continued)

- Title and main headings should be readable from 10 feet away.
- Remainder of text should be readable from 3 – 5 feet away.
- Remember the 10 – 10 rule.
  - Average person will spend 10 seconds skimming the poster from 10 feet away.

Where to Have Poster Made

- Mega Print, Inc.
  www.postersession.com

- International Imaging, Inc.
  www.thinkiii.com
Making a Single Sheet Poster

- Use program such as Power Point®, QuarkXpress®, Adobe Illustrator®, CorelDraw®, InDesign®, Pagemaker to design poster
- File can be emailed to company
- Mega Print offers templates based on the size poster you want
PURPOSE AND HYPOTHESIS

We hope you find this template useful! This one is set up to yield a 48x36” (4x3’) horizontal poster.

We’ve put in the headings we usually see in these posters, you can copy and paste and change to your hearts content! We’ve left our text in red so you’ll know what text you have brought in, and be sure to get rid of anything we put in. We suggest you use black text against a light background so that it is easy to read. Background color can be changed in format-background-drop down color menu.

The boxes around the text will automatically fit the text you type, and if you click on the text, you can use the little handles that appear to stretch or squeeze the text boxes to whatever size you want. You can simply delete the lines by going to format-colors and lines and selecting no line.

The dotted lines through the center of the piece will not print, they are for alignment. You can move them around by clicking and holding them, and a little box will tell you where they are on the page. Use them to get your pictures or text boxes aligned together.

How to bring things in from Excel and Word

Excel - select the chart, hit edit-copy, and then edit-paste into PowerPoint. The chart can then be stretched to fit as required. If you need to edit parts of the chart, it can be ungrouped. Watch out for scientific symbols used in imported charts, which PowerPoint will not recognize as a used font and may print improperly if we don’t have the font installed on our system.

Word - select the text to be brought into PowerPoint, hit edit-copy, then edit-paste the text into a new or existing text block. This text is editable. You can change the size, color, etc. in format-text. We suggest you not put shadows on smaller text.

Scans

We need images to be 72 to 100 dpi in their final size, or use a rule of thumb of 2 to 4 megabytes of uncompressed .tif file per square foot of image. For instance, a 3x5 photo that will be 6x10 in size on the final poster should be scanned at 200 dpi.

We prefer that you import.tif images into PowerPoint. Images that are greater than 16 megabites will show on the screen, but will not print. JPEG files are OK, but if you can convert them to.tif we prefer it.

If you have comments about how this template worked for you, email to alec@megaprint.com

We listen! Call us at 800-590-7850 if we can help in any way!
Tips

- Order plastic carrying tube to transport your poster
- Check tube with luggage or ship in advance
- Take extra push pins with you
- Provide handouts with your contact information
Presenting Your Poster

- You will be assigned times to stand with your poster to answer questions.
- Dress professionally.
- Have copies of your abstract or poster to hand out.
- Be sure to include your contact information.
References