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SAVE the  
M&THERS.org







# Pre-Conference Event: Writing Webinar

Jennifer Hatzfeld, PhD, RN, FAAN

## “Spreading the Word”

(The Dissemination Process)



# What people say about talking...

**“The wise man listens more than he speaks”**

**“Actions speak louder than words”**

*“A chattering bird builds no nest”*

*“Even fools are thought wise if they keep silent, and discerning if they hold their tongues.”*



# God's View of Sharing News

How, then, can they call on the one they have not believed in?  
And how can they believe in the one of whom they have not heard?  
And how can they hear without someone preaching to them?  
And how can anyone preach unless they are sent?  
As it is written:

“How beautiful are the feet of those who bring good news!”

Romans 10:14-15



# Learning Objectives

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- Understand when to share information with others
- Understand the process to publish an article
- Be prepared to write an abstract for a conference presentation
- Be prepared to develop a conference poster or presentation



# Helpful Resources

- Kaebnick, G.E., Magnus, D.C., Kao, A., Hosseini, M., Resnik, D., Dubljević, V., Rentmeester, C., Gordijn, B. and Cherry, M.J., 2023. Editors' statement on the responsible use of generative AI technologies in scholarly journal publishing. *Medicine, Health Care and Philosophy*, 26(4), pp.499-503.  
[<https://doi.org/10.1080/15265161.2023.2292437>]
- Lang, T. A. (2017). *How to write, publish, and present in the health sciences, 2<sup>nd</sup> edition*. ACP Press. [portions available on google books]
- World Health Organization. (2004). A practical guide for health researchers. [available for free at:  
<https://www.who.int/publications/i/item/a-practical-guide-for-health-researchers> ]



# Many Ways to Share Project Findings

- Publish in a journal
- Present at a conference (oral presentation or poster)
- Share with health professionals
- Share with individual people
- Share with the community
- Share with the public



# Journal Publication Process

Decide What/Where to Share Information

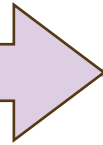
Write Manuscript using Author Guidelines

Submit Manuscript in Correct Format

Respond to Reviewers/Revise Manuscript

Review Proofs (usually a few days)

Peer  
Review  
&  
Editor  
Decision







# Manuscript Content

- Introduction
- Background (Review of Literature)
- Methods [or Setting]
- Results [or Findings]
- Discussion
- Conclusion
- References
- Tables
- Figures
- Limited Word Count or Page Limit (compared to dissertation/thesis)
- Selected Findings (may not include EVERYTHING)
- Results in Tables (briefly summarized in results)
- Parts Flow Together (not redundant, build logically)

**Manuscript = written paper not yet published**  
**Article = published paper**



# Publication Recommendations

- Think (and pray) about who you want to reach (Researchers? Clinicians?)
- Select a journal that has published similar articles/topics
- Follow the journal's author guidelines carefully
  - Font type/size, Line spacing
  - Reference format (in text and reference list)
  - Manuscript outline and word/page limit
- Be ready for critique from reviewers
  - Don't take it personally!
  - Respond to each comment individually and explain how incorporated into manuscript
  - Submit responses and revised manuscript within a few weeks/months



# Conference Presentation Process

Decide What/Where to Share Information

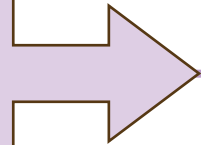
Write Abstract using Call for Abstracts

Submit Abstract in Correct Format

Prepare Presentation/Poster (if accepted)

Give Presentation

**Abstract  
Reviewers  
Review  
&  
Conference  
Planners  
Select**





# Conference Abstract Submissions

- Used by conference planners to select presenters/posters
  - Appropriate methods (good science, ethical, logical)
  - Information relevant to attendees
  - Address the theme of the conference
- Also indicates:
  - Can presenter follow directions?
  - Can presenter meet deadlines?
  - Does presenter understand the purpose of the conference?





# Poster Layout – Project Title

List Authors & Affiliations

## Background

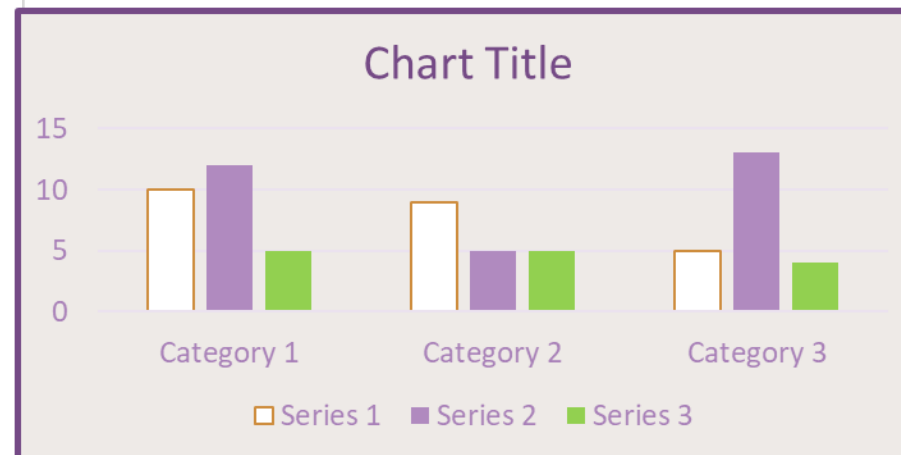
- Brief
- Bulleted
- Answer “why”

## Methods

- Brief
- Bulleted
- Answer “how”

## Results

- Brief/Bulleted
- Include 1 or 2 Graphs/Tables
- Answer “what did you learn?”



## Discussion

- Brief/Bulleted
- Key Points
- What was same/different from background

## Recommendations

- 1 or 2 recommendations
- Target expected audience
- Should link with other sections (population, findings, etc.)

**[pay attention to poster size & font size]**



# Conference Presentation Basics

- Use recommended file format (eg. PowerPoint or other)
- Based on submitted abstract content (not a different focus)
- Align with conference theme/sub-themes
- Consider the audience and main message
- Focus on Findings and Lessons Learned/Implications
- Stay within time limit (1 slide  $\approx$  1 minute)
- Practice in advance!





# Presentation Recommendations

## Poster

- Viewer should be able to understand information quickly and without explanation
- Make visually appealing (graphics, colors)
- Keep font size 24 or higher
- Be ready to explain the poster in less than 2 minutes
- Benefit: network with others

## Presentations

- Information should be presented simply and completely
- Don't focus on background info (1-2 slides, max)
- Keep text to a minimum (4-6 lines per slide)
- Remember attendees have short attention span
- Benefit: share new (emerging) ideas



# Save the Mothers 2025 Conference Abstracts

*"The Impact of Multidisciplinary Professionals in Strengthening Community Engagements for Safe Motherhood"*

- **Title:** ≤15 words.
- **Author(s):** Names, affiliations, and contact details.
- **Abstract Body:** ≤300 words, structured per chosen option.

## Option 1: Programmatic/Policy Abstract

(Lessons from programs, projects, or policies)

- **Background:** Purpose, scope, and objectives.
- **Description:** Implementation period, setting, population, activities.
- **Lessons Learned:** Outcomes, best practices, and analysis.
- **Conclusions:** Significance of findings.

## Option 2: Scientific Abstract

(Research-based submissions)

- **Introduction/Background:** Topic significance, objectives, research questions.
- **Methods:** Study design, setting, population, sampling, data analysis.
- **Results:** Key findings (positive/negative).
- **Conclusion:** Interpretation, implications, and recommendations.





# Abstract Submission

- **Submission Deadline:**  
12 March 2025
- **Submit to:**  
[abstracts.stm@gmail.com](mailto:abstracts.stm@gmail.com)
- **Notification of Acceptance:**  
20 March 2025
- **STM Conference:**  
11 April 2025





# Use of Artificial Intelligence in Publication

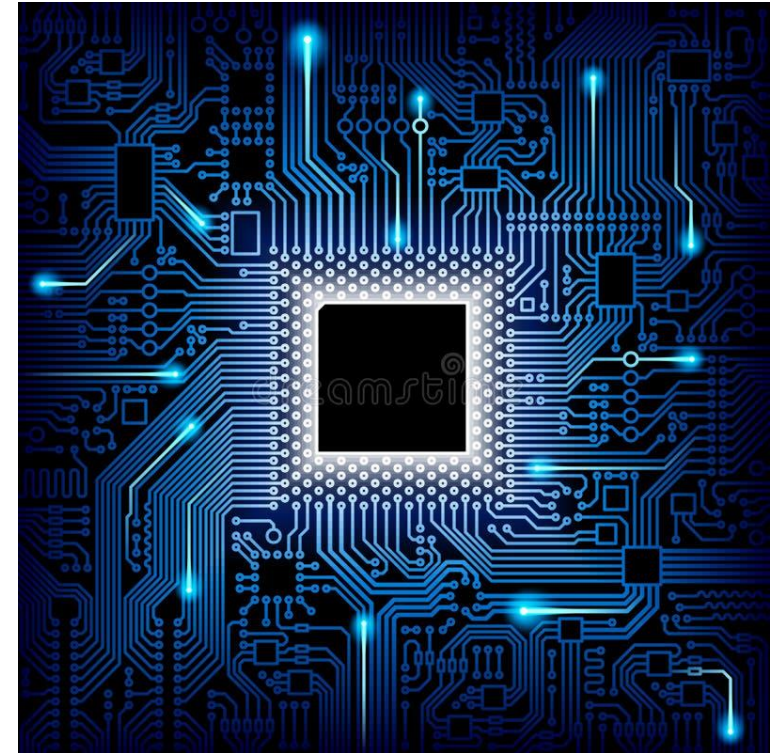
- Generative AI Tools should not be listed as authors
- Authors should be transparent about their use of Generative AI
  - ✓ To flag potential problems regarding the accuracy of information
  - ✓ To understand the origin of potential bias within ideas
  - ✓ To assess ownership and protect the community of scholars
  - ✓ To support public deliberation about the uptake of Generative AI
- Editors should have access to tools and strategies to ensure authors' transparency
- Editors/reviewers should not rely solely on Generative AI to review papers
- Editors retain final responsibility in selecting reviewers and exercise oversight
- **Final responsibility for the editing of a paper lies with human authors and editors**

from Kaebnick, et al., 2023



# Experience with Artificial Intelligence

- A very helpful tool
  - Gives ideas, draft outlines
  - Helps with word choices & summarizing
  - Translation/grammar checks
- Can be problematic
  - Presents information from random websites as fact
  - Doesn't always understand multiple meanings
- Use with caution and review results critically (similar to an intern or assistant)
- Don't accept Generative AI (eg. Chat GPT) product as the final version





# Final Thoughts

- Sharing information is critical to advance public health
- There are multiple ways to share information;  
Tailor the dissemination to the intended audience
- When writing manuscripts/abstracts
  - Follow author/abstract guidelines
  - Consider the target audience & conference theme
- Leverage the use of Generative AI appropriately
- Trust God's guidance through the process





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A Centre of Excellence in the Heart of Africa

# Save The Date

## Save the Mothers Safe Motherhood Convention

**THEME**

Impact of multidisciplinary professionals in strengthening community engagements for safe motherhood

## STM Network Annual General Meeting

**11th April 2025**

Nkoyoyo Hall, Uganda Christian  
University, Main Campus



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MOTHERS.org  
No Mother or Child Should Die