



# PREPARING POPULATION HEALTH CLERKSHIP POSTERS

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HEATHER-LYN HALEY PhD

# GOALS OF A SCIENTIFIC POSTER

Stimulate interest among colleagues working in similar content areas or using similar methods

Viewers should be able to walk by and quickly scan your poster, returning to those that pique an interest

Efficiently convey information about your project or study

Viewers should be able to fully read your poster in 10 minutes or less

Lead viewers into conversation on points of greatest interest to you going forward

Connections made at poster sessions can enhance understanding or strengthen future outcomes



# REQUIRED COMPONENTS OF A POPULATION HEALTH CLERKSHIP POSTER

## **PHC 2016 posters should include:**

- Poster title with names of team members and faculty
- Data-based description of population of focus
- Service project summary – goals, progress, outcomes
- Discussion of lessons learned, key take-away points and/or recommendations for next steps
- References
- Acknowledgements: UMass & host logos, thank agencies visited & professionals who assisted

**Scoring will be based on this list**

**Optional but encouraged:**

- Interprofessional network description



# BEGINNING YOUR PHC POSTER

- You can surf and browse for a template or your poster can be designed as **ONE PAGE** in PowerPoint.
  - Under the **Design** tab
  - Select **Page Setup**
    - **Custom**
    - Set **Width at 36"** and **Height at 24"**
    - Set Orientation to **Landscape**
- We will order and print PHC posters at 24x36
- View menu is very useful – fit to screen for block placement then view at least 66% to edit text



# DESIGNING A SCIENTIFIC POSTER

- There are many options under the Design tab for changing colors, fonts, effects, backgrounds
- Goal is readability: high contrast between background and text colors; minimal special effects and color changes; sans serif fonts more readable at large sizes (so use Arial, not Times)
- Insert text boxes, photos, etc using Insert tab. Decent chart-making capacity is built in or you can import as jpegs
- Use short lists and bulleted points rather than full sentences wherever possible.



# DESIGNING A SCIENTIFIC POSTER

## A few more helpful hints:

- If using number graphs (e.g., line charts, bar charts), don't forget to include titles, legends, axis labels, etc – whenever necessary.
- Use 'Title Case' or 'Sentence case' rather than FULL CAPS.
- Avoid acronyms unless they're widely recognized among your expected audience.
- Have a friend/colleague review your poster for flow, figures, font size, spelling/grammar, etc. **before** printing.
- **Don't forget to SAVE your file periodically as you're creating your poster.**



# SAMPLE TEMPLATES AND DESIGN HELP

**Lots of web sites have existing templates you can adapt but be sure to bring it down to the right size!**

- Makesigns.com
  - [http://www.makesigns.com/SciPosters\\_Templates.aspx](http://www.makesigns.com/SciPosters_Templates.aspx) – This site contains a broad range of free poster templates with instructions on how to download to your own computer.
  - <http://www.makesigns.com/tutorials/> - An excellent and detailed tutorial on creating posters.
- Posterpresentations.com
  - [http://www.posterpresentations.com/html/free\\_poster\\_templates.html](http://www.posterpresentations.com/html/free_poster_templates.html) - More free templates in basic white, gray, and blue colors. These templates are a very user friendly and include “Quick Design Guide” tips.
  - <http://www.posterpresentations.com/html/helpdesk.html> - A complete set of YouTube tutorials on each of the steps in poster creation.
- <http://colinpurrington.com/tips/academic/posterdesign> - An amusing and thorough set of tips, including an excellent “do’s and don’ts” section.
- <http://posters4research.com/design-help.php> - Quick Start general guidelines for poster creation.



# PRINTING AND SHARING YOUR POSTER

- Posters will all be printed at group rate from Curry Printing.
- Files must be submitted to Heather-Lyn Haley by October 31 – please send as a powerpoint file; if too large to send by email, arrange with her to bring it on a stick drive.
- Posters will be delivered to Heather on the morning of November 7; we'll bring the posters to the session.
- A representative from your team should arrive in the Sherman Center to hang your poster between 2-2:30 on November 7. A schedule will be released showing oral presentation times; you should plan for the full team to be available and actively involved in presenting your work during the time assigned.
- Remember to invite people from participating agencies/organizations to attend poster session and presentations.

