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

Heather Loveday
Editor, Journal of Infection Prevention

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
• Innovatory
• 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

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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

<table>
<thead>
<tr>
<th>The beginning or Introduction</th>
<th>The middle 1 - Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Background and context</td>
<td>• How you went about your study, outbreak investigation, review</td>
</tr>
<tr>
<td>▫ Setting</td>
<td>▫ Describe how participants were selected and excluded</td>
</tr>
<tr>
<td>▫ Literature, policy and scientific</td>
<td>▫ Intervention</td>
</tr>
<tr>
<td>▫ Why was the study or improvement carried out?</td>
<td>▫ Data collection tools</td>
</tr>
<tr>
<td>• Keep it short and succinct</td>
<td>▫ Laboratory tests</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The middle 2 - Results</th>
<th>The end - Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td>• This section also requires discipline.</td>
<td>• Findings - don’t overegg the outcomes</td>
</tr>
<tr>
<td>▫ Relevance is key</td>
<td>▫ Strengths and weaknesses, remember nothing is perfect!</td>
</tr>
<tr>
<td>▫ Themes and categories</td>
<td>▫ How might the design or execution be improved</td>
</tr>
<tr>
<td>▫ Verbatim quotes where they add to the story</td>
<td>▫ Relationship of your study to other studies</td>
</tr>
<tr>
<td>• Use a balance of text, tables and figures</td>
<td>▫ Particularly any differences in outcomes</td>
</tr>
<tr>
<td>▫ Don’t use text to describe numbers or graphical data</td>
<td>▫ Negative findings are important</td>
</tr>
<tr>
<td>▫ Remember pictures and graphs can ‘paint a 1000 words’</td>
<td>▫ What are the implications for practitioners, managers or policymakers, if any?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The essentials... style</th>
<th>Posters......</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Clarity</td>
<td>• Your poster should be designed to:</td>
</tr>
<tr>
<td>▫ Short words, sentences and paragraphs</td>
<td>▫ Catch the viewer’s attention</td>
</tr>
<tr>
<td>• Vocabulary</td>
<td>▫ Quickly acquaint the viewer with the basics of your subject</td>
</tr>
<tr>
<td>▫ Avoid jargon</td>
<td>▫ Make the viewer want to learn more</td>
</tr>
<tr>
<td>▫ Use plain English</td>
<td>▫ Avoid slang and cliché</td>
</tr>
<tr>
<td>▫ Limit abbreviations</td>
<td>▫ Logical development</td>
</tr>
<tr>
<td>▫ Avoid slang and cliché</td>
<td>▫ First and last sentences</td>
</tr>
<tr>
<td>• Coherence</td>
<td>--------------</td>
</tr>
<tr>
<td>▫ Logical development</td>
<td>--------------</td>
</tr>
<tr>
<td>▫ First and last sentences</td>
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Design essentials......

- Size and orientation matters
- Avoid crowded and cluttered posters.
- Your poster should stimulate discussion, not give a long presentation.
- Your material must be readable from distances of approximately three feet or more.
- Keep your text to a minimum. Emphasise graphics, charts, graphs and photos.
- Use simple fonts and font sizes that are easy to read; use bold type to ensure legibility.
- When choosing a background, remember that neutral or greyscale colours will be easier on the eyes than a bright colour.
- Use arrows, numbers, bullet points or other devices to show those who will be viewing your poster the preferred sequence in which your poster should be reviewed.

Design essentials......

- Size and poster orientation - check the guidance for presenters.
- Avoid crowded and cluttered posters.
- Your material must be readable from distances of approximately three feet or more.

- Your poster should stimulate discussion, not be Lord of the Rings or a marathon presentation.
- Keep your text to a minimum. Emphasise graphics, charts, graphs and photos.
- Use simple fonts and font sizes that are easy to read; use bold type to ensure legibility.
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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 and governance
- Opinion and Letters
- Photo surveillance
- The quirky and light-hearted - IPSus

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2011 British Teleclass Topics

February 22 ...
Writing for Publication and Conference Presentation
– First Steps to Dissemination

March 15 ...
Moving Closer to Nirvana – The Importance of Nurse Empowerment

April 12 ... (Free Teleclass)
Voices of the IPS

April 28 (Free Teleclass) ... A.D. Russell Memorial Teleclass
The Spaulding Classification, Disinfection and Sterilization: Is it Time to Reconsider

July 14 (Free Teleclass) ...
Climate Change and Infectious Disease

Free WHO Teleclasses (Europe) ...
- 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?

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