CONNECT COPD: PATIENT/CAREGIVER RESULTS POSTER TEMPLATE

INSTRUCTIONS FOR RESEARCH TEAMS

This document provides general tips and section-by-section instructions for creating a poster for a patient and caregiver audience. The corresponding example poster, "Why You Do Not Want to Get Pneumonia," can be used as a template. Simply replace the text with your results and choose images from the accompanying icon library or insert your own.

General Tips

- Using anecdotes and stories can supplement the facts. Highlight what question researchers were trying to answer or problem they were trying to solve for patients. Consider: how is it relevant to the audience?

- Rather than thinking about reporting results, facts, and data, think about telling a story based on the research that is relevant to the audience and issue being targeted.

- Use a hook to pique interest – know the audience

- Make it memorable by creating a key phrase or quote. Connect to the reader's mind by sharing obstacles/challenges. Make the audience feel important by sharing your message in a way that resonates both with their hearts and their minds. Put your message and supporting points into a meaningful context for audience.

- Emphasize readability

  o Consider using headers to guide reader attention

  o For images/graphics, use images that your audience can easily relate to. Diagrams and charts should be easily understood within about 3 seconds.

  o Consider using Microsoft Office's "readability" tool to assess for commonly confused/complex words, jargon, long sentences, clarity and conciseness, etc.

  o Create visual descriptions to transform words into engaging and memorable experiences.

Poster Template Section Instructions

Title

- Do not simply use the title of your study. The title should reflect the research question in lay terms and provide a snapshot of why the patient/caregiver would be interested in reading more. Keep the title short; about 3-10 words in length (the average newspaper headline is 5-6 words).

- If you would like to cite the title of your publication in addition to the lay title, use parentheses listing "published as" to include the title of your publication.
- The headline is followed by three short supporting sentences just like an effective elevator pitch (i.e. the sentences in blue right under the title in the pneumonia example).

Purpose of This Study (can also title this as "Why Was the Study Done?")

Clearly articulate the purpose of the study in lay terms. Include information on

- A definition of condition/problem that was being explored
- How common the problem is
- Highlight what was missing from previously available information and the gaps that your study sought to address (i.e., what is the most practical goal of your study?)

How was the study done?

Try to include the following:

- Brief description of the population targeted and the sample of people involved in the study (e.g. patients in specialty practices, patients in the hospital, patients in primary care, urban or rural, patients with other chronic conditions, etc.)
- The study design (e.g. observational study where patients were observed without any interventions, randomized controlled trial where patients were assigned to an intervention based on a coin flip)
- Information on the intervention studied (e.g. key activities patients participated in, duration, location, how and when outcomes were measured)

What Did the Study Find?

- Explain your key results in lay terms, focusing on the problems your study was trying to address. What was the main lesson learned and how do you know this?
- Did you find what you expected to?
- Consider including a graphic to display results.
- Keep it relevant, understandable and actionable for your audience. Avoid creating laundry lists of outcomes.
- Consider using bulleted points or headings to separate out the main takeaways from the study.

What Do the Study Results Mean for You?

- Focus on the meaning from patient/caregiver or study population perspective
- Rephrase the lesson learned from the study – should be relevant, understandable, actionable
- Do the results pertain to the entire COPD population, or a particular subset? If the latter, explain which patients the results apply to and emphasize that results may not be applicable to patients outside of this subset. How should patients decide if the study results are applicable to them?
- Clarify if should patients expect any immediate changes in their treatment.

- What patients should expect to happen as a result of the study results? Should they think, feel or act differently?

What Does it Mean for the future?

- Limitations- only mention study design issues that significantly impact results. Were there any problems in accessing your intended population that impacted conclusions? Were there any large differences in demographics or disease severity between groups? Did many people drop out after randomization?
- What, if any, are the implications for the future, such as research that needs to be done to confirm the results or possibly policy implications of the results?

What are the Next Steps?

- What will you, as a researcher, do or like to see done for the COPD community as a result of the study? (e.g.. in the future, policies will make it easier for people with COPD to get xx treatment)
- Specify a call to action if applicable
- What change do you seek in the audience's behavior? How will the audience apply the recommendations?

How Should I Find Out More?

- Link to your website or if you do not have public information up on the study, link to the scientific publication, but indicate if it will require a subscription to view the full paper.
- Include your study team's information if you are comfortable receiving questions on the study from patients and caregivers.
- Consider including a site that they can go to learn more about the topic or COPD in general such as the COPD Foundation's website.
- Encourage people to continue to participate in research. Consider including a link to the COPD Patient Powered Research Network (www.copdpprn.org).