Learning Objectives

1. Outline four areas of scholarship recommended by Boyer and how these are instituted within field of nursing through a broad activities.
2. Describe the 4 Ps for Dissemination (Profile; Publish; Present; Participate; Proliferate).
3. The advantages/disadvantages of different dissemination strategies.
4. Discuss the Clinical Scholars Model, and strategies to identify, improvement projects to establish a dissemination pathway.
5. Outline your personal plan for dissemination using a recent EBP/PI project, to submit for abstract, poster, or presentation.

Scholarship: Beginnings & Theory

Ernest Boyer

Boyer (1990): “Scholarship Reconsidered” Boyer called to broaden the scope of scholarship to include:

1. Scholarship of discovery
2. Scholarship of integration
3. Scholarship of application
4. Scholarship of teaching

All four types of scholarship are essential to nursing and its professional growth especially for critically thinking and problem solving HC issues in today’s challenging economic climate.

Scholarship in Nursing

**Definition** - those activities that systematically advance the teaching, research, and practice of nursing through rigorous inquiry that:

1. Is significant to the profession
2. Is creative and innovative
3. Can be documented
4. Can be replicated or elaborated
5. Can be peer reviewed (dissemination and translation)


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**NURSING SCHOLARSHIP MODEL**

- Discovery
  - Build new knowledge through traditional research – "Inquiry that produces disciplinary and professional knowledge that is at the very heart of academic/clinical scientists.”
  - Takes an expanded view of health by emphasizing health promotion, restoration, and rehabilitation, along with a commitment to caring or comfort.

- Integration
  - Make connections across disciplines and place specialties in a larger context
  - Comprehensive, systematic review
  - Textbook for use by multiple disciplines
  - Collaboration or cross-disciplinary, transdisciplinary initiatives

- Application
  - The bridge between theory and practical use. Aid society and professionals in addressing problems
  - "Encompasses all aspects of the delivery of nursing service, where evidence of direct impact in solving health care problems or in defining the health problems of a community is presented.”

- Teaching
  - Effective communication of knowledge to learners (Academic/ Clinical Educator)
  - "Inquiry that produces knowledge to support the transfer of the science and art of nursing from the expert to the novice, building bridges between the Educator’s understanding and the student’s learning.”

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**Scholarship is:**

- Discovery
- Integration
- Application
- Teaching

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What makes something scholarship? **Dissemination!!!**

- Peer-reviewed publications of research, theory, EBP/PI projects
- Presentations (oral/posters)
- Grant applications/proposals
- Awards / recognitions (professional/community)
- Reports
- Developing innovative products; patents; copyright
- Policy papers

Why Disseminate???

- Enhance visibility and impact of your discipline; work; department or specialty;
- To develop and expand nursing and inter-disciplinary knowledge;
- To expedite translation and implementation of evidence;
- To influence stakeholders and other decision-makers (individuals, families, and communities; inter-disciplinary colleagues; administrators and policy-makers; payers)

How to Get Started in Disseminating Your Work: **5 Ps**

- Profile
- Publish
- Present
- Participate
- Proliferate
PROFILE: Develop a Purposeful Curriculum Vitae

**Key Points**
- Standardize your biographical information
- Why variation in biographical information is an issue
- Distinguish your research/Evidence Based Practice activities

**Highlight in your CV**
- Funded projects
- Types of funding mechanisms
- Invited presentations and publications
- Submission of Conference/Poster abstracts
- Committee memberships
- Elected memberships
- Awards

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Register for an ORCID:
- The Open Researcher and Contributor ID (ORCID) is an open source, non-profit, community-based effort to maintain a registry of unique identifiers numbers for authors/investigators.
- ORCID provides a persistent digital identifier and a unique identifier number for authors/investigators.
- ORCID links research outputs and research activities.

Two Easy Steps for Obtaining an ORCID ID
1. Register (http://orcid.org/register) for an ORCID identifier.
2. Automatically add publications to the ORCID profile from Scopus or Web of Science.

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Present: All your Meaningful Work

- Professional conferences (local regional, national, international)
- Department seminars & meetings
- Journal clubs
- Community events
- Accept speaking invitations.

- **Potential Red Flag:** Numerous accepted abstract presentations without follow-up peer-reviewed publications.

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Participate: Help Bridge Gap

- Gain knowledge and skills of EBP/research
- Be an EBP/Research mentor or find one
- Make a conscious effort to be a user and generator of evidence
- Role model a spirit of inquiry

Dissemination Options: Proliferation
Hierarchies in order of Importance

1. Publication
2. Oral presentation
3. Poster presentation
4. Abstract
5. Web
6. Other

Factors to Consider!

- Professional
  - Promotion/Tenure requirements
  - Clinical Ladder
  - Grant funding (research)
  - Provoke dialogue
- Personal
  - Satisfaction
  - Increase own knowledge and skill
  - Share expertise

Why Publish?

- Type of manuscript
- Source of ideas
- Journal selection
- Open source publishing
- Predatory publishers
- Ethical issues
- Legal issues
- Acknowledgments
Sources for your Publishing ideas

- Performance improvement projects
- Educational challenges
- Policy issues
- Testing new products/new role implementation
- Summarizing evidence: Systematic Reviews; ROL
- Demonstration projects
- Solutions to practice problems
- Research Reports

Choosing a Journal

- Topic
- Type of article
- Audience
- Quality
- Know the ‘Impact Factor’
- Frequency of publication

Publish In Open-Access and Non-open Access Journals: Know your rights as a “Author”

**OPEN ACCESS**
- Consider open access (OA) journal, as often allow authors to retain most to all of their work;
- Retaining rights to your work allows you to reuse your work in ways that will increase the impact of your work, and possibly work to increase citations of your work;
- Freely available to anyone with Internet access, so wide & varied readership is possible;
- May be more costly than traditional publication sources;
- May have lower impact factor, but this may be due to their novelty.

**NON-OPEN ACCESS**
- Journals often referred to closed access, traditional, or subscription journals;
- Subscription has become increasingly cost-prohibitive for libraries;
- Most of the journals have online publication opportunities, which can expedite time-to-publication;
- Many make available some full-text articles;
- Many nursing journals publish cost-free.
Determining Authorship

- Who is an author? **AACN says**
  - One who contributes substantially to:
    - Ideas and design OR analysis and interpretation OR acquisition of data
    - Draft or revises manuscript for critical or important content
    - Has approval of final version

Process of writing

- Prewriting
- Writing
- Getting feedback
- Revising
- Editing [following guidelines]
- Publishing

Writing the Paper

- **YOU FAIL ONLY IF YOU STOP WRITING**
NUTS & BOLTS: Writing the Paper

- Develop an outline
  - Decide on a beginning and an end thought
  - Connect the beginning and the end
  - Be careful of digressing
  - Write a topic sentence for each paragraph
- Write naturally
- Use nouns and verbs more than adjectives and adverbs
- Write and rewrite
- Avoid rich ornate prose, for example, the dinner was too wonderful for words!
- Avoid overstatement

Sample Research Outline

- Aim: share findings
- Examples:
  - Impact of case management dosage
  - Postpartum depression screening scale: Spanish version
  - Introduction
  - Background / Review of Literature
  - Res. Questions/ Hypotheses
  - Methods
  - Findings
  - Discussion
  - Limitations
  - Conclusion

Possible Clinical Outline

- Aim: educate
- Examples:
  - Asthma in adolescents
  - Post-partum depression
  - Nasogastric feedings
- Introduction
- Background
- Description of dx. Process
- Treatments
- Nursing Implications

PUBLISHING PEARLS

**Findings**
- What are your results?
- What do they mean?

**Audience**
- Who would be interested in these results – who is your audience?

**Target Publication**
- What publications is your audience interested in?
- What publications would be interested in your results – where do they fit?
- What types of articles does the journal accept?

**Contact journal/editor**
- Contact the journal/editor of your target publication to see if there is interest in your article.

**Adhere to instructions**
- READ the instructions for submitting to that publication.
- Adhere religiously to instructions – not following instructions = easy way to reject manuscript.

**Getting it written**
- Just do it – don’t put it off!
- It’s just a job – not a Nobel prize!
- Get everything down in the first draft then edit it to perfection.
- Do one section at a time/ keep going.
- Use reference editing tools (End Note)
- Original sources a must (Make sure your references are ACCURATE!!)
- Synthesize the literature and include only relevant information
- Get help and encouragement!
- Great papers are not written, they are re-written… REVISE, REVISE

**Remember**
- Rest Helps
- There are people to help on the Journey
Dissemination Options

1. Publication
2. Oral presentation
3. Poster presentation
4. Abstract
5. Web
6. Other

Podium Presentation

Time

- Human adult attention span 10-15 minutes
- Start and end on time!
- Short presentations take MORE preparation than lectures.
- Make sure there is a time-keeper in the room

Be prepared

- Most audience members form an opinion of the speaker within FOUR SECONDS, influenced by Six factors:
  - Gestures
  - Movement
  - Dress
  - Grooming
  - Stance
  - Eye contact

Podium Presentation

Features of an effective speaker

Good Starts:
- Clear confident introduction
- Organization explained
- Attention - Grabbers

People remember....

- 20% of what they hear
- 30% of what they see
- 50% of what they both see and hear

Use voice and visuals!
Podium Presentation: “Pearls”

**Style Things**
- **Dress** - comfortable, no distracters
- **Voice** - clear, conversational, vary pitch & tone to match content!
- **Language** - appropriate to audience, no ums, ahs, okays?
- **Eye contact** - “sweep and click”, watch blind spots and potential trouble seats (front of room and back of room)
- **Body** - confident, moves & gestures for emphasis, avoid distractions

**End of a Presentation**

**Ending a Talk**
- Summarize
- Thanks
- Indicate willing to discuss further, new ideas??
- “Be brief, be sincere, be seated” end on time

**Dissemination Options:** Poster

1. Publication
2. Oral presentation
3. Poster presentation
4. Abstract
5. Web
6. Other
Dissemination Options: **Posters**

**Poster presentations**

- A poster presentation is done **BEFORE** submission to a journal for publication
- Local, state, regional and national scientific meetings are a chance to share research & PI/EBP projects with your colleagues

They are an opportunity to:

- organize your data
- get experience presenting your data
- discuss your findings in one-on-one situations
- get feedback from your colleagues

**Submitting your poster for presentation**

**ABSTRACT**

- Most scientific meetings require **ONLINE** submission of abstracts for consideration for presentation.
- There is usually a restriction on the number of words in the Abstract (200-300 words)
- This forces you to think about what is really important about your project.
- A word processor will count the words. Don’t forget Spell Check!
- Print and Read Instructions for Abstract!!!!
- Don’t wait till last minutes, there are **ALWAYS** Technology/System problems. Guaranteed!

**BEFORE YOU SUBMIT:**

- Most abstracts A Research format
- Background/Introduction – why did you do it?
- Methods – how did you do it? Results – what did you find?
- Discussion/Conclusion – why is this important?
- Methods and results sections should make up the bulk of the abstract
- The Introduction and Conclusion should be about 2-3 sentences each.

**Getting the Poster Developed/Traveling**

When your poster is accepted for presentation, you will be given instructions regarding:

- Size of display board
- How to display the poster
- Where and When to display
- When you have to be present to discuss your poster
- When you need to take your poster down

**TRAVELING WITH YOUR POSTER**

- If flying, always take your poster on the plane with you.
- Take extra tacks, quilting pins or Velcro, and tape.
- Take copies of the abstract or other materials for handouts.
- Take extra business cards for handouts.
Nursing Scholarship at MemorialCare

Celebrate Accomplishments

Why is Nursing Scholarship so Important MemorialCare Health System (MHS)?

- Contributes to the research mission of MHS and nursing services strategic vision (Market Differentiation)
- Contribute to evidence-based practice (EBP) of HC
- Improves Clinical and Academic Teaching / Learning (Nurses/patient)
- Contributes to the “Triple Aim” Efforts:
  - Improving patient experience
  - Improving the health of individuals/populations
  - Reducing the per capita cost of healthcare
- Dissemination - Increases the scholarly productivity of clinical researchers/educators in partnership with academia

How to get started on Your Scholarly Journey

- Cultivate Your Niche of Expertise – Participate
  Advocate for your specialty and interests;
- Join professional organizations aligned with your field of interest;
- Participate in committees and serve on institutional review board (IRB);
- Volunteer for conference activities;
- Teach continuing education sessions/courses;
- Participate in journal clubs;
- Engage with guideline and policy development teams;
- Start your Journey to becoming a “Clinical Scholar”.
- Develop your own unit-based project, using Ace Star Model of Knowledge Translation
HOW DO YOU GET STARTED TO DEVELOPING A PROJECT?
Use the ACE Star Model of Knowledge Transformation

Depicted by Five points of sequential knowledge transformation

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Clinical Scholars Model (Work Sheet)
Determining Project and Dissemination Plan
Conduct a Unit-Based Gap Analysis

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TAKE AWAYS
Get Started on Evaluating Your Opportunities

Scholarship is Discovery and Dissemination
Become a 'Clinical Scholar'

All MemorialCare Nurses Can Seek Consultation from the
Center for Nursing Research and Innovation / NRC

Research vs Performance Improvement
How to develop a project? What are you interested in?
Do You have a Completed Project—Let's Develop that Abstract

Help is Available!
Dr. Peggy Kalowes PhD, RN, CNS, FAHA
pkalowes@memorialcare.org

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