

# ABSTRACT SUBMISSION DESCRIPTION

## CityMatCH MCH Leadership Conference

Please read this document carefully!

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### **Deadline:**

Submissions must be electronically completed **through our online submission system** no later than **March 1, 2019, 11:59 PM Pacific**. Late submissions will NOT be considered, nor will submissions be returned. Please email questions to the CityMatCH Conference at: [citymatchconference@unmc.edu](mailto:citymatchconference@unmc.edu).

### **Presentation Format:**

Abstracts may be presented as:

- **Traditional 20 to 25-minute oral presentations**, combined with other abstracts on a similar theme, into 90-minute sessions
- **Grouped abstracts:** if you would like your abstract to be linked to other submissions, please list the other abstract reference numbers in the box provided on the submission form. We will have them reviewed by the same judges and scheduled in the same session. That session may include additional abstracts to make up the entire 90-minute session.
- **5 to 8 minute “quick hit” oral presentations**, combined with other “quick hit” abstracts on a similar theme, for up to 60 minutes of presentation and 30 minutes of discussion. This session format is new to the CityMatCH Conference and is geared towards presenters who want to briefly share about a current project and participate in discussion with other presenters and attendees. Abstract content will follow the same format and acceptance criteria as traditional oral abstracts, but submissions scoring lower (due to incomplete analyses or evaluations, for example) will be more likely to be accepted in this format. Quick hit presentation abstracts will not be eligible for awards.
- **Traditional poster presentations:** Large bulletin boards are provided in a hall or large room. During a special session to highlight the posters, conference attendees have the opportunity to read posters as authors stand by to explain their projects.

### **Information for submission:**

**Track:** Submitting authors will first select from among two tracks.

- 1) Program & Policy, for abstracts that are focused on development, implementation, evaluation, or dissemination of MCH initiatives (program, partnership, collaboration, or policies), and
- 2) Scientific Research & Data, for abstracts that focus on scientific research, analysis, and utilization of qualitative or quantitative data.

### **Presenter and co-author information will be required:**

1. Full names
2. Job titles
3. Degrees
4. Organization affiliation
5. A contact phone number
6. A brief bio-sketch will be required for authors participating in oral presentations.

### **Preferred Method of Delivery:**

You will select among choices described in “Presentation Format” above. You will be able to specify first and second choices, for example: Traditional Oral as a first choice and either Poster or Quick Hit as the second choice.

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### Abstract content:

1. Presentation title
2. The selection of a conference track. Please note there are different abstract components depending on which track you use
  - a. **Scientific Research and Data**
    - The abstract should include:
      - **Background:** Statement of the primary public health issue that your study addresses; what is known and unknown.
      - **Study Question:** State your study question(s).
      - **Methods:** Concisely describe the study design, data sources utilized, analysis methods, and any study limitations.
      - **Results:** Describe the key findings from the data analysis and limitations.
      - **Conclusions:** Summarize the key study findings.
      - **Public Health Implications:** Statement of potential uses of this study for science, policy, programs, public or provider education.
      - Data sources and linkages must be specified.
  - b. **Program and Policy**
    - The abstract should include:
      - **Issue:** The specific problem that the initiative was intended to address, including evidence that the initiative was needed.
      - **Setting:** Geographic location where the activities took place, and the intended audience or population expected to benefit from the activities.
      - **Project:** Description of the activities, including evidence that these activities would be likely to effectively address the problem, innovative aspects, your organization's role, logic model, and evaluation plan.
      - **Accomplishments/Results:** The major accomplishments, including evaluation results, i.e. evidence of the effectiveness of the initiative on knowledge, behaviors and/or outcomes in the target population.
      - **Barriers:** Summary of specific barriers encountered and how/whether they were overcome.
      - **Lessons Learned:** The take home message, what worked, what should be done differently, and the implications for public health.
      - **Information for Replication,** such as financial and other costs, key partnerships required, and potential resources to cover costs is optional.

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3. The selection of the following items from dropdown lists.
  - a. Public health areas of focus
    - Racism, equity, and social justice
    - Environment place and health
    - Perinatal outcomes
    - Newborn screening
    - Child/adolescent health
    - Trauma, violence, and injury
    - Children and youth with special health care needs
    - Birth defects/developmental disabilities
    - Immunization/Infectious disease
    - Life course perspective
    - Preconception health
    - Women's/maternal health
    - Reproductive health/family planning
    - Fathers/male involvement
    - Nutrition and physical activity
    - Chronic disease/smoking
    - Mental/behavioral health
    - Leadership
    - Home visiting
    - Medical home
    - Community collaboration
    - Faith-based initiatives
    - Other
  - b. Data sources utilized, if applicable
  - c. A focus/target population, if applicable
4. Rules for abstract text:
  - a. May not exceed 500 words
  - b. Define abbreviations and acronyms
  - c. Use numerals to indicate numbers except at the beginning of a sentence
  - d. **Do not** use bold, italics, underlines, tabs, hard returns, or all capital letters, including author info, titles, and text
  - e. **Do not** include line graphs, tables, or other attachments
  - f. Describe your results instead of saying "results will be discussed"

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**Abstract Acceptance Criteria**

Scientific Research/Data Focus

<i>Overall Presentation/Quality</i>	<p>Reviewer's overall impression of the quality of the abstract?          Reviewer's overall impression of clarity of abstract?          Conclusions clear and supported by data?</p>
<i>Innovation</i>	<p>Approach creative/original?          New or cutting edge information developed?          Challenges existing paradigms or address critical barriers to advancing the field?          Employs novel concepts, approaches, methodologies, tools, or technology?</p>
<i>Methodology/Approach</i>	<p>Study concept and design appropriate for the identified purpose of the study?          Data appropriate for the study question?          Clear how key variables were defined and measured?          Clear what statistical methods were used for analysis; and are they appropriate?</p>
<i>Implications for Public Health Practice/Policy/Research</i>	<p>Increases knowledge and/or improves public health practice significantly?          Addresses an important understudied public health issue/topic?          Provides new information on a well-studied public health issue/topic?          Findings are applicable to a wide audience?</p>

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Program/Policy Focus

<i>Abstract Content</i>	The author included the recommended elements (Issue, Setting, Project, Accomplishments/Results, Barriers, Lessons Learned).
<i>Abstract Quality</i>	The ideas were developed, the concepts communicated, and the findings presented clearly and insufficient detail to understand what was done.
<i>Innovation</i>	The initiative introduces a new idea, method or approach to an MCH issue, uses resources in new ways, or uses old methods in a new setting.
<i>Grounded in Evidence</i>	Evidence was provided that the issue or problem was important. The initiative was evidence-based, or some evidence was presented that it was likely to be effective in addressing this problem.
<i>Evaluation</i>	The initiative's evaluation plan was described. The evaluation addressed knowledge, behaviors and/or outcomes of target populations (not just program activities).
<i>Effective</i>	The initiative appears or "promises" to be effective and replicable OR it produced lessons that can be valuable in creating more effective programs and policies.

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**Abstract Awards Criteria**

Award categories for Abstracts—high quality abstracts and posters presented at the conference will be considered for the following awards. Awards will only be given if there is an exceptional poster or abstract in the category.

1. Implementation
  - Using an evidence-based, established idea in a new context
  - Scaling up a successful project, or
  - Designing, implementing, and evaluating a novel program
2. Communication
  - Communicating with an audience that is difficult to reach (marginalized populations, non-health sector, different values/beliefs, different levels of educational attainment) to influence policy or population behavior, or
  - Demonstrating use of clear, concise, compelling presentation of ideas or policy proposals; Innovative use of communication methods
3. Innovative use of data
  - Using population-based or program data for prioritization, planning, evaluation, or quality improvement, or
  - Using population-based or program data to engage diverse stakeholders (from health and non-health sectors) to address MCH issues
4. Research
  - Presenting original scientific research using rigorous quantitative or qualitative methods, and
  - Contributing to the MCH evidence-base to impact the populations we serve
5. Alchemy (pearls of wisdom, lemonade from lemons)
  - Demonstrating that valuable lessons were learned even when a program or project does not achieve its desired objectives, and
  - Using unanticipated or undesired experiences to inform innovation
6. Partnership
  - Partnering meaningfully and genuinely, over time, with the people we serve, or
  - Meaningful partnerships across sectors or across state or local health department jurisdictions
7. Student
  - Special consideration will be given to abstracts submitted by students, and an outstanding abstract or poster will receive an award