Creating Compelling Conference Abstracts (March 6th, 2023)
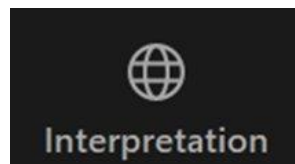
Interpretation

Zoom Features

- Please stay on mute unless you are speaking.

- Live Spanish interpretation: Use the interpretation option in the Zoom toolbar (Globe icon)

- Use the Chat feature! Introduce yourself, submit a question for the speakers.

- Materials from this session will be shared broadly with the Learning Community through our website's library and the Adult Vax Program listserv

- Technical problems? Email **vaxequitylearning@urban.org**

Today's Facilitator

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Senior Fellow
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Experience with Conference Abstracts (Two Polls)

- Have you ever submitted an abstract to a conference or meeting?

- (If you just answered yes) Has an abstract you submitted to a conference or meeting ever been accepted for an oral or poster presentation?

Answer on the pop-up polls on Zoom!

The Basics: What is an Abstract?

Definition: Concise description of your research study or your larger project

Should Tell the Reader:
1. **WHAT** you did
2. **WHY** you did it
3. **HOW** you did it
4. **WHAT** you found, and
5. **WHAT** it means

Why Submit an Abstract/Attend a Conference?

Steps in the Abstract Process

1. Identify relevant conferences that you could realistically attend
    - *Reference*: List of P4VE-relevant 2023 conferences
2. Research/make note of submission requirements
3. Develop and submit the abstract
4. Wait for a response (may be months)
5. If accepted, confirm/make plans to attend the conference
6. If not accepted, seek ways to improve the abstract and try again!

Developing Your Abstract

- Start with idea or topic relevant to what conference organizers want
  - Consider annual theme, topic lists included in submission instructions for each section/caucus

- Create outline based on required sections, fill with key points to include

- Write, then review/revise with fresh eyes

- Ask someone you trust to review
  - Get funder review if necessary

Some Things to Avoid

- Overdoing background/introductory material
- Unexplained acronyms or abbreviations
- Too much jargon/filler (space is limited, ask yourself if it's necessary)
- Incomplete sentences, grammatical errors and typos
- References (don't need these)

Submitting Your Abstract

- Create a document with everything you'll need to submit:
    - Abstract (check your word counts!)
    - Learning Objectives
    - Key Words
    - Questions on Qualifications, Conflict of Interest, Funding, etc.
    - Titles, Organization, and Contact Information for All Authors
    - Author Order

    Reference: Abstract Submission Template for the APHA Annual Meeting
    Reference: Examples of successful abstracts from the 2022 APHA Annual Meeting

Key Tip: Plan ahead so you make the deadline!

Our APHA Abstract Submission Template
Typical Abstract Elements with Annotations

Typical Abstract Elements

Research Abstract	Programmatic Abstract
Title	
Use a title that is descriptive, succinct, and eye-catching. Aim for a dozen words or less. Consider: What is your proposed conference presentation about and what makes it interesting?	
Background/Problem Statement	
Outline the problem(s) your research or program addresses and why they are important. The final sentence of this section should state your presentation topic and/or research question. Consider: What motivated your work, and why should someone care about it?	
Methods	**Description or Approach**
Describe your research activities. Include a timeframe and information about your study population (e.g., number of people targeted or reached by your intervention). Consider: How did you design your study; what data did you collect and/or analyze, and how?	Describe your program activities. Include a timeframe for those activities and information about your target population (e.g., number of people reached by your intervention). Highlight your most significant accomplishments and use data points and specific timeframes (e.g., A total of XXXX people received a COVID-19 vaccine dose at our mobile clinics between MONTH and MONTH YEAR). Consider: How did you approach the problem and what progress have you made to address it?
Results	
Highlight your top research findings. Quantitative research analysis descriptions should include relevant data points (e.g., descriptive or impact measures). Qualitative research analysis descriptions should include common themes.	
Conclusions or Lessons Learned	
Include the key takeaway points (choose the top 1-3) from your research project or program activities. What "pearls of wisdom" do you want to impart to others?	
Recommendations/Implications for Policy or Practice	
What do your findings mean in the context of broader efforts to further vaccine equity/health equity? What changes should be made/approaches should be adopted by public health providers, policymakers, or others (specify your target audience!) based on what you did and/or what you found?	

Successful Examples from APHA 2022

- Programmatic abstract: *Using Behavioral Science to Equip Trusted Messengers as Vaccine Ambassadors*
    - Program: Community Based Public Health Caucus
    - Accepted for poster presentation

- Research abstract: *Better Together: A Group Learning Approach to Vaccine Equity in the Era of COVID-19*
    - Program: Public Health Education and Health Promotion
    - Accepted for oral roundtable presentation

Our APHA Abstract Submission Template
All the Other Submission Fields

Other Fields Typically Needed for an APHA Submission

APHA Program:
Follow *this link* to view the list of programs/topics/caucuses.

APHA Topic (Select 1 from APHA abstract submission form drop-down list):
Within each program/topic/caucus, there is a sub-topic that your abstract must fit under. You'll find the sub-topic on the specific page of your program/topic/caucus.

Learning Outcomes (2-3):
This section is not within the word count and is for you to input at least one measurable learning outcome. These are tangible things an audience can learn/take away from your presentation.

For sections/caucuses that require a learning outcome, the organizers may instruct you to use only the following measurable action verbs: Explain, Demonstrate, Analyze, Formulate, Discuss, Compare, Differentiate, Describe, Name, Assess, Evaluate, Identify, Design, Define or List. They may advise against using (a) unmeasurable objectives such as "to understand" or "to learn" or (b) compound objectives.

Learning Areas (select up to 6 from APHA abstract submission form drop-down list):
These are the topic areas that people will learn about when they read your abstract/attend your presentation.

Health indicators (select up to 3 from APHA abstract submission form drop-down list):
What health measures does your project address?

Fields to fill at time of submission:

- **Qualifications Statement:** You must include a brief (1 – 3 sentences) statement regarding why you are qualified to present on the content of your abstract. Statements should be tailored to the content, rather than generic statements related to education, training, or employment. For example, "I am qualified to make this presentation because I am serving as program manager for the XYZ initiative

P4VE Coworking Session Interest (Poll)

- Are you interested in participating in a March 22nd virtual coworking session to develop an abstract for APHA based on your P4VE work?

  Answer on the pop-up poll on Zoom!

Interview: Expert Abstract Reviewer

1. What makes an abstract stand out from the crowd?

2. What's the biggest "no-no" you've noticed/deducted points for when you've reviewed abstracts?

3. What's one piece of advice you'd give someone just starting out with their abstract development?

4. When an abstract is rejected, how should the authors figure out how to improve it for a subsequent submission (given no actual feedback on why it was rejected)?

Questions

Satisfaction Poll & Upcoming Events

Upcoming Learning Events:

Register NOW:

- March 22nd, 12 PM – 2 PM EST: [APHA Abstracts Co-Working Session](#)

- March 13th, 3 PM – 4 PM EST: [Spreading Your Message Effectively Media 101 Training](#)

- March 15th, 12 pm – 1 pm EST: [That's Not Fair, Using the Spatial Equity Data Tool to Measure Geographic and Demographic Disparities](#)

Full events calendar available on our website:
[vaccineequity.urban.org](#)

Partnering for Vaccine Equity