

## SUBMITTING AN ABSTRACT

### Deadline:

Proposals must be electronically completed **through our online submission system no later than March 14, 2025, 11:59 PM Pacific**. Before this deadline, submissions can be created, modified, and finalized through our Whova submission platform. All proposals need to be “submitted” in the system by the deadline to be considered, but applicants can access the system and modify their submitted proposals up until the deadline.

### Description:

Abstracts may be presented as 20 to 25-minute Oral Presentations (combined with 3-4 other abstracts into 90-minute sessions), or as Poster Presentations. Abstracts must be structured, and requirements depend on your selected track: 1) Program & Policy, or 2) Scientific Research & Data. The Program & Policy Track is for abstracts focused on the development, implementation, programmatic evaluation, or dissemination of MCH initiatives (program, partnership, collaboration, or policies). The Scientific Research & Data Track is for abstracts that focus on scientific research, analysis, and utilization of qualitative or quantitative data.

**Submitting implies that you, your co-authors, and co-speakers understand and agree with the below provisions:**

- Each presenter will need to register for the conference.
- Communications and announcements will be e-mailed to the Main Speaker only, who is responsible for forwarding them to others on the team.
- Proposals must be submitted in English only.
- Promotion of a for-profit venture is not appropriate as a presentation and should instead be featured using exhibitor or sponsorship options.

### Submitted abstracts must include the following:

1. Selection of “Program & Policy” or “Scientific Research & Data” track.
2. Selection of session type:

**Oral:** Oral sessions provide an opportunity for conference participants to hear the latest information from individual presenters on a variety of topics, usually grouped into themes. Oral session abstracts will be accepted individually and combined with other presentations into conference sessions, typically three or four per session.

**Poster:** Large bulletin boards are provided in a designated space at the conference venue. During a special session that highlights posters, conference attendees can read posters as authors stand by to explain their projects.

**No Preference** should be selected if you are open to presenting in an oral or poster sessions.

3. Speaker information for the presenting speaker and co-speakers must include:
  - a. Full names
  - b. Email addresses
  - c. Organization affiliation
  - d. Job Title
  - e. Biography
  - f. Other optional questions include personal website or LinkedIn profile link, and/or phone number.
4. Presentation title (200 characters or less)
5. Topic Keywords. Provide at least three keywords that describe your abstract.
6. Panel Presentation Submissions: If you are submitting a panel presentation (3-4 abstracts that should be grouped together in the same 90-minute session), provide the names and titles of the other

presentations in the session. If those are not provided in all linked abstracts, we cannot guarantee they will be scheduled together.

7. Other questions we will ask include local health department involvement; if a presenter is a student, emerging professional, or frontline staff; and whether your project includes noteworthy data methods.
8. The following fields will depend on whether you chose the Program & Policy track or Scientific Research & Data track (Total should not exceed 500 words):
  - a. Program & Policy should include:
    - o **Issue:** The specific problem that the initiative was intended to address, including evidence that the initiative was needed.
    - o **Setting:** Geographic location where the activities took place, and the intended audience or population expected to benefit from the activities.
    - o **Project:** Description of the activities, including evidence that these activities would be likely to effectively address the problem, innovative aspects, your organization's role, logic model, and evaluation plan.
    - o **Accomplishments/Results:** The major accomplishments, including evaluation results (i.e., evidence of the effectiveness of the initiative on knowledge, behaviors, and/or outcomes in the target population).
    - o **Barriers:** Summary of specific barriers encountered and how/whether they were overcome.
    - o **Lessons Learned:** The take home message, what worked, what should be done differently, and the implications for public health.
  - b. Scientific Research & Data should include:
    - o **Background:** Statement of the primary public health issue that your study addresses; what is known and unknown.
    - o **Study Question:** State your study question(s).
    - o **Methods:** Concisely describe the study design, data sources utilized, analysis methods, and any study limitations. Data sources and linkages must be specified.
    - o **Results:** Describe the key findings from the data analysis and limitations.
    - o **Conclusions:** Summarize the key study findings.
    - o **Public Health Implications:** Statement of potential uses of this study for science, policy, programs, public or provider education.

Please also describe how your abstract highlights community engagement, science, or leadership, if applicable.

You may also provide **Information for Replication** (optional), such as financial and other costs, key partnerships required, and potential resources to cover costs.

Tips when submitting an abstract:

- Define abbreviations and acronyms at first use.
- Use numerals to indicate numbers except at the beginning of a sentence.
- **Do not** copy and paste bulleted lists from Microsoft Word.
- **Do not** include graphics, tables, or other attachments.
- Clearly describe your results (rather than saying broadly that “results will be discussed”).

If you have any questions, please feel free to contact us at [CitymatchConference@unmc.edu](mailto:CitymatchConference@unmc.edu).

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**Program/Policy Abstract Acceptance Criteria**

<i>Abstract Content</i>	The author included the recommended elements (Issue, Setting, Project, Accomplishments/Results, Barriers, Lessons Learned).
<i>Abstract Quality</i>	The ideas were developed, the concepts communicated, and the findings presented clearly and in sufficient detail to understand what was done.
<i>Innovation</i>	The initiative introduces a new idea, method or approach to an MCH issue, uses resources in new ways, or uses old methods in a new setting.
<i>Grounded in Evidence</i>	Evidence was provided that the issue or problem was important. The initiative was evidence-based, or some evidence was presented that it was likely to be effective in addressing this problem.
<i>Evaluation</i>	The initiative's evaluation plan was described. The evaluation addressed knowledge, behaviors and/or outcomes of target populations (not just program activities).
<i>Effective</i>	The initiative appears or "promises" to be effective and replicable OR it produced lessons that can be valuable in creating more effective programs and policies.

**Scientific Research/Data Abstract Acceptance Criteria**

<i>Overall Presentation/Quality</i>	<p>Reviewer's overall impression of the quality of the abstract?</p> <p>Reviewer's overall impression of clarity of abstract?</p> <p>Conclusions clear and supported by data?</p>
<i>Innovation</i>	<p>Approach creative/original?</p> <p>New or cutting-edge information developed?</p> <p>Challenges existing paradigms or address critical barriers to advancing the field?</p> <p>Employs novel concepts, approaches, methodologies, tools, or technology?</p>
<i>Methodology/Approach</i>	<p>Study concept and design appropriate for the identified purpose of the study?</p> <p>Data appropriate for the study question?</p> <p>Clear how key variables were defined and measured?</p> <p>Clear what statistical methods were used for analysis; and are they appropriate?</p>
<i>Implications for Public Health Practice/Policy/Research</i>	<p>Increases knowledge and/or improves public health practice significantly?</p> <p>Addresses an important understudied public health issue/topic?</p> <p>Provides new information on a well-studied public health issue/topic?</p> <p>Are the findings applicable to a wide audience?</p>