How to Prepare a Poster Presentation

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Desley Harvey, BSW Hons, M Hlth Sc, PhD,
Health Practitioner Research Fellow,
Cairns and Hinterland Hospital and Health Service
Today

- Must do’s
- CHHHS guidelines
- Poster design
- Poster content
- General judging criteria
- Putting it all together and examples
- Key messages
Must do’s

• Take advantage of the visual medium
• Follow conference instructions (exactly)
• Organised, logical format
• Focus on key messages
• Check spelling, grammar, referencing
• Authors, contact details, date, logos
• Stand next to your poster during a break
• Look at the posters on the wall. How did the authors take advantage (or not) of the visual medium?
CHHHS symposium poster instructions

- [http://cairns.health.qld.libguides.com/chhhs-researchsymposium/resources](http://cairns.health.qld.libguides.com/chhhs-researchsymposium/resources)
- Poster size is 1189mm x 841mm (size A Zero)
- Design your own poster or use the templates provided
- Set the size of the poster in PowerPoint **before** you start to design the slide.
- Use Vancouver referencing style
- Follow guidelines for use of corporate logo
CHHHS instructions

- Use study funds to print or some funding is available
- Print on standard gloss paper, laminated or on fabric (which can be folded)
- Materials will be provided to hang posters
- **Email pp to Desley by Friday 10 August** (if CHHHS printing)
- Deliver poster to Desley by **2pm 21 Aug**
- Stand next to your poster during a break
Design - Key features of presenting a poster

- Roaming audience
- Viewed during breaks
- Interactive discussion
- Small groups or individuals
- More informal atmosphere
- People eating and drinking
- Posters mostly ‘looked at’ rather than read
What are the features of your study which make it particularly suited or not suited to a poster presentation?
Design - Problems with posters in the past

- Font too small
- Too crowded
- Too much red and green
- Too many messages
- Graphs too small
- Poor / no referencing
- Not tailored to the audience
Poster design

• A great poster catches your eye, and is:
  • Clear and simple
  • Easy to read
  • Organised with a logical flow
  • Relevant to viewers in its content
  • Takes advantage of the visual medium

...sounds easy but where do you start?
Step 1: Choose a software program

- Microsoft (MS) PowerPoint
- Set the size of your poster **before** you start to design the slide
- Select the **Design** tab, then **Page Setup**. Select **Custom** from the “Slides sized for” and enter the desired size (1189mm x 841mm).
Step 2: Choose a template layout

- Search online for free templates or some ideas or
- Use of the templates provided in the CHHHS instructions
- Consider whether portrait or landscape will suit your design
- Select right colour palette
Step 3: Choose a font

- Sans-serif fonts ('without lines')

<table>
<thead>
<tr>
<th>Sans-serif font</th>
<th>Serif font (e.g. Times New Roman, Constantia, courier new)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AaBbCc</td>
<td>AaBbCc</td>
</tr>
<tr>
<td>AaBbCc</td>
<td>AaBbCc</td>
</tr>
<tr>
<td></td>
<td>AaBbCc</td>
</tr>
</tbody>
</table>
Step 3: Choose a font (cont...)

- Sans-serif fonts tend to have less line width variation than serif fonts.
- Clearer to read from a distance.
- San-serif fonts include:
  - Arial
  - Calibri
  - Comic Sans
  - Tahoma
  - Century Gothic
Step 3: Choose a font size

- Font size? Bigger is best!
- Ensure fonts are large and easy to read.
- Words need to be legible from 1.5 metres away.
- Can you still read the text on an A4 handout?

<table>
<thead>
<tr>
<th>Title: 72 pt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headings: 48 - 60 pt;</td>
</tr>
</tbody>
</table>
Step 4: Choose main messages

- Tell a story in a logical way
- DO NOT overcrowd the poster with messages.
- Keep it simple - what are the main messages you want to convey?
- A well-written abstract is the basis for your content
“Balancing the amount of content is probably the hardest part of any poster design. Too much, and the design can become cluttered, busy and off-putting. Too little, and the poster may appear lightweight and not worthy of attention”

(Nature Chemistry, Vol. 4, February 2012)
Step 5: Title

- Title needs to accurately reflect the poster content.
- Be creative and capture viewer imagination!
- IT IS HARD TO READ A TITLE ALL IN CAPITAL CASE.
- It is much easier to read:
  - A Title Using Title Case
  - A title using sentence case.
Step 6: Choose headings

- Headings are navigational tools guiding readers to scan and identify what each section of the poster is about. Left to right, top to bottom.

- Viewers don’t have time to read a lot.

- Standard headings – Background, Methods, Results, Implications for Practice, Key Message, References.

- Sub-headings should be descriptive and bite-size.
Step 7: Draft text

- Less text is best.
- Use succinct bite-size sentences.
- Use small paragraphs, bullet points, or text boxes.
- Cut out unnecessary text such as ‘and’ and ‘the’.
- Use frames to separate text from graphics.
- “Chunk” information with space in between
Step 7: Draft text (cont...)

**Background**
- Concise text, bullet points, clear aims.

**Methods**
- Keep it simple, only what is relevant, or have it graphical.

**Results**
- Refer to all figures and tables.

**Implications for practice**
- Be concise but punchy, don’t write long stories.

**Key message**
- In one sentence. (Refer to CHHHS values)
Step 7: Draft text (cont...)  

Vancouver citation and referencing style
- A numbered referencing style commonly used in medicine and science, and consists of:
  - Citations to someone else's work in the text, indicated by the use of a number
  - Usually superscript
  - A sequentially numbered reference list at the end of the document
Step 7: Draft text (cont...)

Vancouver citation and referencing style

- A number is allocated to a source in the order in which it is cited in the text. If the source is referred to again, the same number is used.
- Use Arabic numerals (1,2,3...)
- Use square [ ] or curved brackets ( ) - be consistent.
- Insert numbers after full stops.[1] and commas,[2,3] and before colons[5-7]: and semi-colons[4-6,7,8];
- Superscripts can also be used rather than brackets$^{1,3}$
Step 8: Choose graphics

- Graphics convey your message quickly and saves text.

- Use photos, cartoons, figures, tables, diagrams.

- Graphs and pictures are preferred to tables.

- Use colour to help convey the message quickly.
Step 8: Choose graphics (cont...)

<table>
<thead>
<tr>
<th>Age group (years)</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Undecided (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-29</td>
<td>60</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>30-39</td>
<td>50</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td>40-49</td>
<td>40</td>
<td>50</td>
<td>10</td>
</tr>
<tr>
<td>50-59</td>
<td>30</td>
<td>65</td>
<td>5</td>
</tr>
</tbody>
</table>
Step 9: Colour and contrast

- Use different text **colours** to illustrate points:
  - If there is a lot of **BLOOD** apply pressure
  - **But don’t go over board**...

- Maximise contrast between background and text.
- Best reading combo is dark text on a pale background or vice versa.
Step 9: Colour and contrast (cont...) 

- Do not use red-green colour
- Use patterns and watermarks with care
Step 10: Get feedback

- Get feedback from co-authors.

- Ask someone else to proof read and check flow for you...

- Do a spell check.

- Proof read before final printing.
Printing

- Factor printing time into finishing time
- Print on standard gloss paper, laminated or on fabric (which can be folded)
- Include A4 colour handouts (with your contact details) of your poster in a plastic sleeve
On the big day - don’t forget

- Poster!!
- Materials to hang your poster (not required for symposium)
- A4 handouts of your poster and plastic sleeve.
- Business cards.
- An electronic copy of the poster.
- A smile.
- Stand near your poster and have a few key points ready
- If a poster prize is offered, nominate yourself.
General judging criteria

**Poster appearance**
- Display attracts viewer's attention.
- Words are easy to read from an appropriate distance (1.5 metres).
- Poster is well organised and easy to follow.
- Graphics and other visuals enhance presentation.
- The poster is neat and appealing to look at.
Judging criteria for symposium

- Well organised
- Easy to read
- Clarity
- Coherent
- Relevance
- Spelling, grammar
- References
Screening for depression among Indigenous youth in Yarrabah using the adapted PHQ-9
Mary Kyle and Edward Murgha, Life Promotion Officers, Gurriny Yealamucka Health Service
On behalf of the Yarrabah 2016 Young Person's Health Check Team: 3 August 2016

Background
- Gurriny Yealamucka Health Service Aboriginal Corporation (GYHSAC) conducts an annual Young Person's Health Check (YPC) currently targeting Indigenous people aged 14-25 years in Yarrabah, FNQ.
- This commenced in 2010 as a simple check for sexually transmitted diseases and has since developed into a comprehensive health promotion and screening program.
- In 2016, GYHSAC and the Centre for Chronic Disease Prevention at James Cook University (JCU) introduced a depression screening tool to the YPC in response to national reports indicating high levels of psychological risk among Indigenous youth.
- The YPC operated for three weeks (29 March to 15 April 2016) using the theme 'looking after your mates'.

Methods
- We used the adapted Patient Health Questionnaire 9 (PHQ-9) recently modified for depression screening across Indigenous Australian communities.
- Consenting participants were administered the PHQ-9 over ten minutes in a private area of the clinic with either of two GYHSAC Life Promotion Officers (one male and one female) from the Social and Emotional Wellbeing team (SEWB) or a JCU Registered Nurse.
- PHQ-9 scores (potential depression level) were: 0 (no depression), 1-4 (minimal), 5-9 (mild), 10-14 (moderate), 15-19 (moderately severe) and 20-27 (severe).
- Participants were referred to SEWB and medical staff if they scored ≥10 or if the team felt otherwise concerned.

Results
- Of the 350 young people attending the YPC, 139 (40%) consented to take part in additional ICU research.
- Of these, 122 (88%) agreed to complete the PHQ-9.
- Approximately 30 participants (25%) were identified with potential depression.

Implications for Practice
- The adapted PHQ-9 was easy to administer and well accepted by staff and youth.
- It provided a platform and structure for staff to ask sensitive questions, facilitated follow-up of those identified as high risk and enhanced communication between Life Promotion Officers and GPs.

Key Message
- The adapted PHQ-9 may play an important role in routine depression screening & treatment among Indigenous youth.

References

Contact Details
Mary Kyle & Edward Murgha, Life Promotion Officers, GYHSAC
mary.kyle@gyhsac.org.au   edward.murgha@gyhsac.org.au
Must do’s

- Take advantage of the visual medium
- Follow conference instructions (exactly)
- Organised, logical format
- Focus on key messages
- Check spelling, grammar, referencing
- Authors, contact details, date, logos
- Stand next to your poster during a break
Take home messages

- Take advantage of the visual medium
- Follow poster instructions
- Keep it simple
- For more information email ResearchandQualityCHHHS@health.qld.gov.au
Key dates

- Email pp to Desley by Friday 10 August (if CHHHS printing)
- Deliver poster to Desley by 2pm 21 Aug
Acknowledgements & resources

- Dr Linton Harriss JCU