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Dissemination & Publication Strategies

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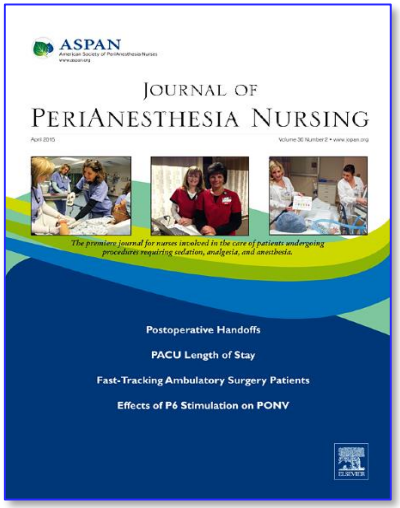
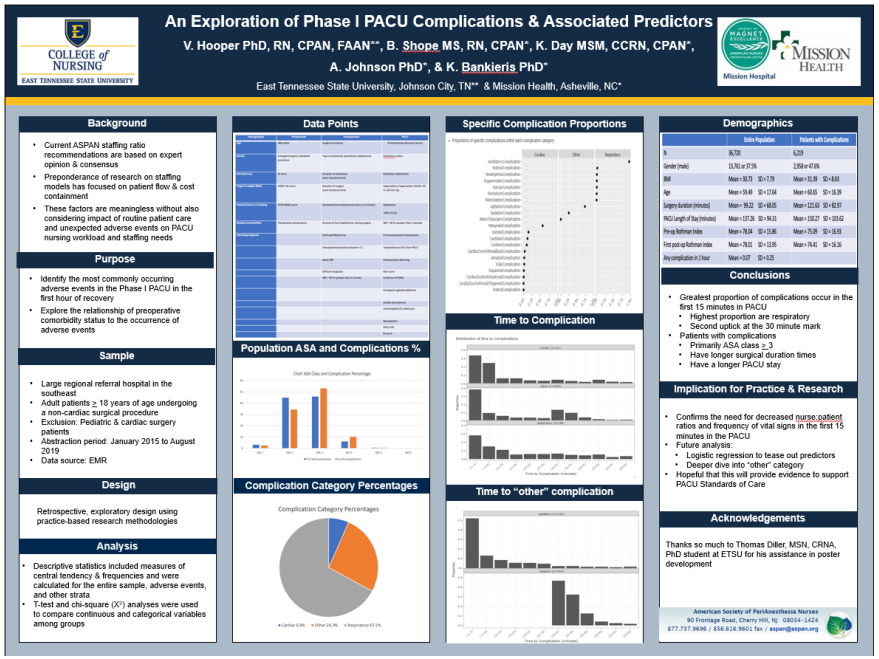
Why Disseminate?

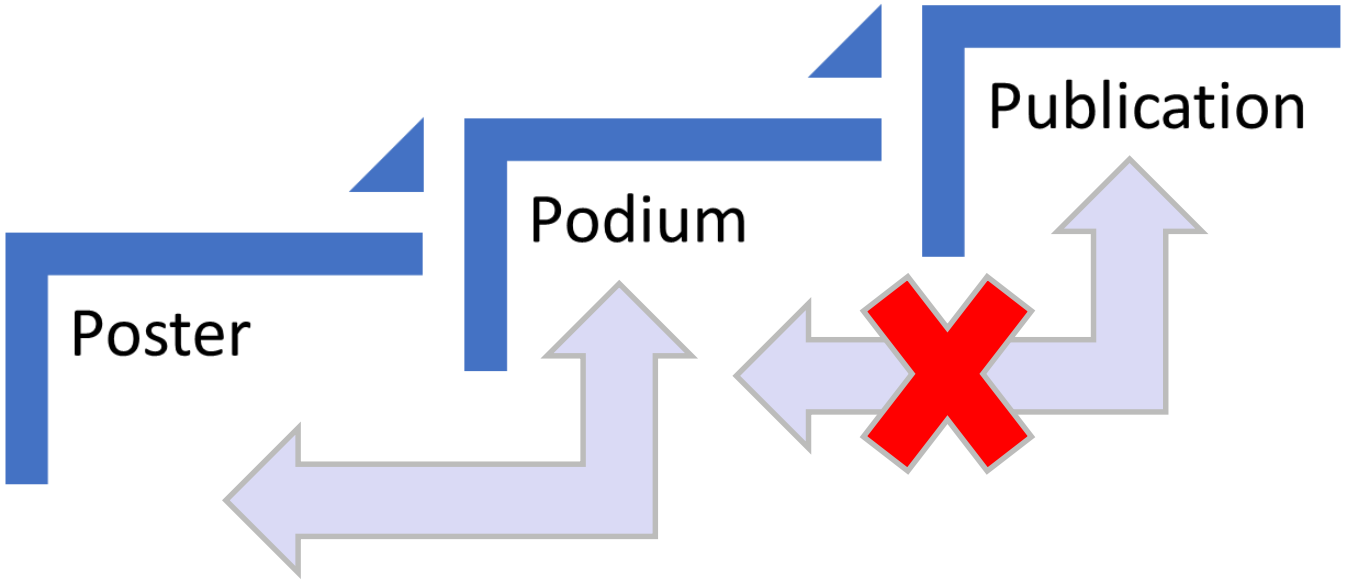
- Big picture
  - Advances the science
  - Shares findings with like institutions
    - Finishing the project is easy…..but you owe dissemination to humanity
- Smaller picture
  - It feels good!
  - Advances you professionally as an individual

Ways to Disseminate





Order of Dissemination



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POSTER OR PODIUM

It all starts with an abstract!

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First: Evaluate the Abstract Call

- Conference date
- Conference costs
- Due date
- Length
  - Look closely for word or character count limit
- Suggested topics/tracks
- Suggested headings
- Submission link/process
- Other abstract requirements
- Response date

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Common Abstract Headings

- Introduction/context
  - Background
    - Startling statistics/dire consequences
  - Problem statement
    - The purpose of this project was….
- Project description/Methodology
- Results
  - Provide data if possible
- Discussion/implications
  - Barriers/facilitators
  - What does this mean for practice
  - Other implications

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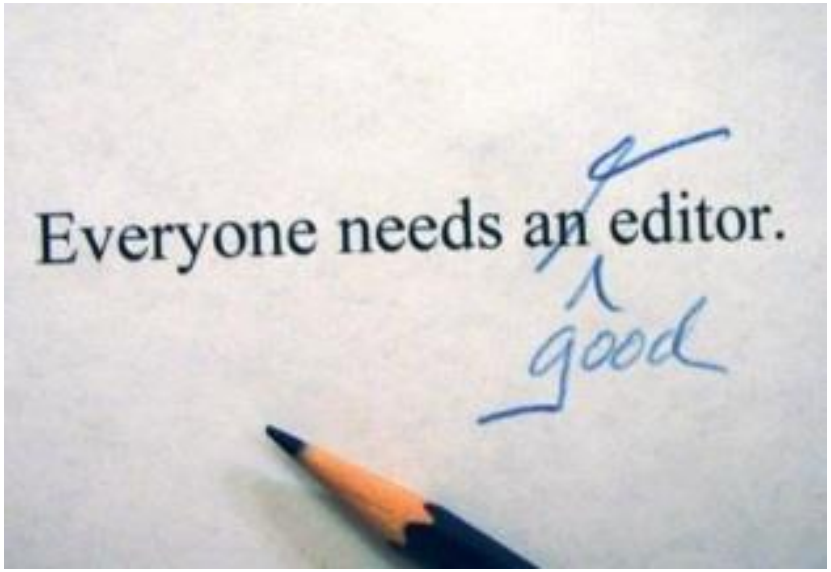
Editing Tips

- Use active voice
- Avoid multiple adjectives & adverbs
- Use hyphens & backslashes
- Use acronyms when appropriate
- Call a friend!



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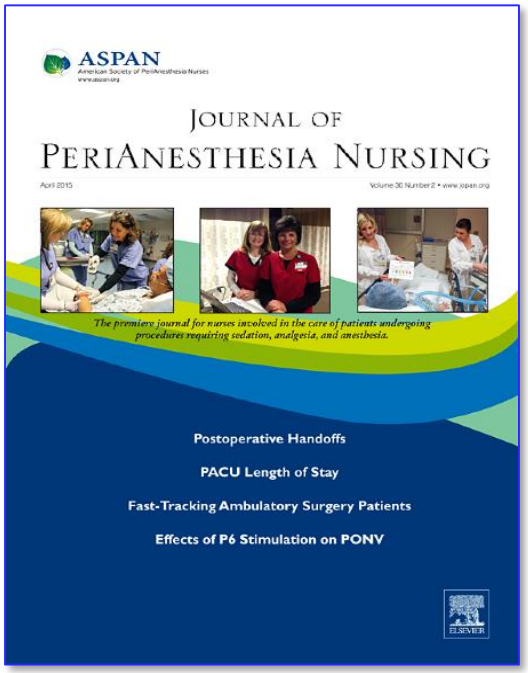
Publication: Getting Started

- Establish authorship order
  - International Committee of Medical Journal Editors (ICMJE)
    - http://www.icmje.org/recommendations/browse/roles-and-responsibilities/defining-the-role-of-authors-and-contributors.html
- Pick the right journal
  - JANE: Journal/Author Name Estimator
  - http://jane.biosemantics.org/
- Query letter/email
- Start with an outline
  - A poster or podium presentation gives you a great start



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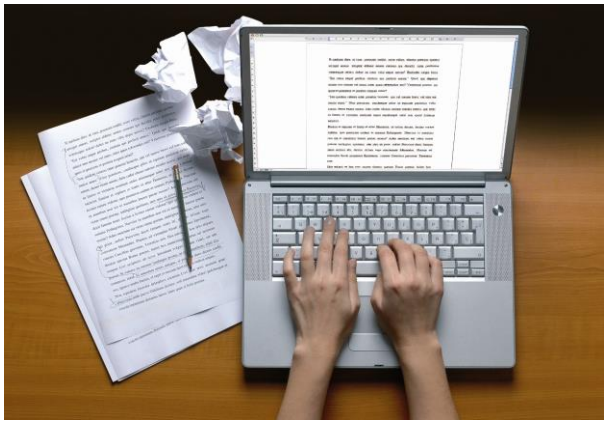
Author Guidelines

- Look at the Journal Website
  - Mission statement
  - Target audience
  - Types of manuscripts accepted
  - Types of headings
- Author guidelines
  - Manuscript formatting
    - Page/word/character count
    - Margins
    - Font type and size
    - Reference style
    - Continuous line numbers
  - Abstract formatting
    - Word count
    - Headings
    - Key words
- Submission link/process

Publication: Other Helpful Hints

- Establish a timeline
- Set up a writing space
- Block time to write
- Share with colleagues and ask for honest feedback
- Submit: Just do it!



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Writing Resources

- Rosemary Camilleri Writing Blog
  - http://writingsems.blogspot.com/
- Nurse Author & Editor
  - http://naepub.com/

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