



Berner Fachhochschule  
Haute école spécialisée bernoise  
Bern University of Applied Sciences

# Poster einfach erstellen

Dr. Sibylle Frey, 2020

## 8. Notfallpflege Kongress

Online- Kongress Freitag 6. November 2020

# Poster erstellen und präsentieren

- Vorteil- Nachteil einer Poster Präsentationen
- Erfolgreiches Poster erstellen
- Poster Layouts, Text, Bilder und Grafiken, Posterdruck
- Posterpräsentation

# Vorteile und Nachteile von Postern im Vergleich zu Referaten

## Vorteile

- Persönlicher Kontakt (1:1)
- Präsenz von Autor\*in nicht zwingend notwendig
- Verschiedene Arbeiten können zur gleichen Zeit präsentiert werden
- Das Poster kann mehrmals gezeigt werden
- „Geeignet“ für Leute mit Lampenfieber

## Nachteile

- Wenig Flexibilität
- Keine «captive audience» - Aufmerksamkeit muss erzeugt werden
- Oft grosse Konkurrenz
- Keine Zeitersparnis bezüglich der Vorbereitung

# Die Vorbereitung

- Was will ich mit meinem Poster erreichen? Ziel?  
Was ist meine Hauptaussage? („Take home message“)
- Wer ist mein Publikum? Was ist Ihr Hintergrund? Was wissen Sie?  
Was könnte sie interessieren?
- Wo wird das Poster gezeigt? (National, International)
- Welche Arbeitsmittel benötige ich?
- Wieviel Zeit muss ich für die Vorbereitung einplanen?

# Erfolgreiche Poster

- reduzierten Informationsgehalt
- sind attraktiv und laden zum Lesen ein
  
- können schnell gelesen werden
  - ➔ 5 Sekunden für die Hauptbotschaft
  - ➔ 2 Minuten für die inhaltliche Übersicht und das Interesse ist geweckt
  
- fördern Fragen und Diskussionen

**LOOK AT ME!**

**READ ME!**

**ASK ME!**

<http://www.ncsu.edu/project/posters>

# Erfolgreiche Poster

sind attraktiv und laden zum Lesen ein

**LOOK AT ME!**

## ➤ Titel

- Gross, klar und verständlich aus 5 Meter Distanz

## ➤ Visueller Gesamteindruck

- 40% Bilder (Grafiken/Diagramme/ Fotos), 60% Text
- kleine Textdichte, wenig Lauftext (ABER verständlich)
- Klare Struktur
- Farben ausgewogen

# Erfolgreiche Poster können schnell gelesen werden

**READ ME!**

## ➤ Text

- Kurz prägnant, nur das wesentliche ABER verständlich
- Kritische Auseinandersetzung mit dem Inhalt
- Der wissenschaftliche Anteil ist ersichtlich (Kennzahlen)
- Keine Abkürzungen (oder einmal definieren)
- Grosse Schrift: Vorlagen, Vorgaben einhalten

# Erfolgreiche Poster

## ➤ **Quellen- Literaturangaben**

- Quellen- Literaturangaben sind aufgeführt
- Im Text Literaturangaben mit Fussnoten [1] fortlaufend
- Bilder, Fotos Quellenangaben kleinere Schriftgrösse
- Urheberrechte sind abgeklärt



# Poster erstellen

## ➤ **Fokussiert**

- Thema orientiert
- Bezug zur Fragestellung

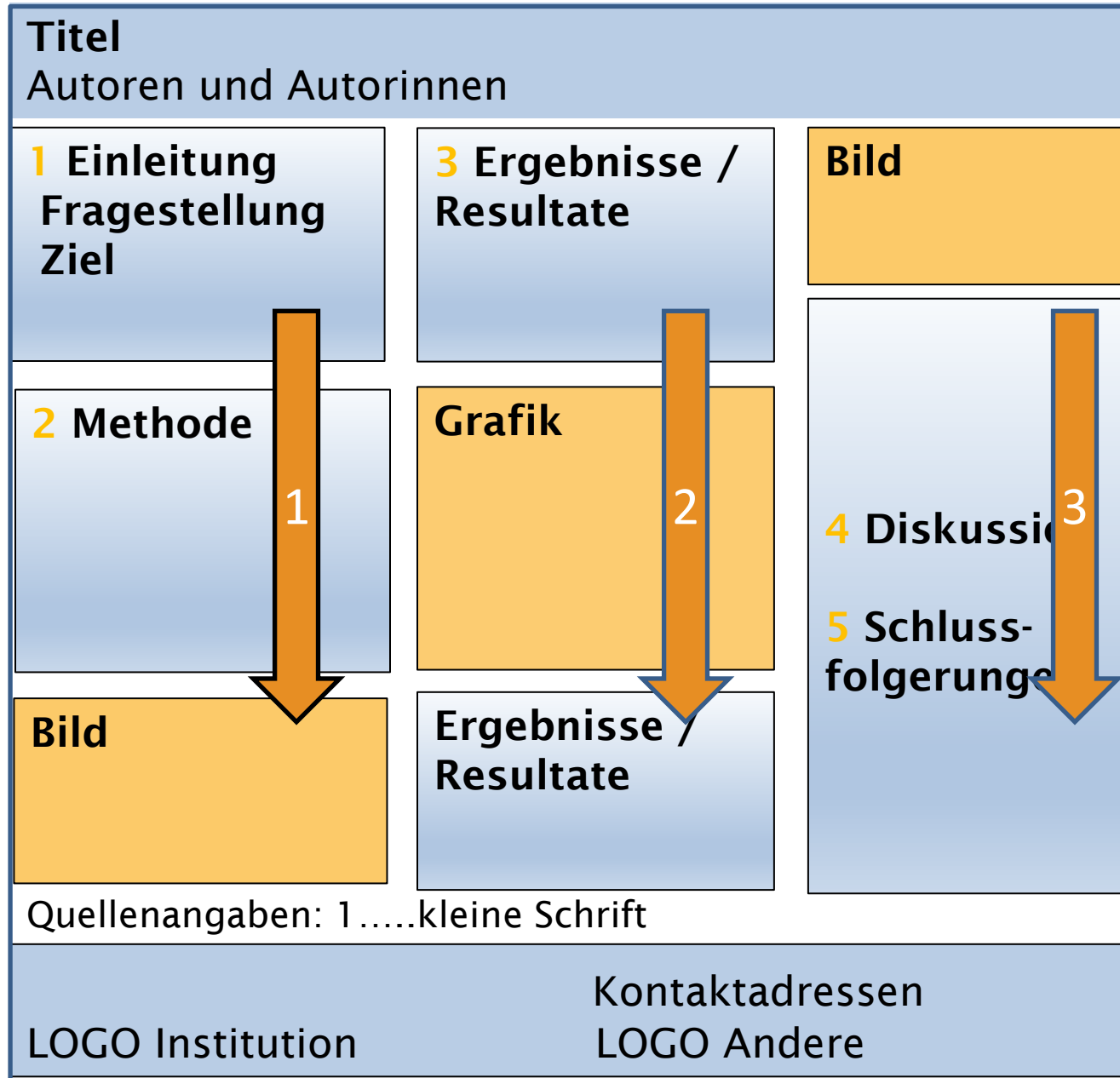
## ➤ **Bilder - Grafiken**

- Selbst erklärende Aussagen
- Wenig Text- selbsterklärende Legenden

## ➤ **Struktur**

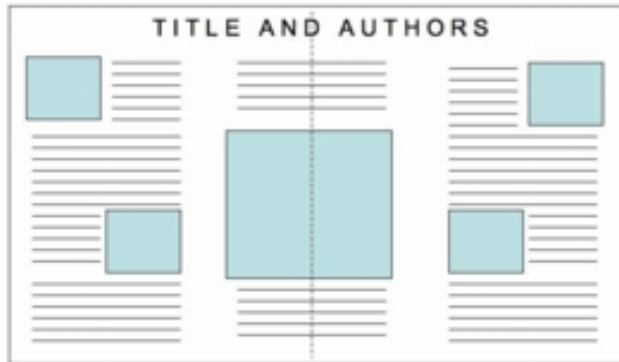
- Deutlich abgegrenzte Blöcke mit Überschriften
- Klare Reihenfolge für eine vollständige Übersicht
- Wichtigste Informationen in den besten Lesebereich
- 60% Text und 40 % Grafiken- Bilder

# Poster erstellen

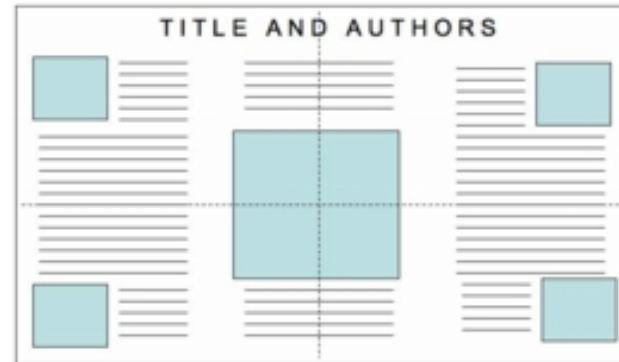


Abstract  
Mappe

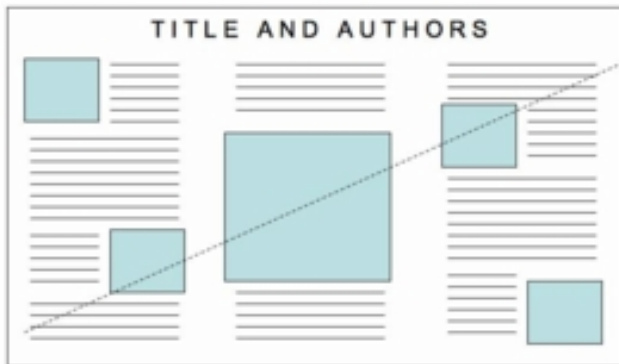
# Poster erstellen



Horizontal Symmetry



Horizontal & Vertical Symmetry



Diagonal Symmetry

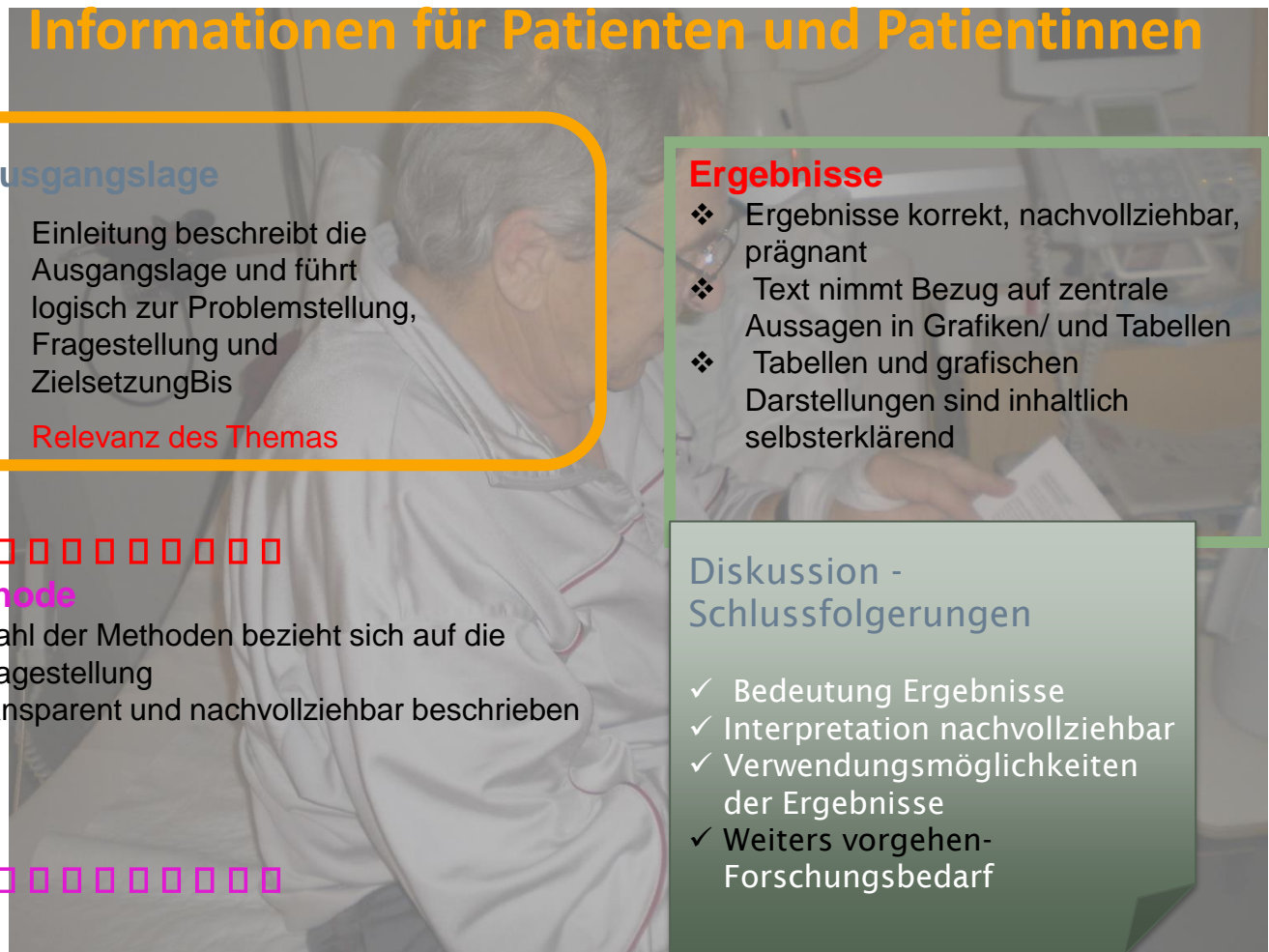


Asymmetry  
(text-heavy on left, image-heavy on right)

<http://www.ncsu.edu/project/posters/>

# Poster erstellen

## Unleserlicher Text und unattraktive Darstellung



### Informationen für Patienten und Patientinnen

#### Ausgangslage

- Einleitung beschreibt die Ausgangslage und führt logisch zur Problemstellung, Fragestellung und Zielsetzung
- **Relevanz des Themas**

□ □ □ □ □ □ □ □ □ □ □ □ □ □

#### Methodik

- ♥ Wahl der Methoden bezieht sich auf die Fragestellung
- ♥ transparent und nachvollziehbar beschrieben
- ♥

□ □ □ □ □ □ □ □ □ □ □ □ □ □

#### Ergebnisse

- ❖ Ergebnisse korrekt, nachvollziehbar, prägnant
- ❖ Text nimmt Bezug auf zentrale Aussagen in Grafiken/ und Tabellen
- ❖ Tabellen und grafischen Darstellungen sind inhaltlich selbsterklärend

#### Diskussion - Schlussfolgerungen

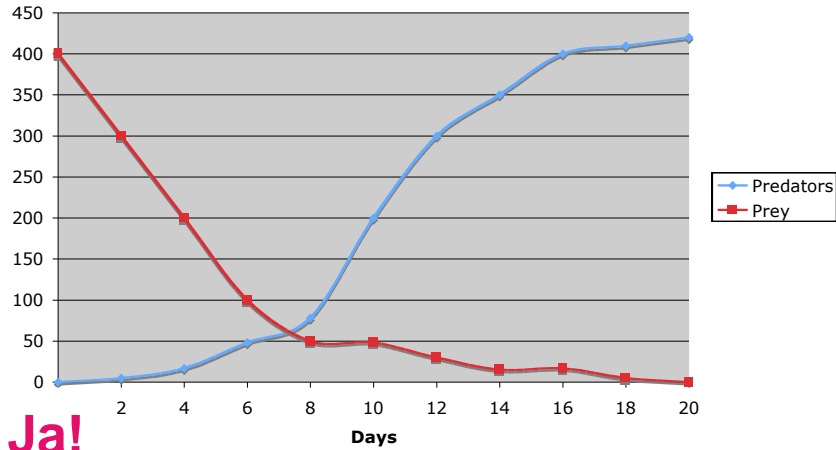
- ✓ Bedeutung Ergebnisse
- ✓ Interpretation nachvollziehbar
- ✓ Verwendungsmöglichkeiten der Ergebnisse
- ✓ Weiters vorgehen- Forschungsbedarf

# Poster erstellen

## Grafiken

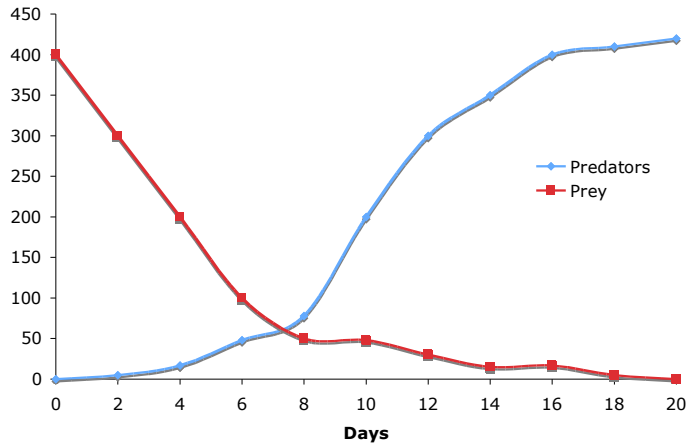
nein!

Population Sizes through Time



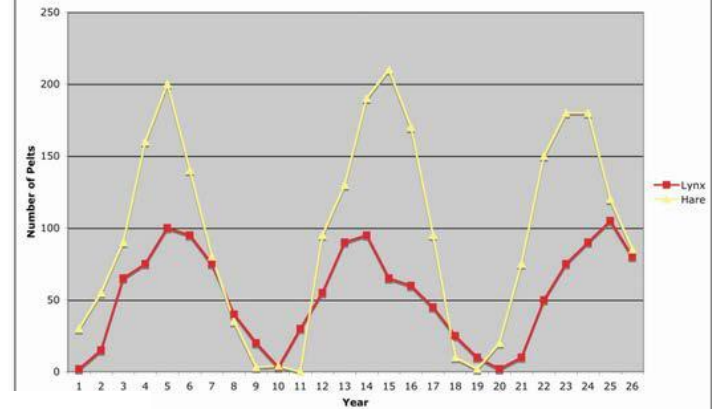
Ja!

Population Sizes through Time



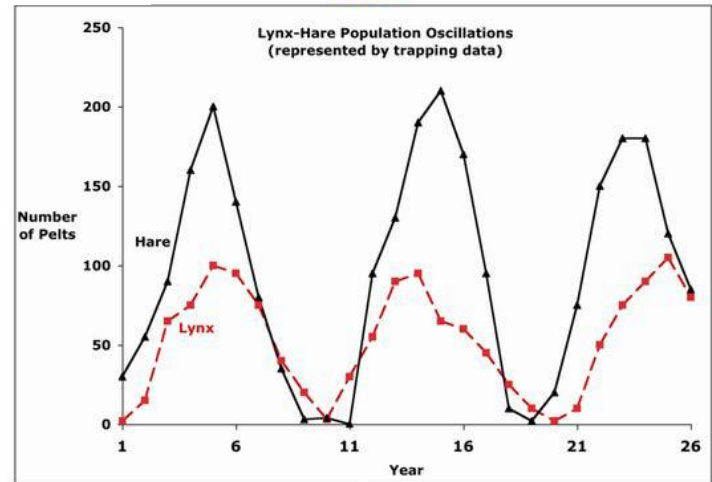
nein!

Lynx-Hare Population Oscillations (represented by trapping data)



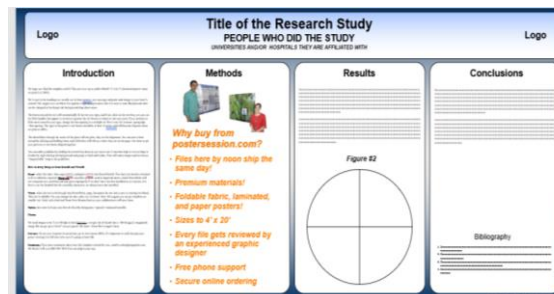
Ja!

Better!



# Poster erstellen

- Bilder und Graphiken Eye-Catcher
- Copyright / Urheberrechte beachten
- Bilder passend zum Thema wählen
- Auflösung der Bilder für ein gutes Resultat beachten
- Grafik und Diagramme eindeutig und selbsterklärend halten
- Ausgewogenen Farben wählen
- Program Power Point im Hoch- oder Querformat (PDF für Druck) oder «templates» verwenden <https://www.postersession.com/poster-templates.php>



# Poster erstellen

## ➤ Schriften

- Überschriften: serifenlose Schrift (zum Beispiel Arial)
- Längere Textpassagen: Serifenschrift (zum Beispiel Times New Roman)
- Schriftgrösse in Punkt
  - Titel: 72 – 88
  - Autoren und Institution: 60 -72
  - Überschriften Abschnitte: 36 – 48
  - Text: 29 -36
  - Legenden der Grafiken: 24
  - Zeilenabstand: genau 1
  - Quellenangabe in kleinerer Schrift

## ➤ Textblöcke

- Kurz und prägnant, Aufzählungen dem Fliesstext vorziehen
- Nicht mehr als 10 Sätze pro Textblock

# Präsentation des Posters

## ➤ **Der erste Satz muss sitzen...**

- Präsentation gut vorbereiten
- möglichst frei sprechen
- laute und deutliche Aussprache
- Bilder und Graphiken einbinden
- Augenkontakt mit dem Publikum
- nonverbale Kommunikation beachten

## ➤ **Ferner**

- Richtlinien und Vorgaben der Veranstalter beachten
- Poster drucken oder online versenden (Stick/ Cloud)
- Transport und Befestigung an den Präsentationsort organisieren
- Handouts Abstract oder Posters in A4-Format



# Posterausstellung virtual

← → ↻ 🔒 <https://wcpH2020.com/instructions-for-presenters-81>



📅 Programme

📄 Abstracts / Presenters

*We will contact workshop organiser with technical details.*

## E-Posters (poster displays)

All posters will be displayed electronically and are not presented.

**IMPORTANT:** *Your poster is needed by 28 September in order to create a full poster session.*

### Your poster:

Here are some tips on how to prepare your poster:

- Bring the conclusion up front in the poster and present it as 'bullets'.
- Avoid long sentences, but try to make all your text messages in bullets.
- Avoid detailed tables, but try to illustrate your results in graphs and flow charts.
- Colours can be used to stress certain sections, but do not exaggerate.
- Films and other interactive material or animations are not possible.

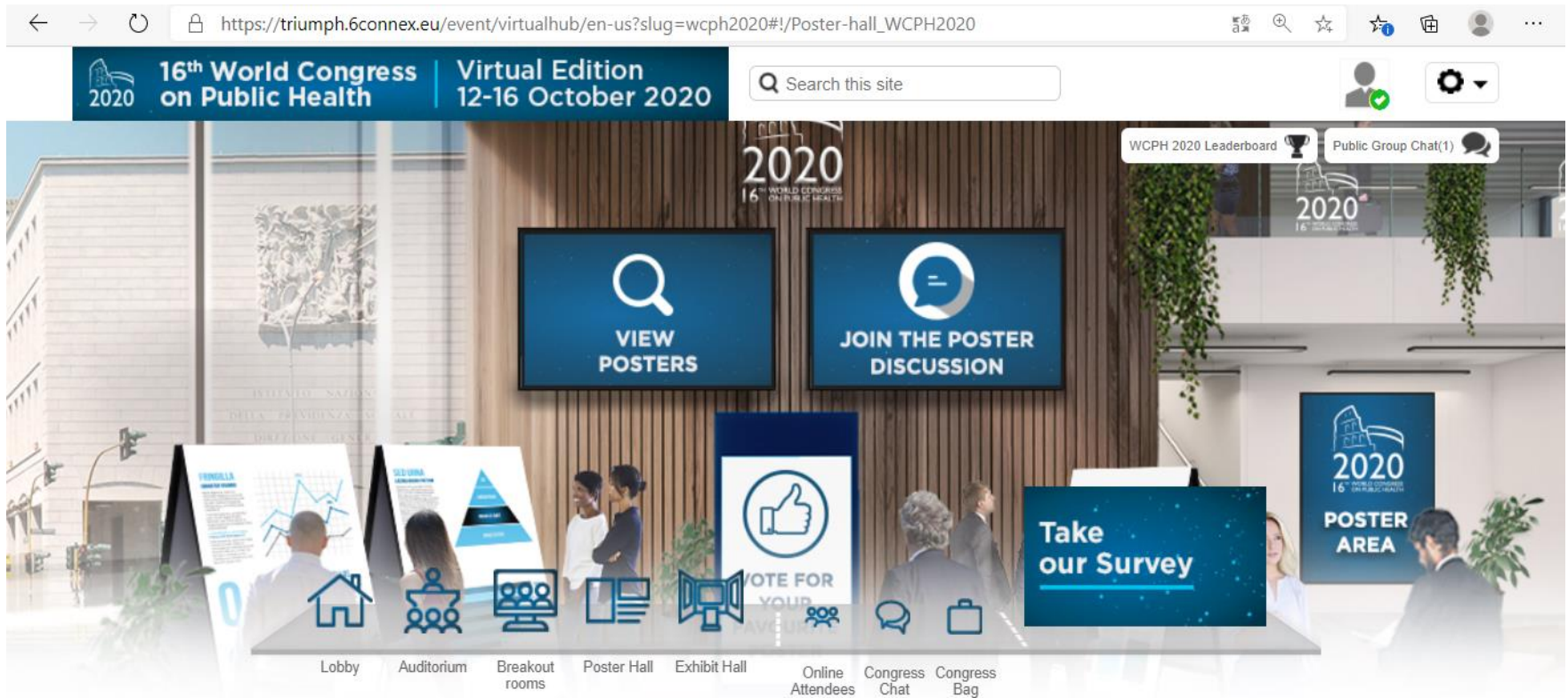
### Technical information:

- An uploading system is used for all posters.
- Posters will be displayed in **LANDSCAPE** (not portrait).
- Required resolution is 1920x1080 pixels.
- Please click here for instructions on how to prepare your PowerPoint slide for display, before you save it to PDF.

You can also use the PPT template provided here.

Please upload your poster as PDF file (not as a PowerPoint file) with a maximum of 3Mb.

# Poster Beispiel



# Posterbeispiel World Congress on Public Health 2020 Rom

## Health guidance for prevention of lifestyle-related diseases using health-related mobile applications:

### A literature review

Sugako Tamura<sup>1)</sup>, Sanae Haruyama<sup>2)</sup>, Ayumi Ogami<sup>3)</sup>, Ayaka Yokoyama<sup>4)</sup>, Takami Okuno<sup>4)</sup>, Yuko Kubono<sup>5)</sup>, Kyoko Takakura<sup>1)</sup>, Shingo Esumi<sup>2)</sup>  
 1)University of Toyama, 2)Jichi Medical University, 3)Ogami Occupational Health Consulting Office, 4)Nippon Express Corporation, 5)Niigata College of Nursing

#### Issue/problem:

Lifestyle modifications are essential for the prevention of lifestyle-related diseases such as hypertension, hyperlipidaemia, and type 2 diabetes. Healthcare providers in Japan are required to use information and communications technologies (ICT), such as health-related mobile applications (mHealth apps), in health guidance.

#### Description of the problem:

The following research questions were explored:  
 1) What is the purpose of using the mHealth app?  
 2) Is there a significant difference in the effect of using the mHealth app instead of face-to-face communication?

#### Methods:

To understand the results of and issues in health guidance, two searches were conducted to identify the domains of health guidance provided using ICT. We searched the PubMed and Japan Medical Abstracts Society databases to identify articles published from 2000–2018. The first search identified frameworks of health guidance provided using ICT. The second search identified primary studies about using mHealth apps published between 2000 and 2018. The sample comprised 22 unique programs from 38 primary studies (Figure 1).

#### Results:

The mHealth app was used to enhance convenience and to improve or modify lifestyle. Finding revealed:  
 1) The number of articles in health guidance provided using ICT (Table 1).  
 2) The number of intervention programs for the purpose of using ICT (Table 2).  
 3) The number of intervention programs for a significant difference in effect of using mHealth app for preventing lifestyle-related diseases (Table 3.).

#### Lessons

This review showed that the frequency of typing information about diet and exercise appeared to be related to the prevention of primary lifestyle-related diseases and the improvement of self-management behaviour. Using the mHealth app for providing encouragement and praise might promote a smooth conversation, which in turn would facilitate appropriate self-management behaviour (Figure 2).

**Main messages:** Use of the mHealth app for providing health guidance might enhance continuous support for self-monitoring and self-management behaviour.

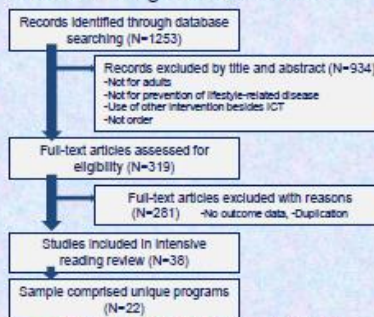


Figure 1. Flow diagram for selection of studies

Table1. The number of articles in health guidance provided using ICT

ICT tool	The number of articles
mHealth apps	22
WEB sites	12
E-mail	11
Digital cameras for photographing the overall aspect of the meal	7
Video telephones	5
Wearable devices	1
Other methods	12

Table3. The number of intervention programs for a significant difference in effect of using mHealth app for preventing lifestyle-related diseases (N=22)

Effect	Reduction of risk factors	Modifications of lifestyle
Improvements in comparison to before intervention	4	8
Improvements in comparison to a control group	10	3
No significant	1	1

Table2. Number of intervention programs for the purpose of using ICT

Purpose of using ICT	mHealth apps	WEB sites	E-mail	Video telephones	Digital cameras*	Wearable devices	Other methods
Enhancement of the convenience	4	1	1	3			2
Providing knowledges	13	6	2	1			3
Establishment of attainment targets	3	7					1
Making action plans	2	6					1
Typing health information	15	9			7	2	7
Self-monitoring	20	9	3	2			5
Sharing information	11	8		1			3
Correction of action plans	8	2	6	3			1
Giving encouragement and praise	9	1	4				2

\*1: Digital cameras for photographing the overall aspect of the meal



Figure 2. Flow diagram in health guidance provided using ICT

Acknowledgment: This study was supported by Health, Labor and Welfare Sciences Research Grants 2018 (No. 201809029A). Authors contact information: Tamura Sugako(RN,PHN,DNS)tamurasuga@med.u-toyama.ac.jp

# Posterbeispiel

## World Congress on Public Health 2020 Rom



Jacopo Garlasco, Costanza Vicentini, Ifeoma Nneka Emelurumonye,  
Francesca Quattrococo, Giulia D'Alessandro, Carla Maria Zotti

2020  
16<sup>TH</sup> WORLD CONGRESS  
ON PUBLIC HEALTH

### Hand hygiene: are WHO Framework scores consistent with hand rub consumption data? A regional study

**BACKGROUND:** in Piedmont (a region in North-West Italy), hand hygiene compliance is routinely monitored through:

- the **WHO Hand Hygiene Self-Assessment Framework (HHSAF)**;
- **Alcohol-Based Hand Rub (ABHR) consumption** as part of the **regional performance indicator surveillance system**.

**AIM:**

to assess whether these two systems yield **consistent results**, i.e. whether numerical **ABHR consumption** data matches the **self-reported status** of hand hygiene compliance.

**METHODS:** for the years **2015-2018**, data on **ABHR consumption** (in millilitres per patient-day, ml/PD) were collected annually at a facility level (**40 hospitals**), whereas the corresponding **HHSAF scores** were collected at a health/hospital unit level (**18 units**). The analysis was performed through **logistic regression**, by taking the **WHO HHSAF score** (continuous variable) as predictor and **ABHR consumption** as response variable, dichotomously considered as “**low**” or “**high**” (respectively below or above the **20 ml/PD threshold** commonly accepted for good practice in hand hygiene).

**RESULTS:** a **high level of ABHR consumption** is more likely to be observed in hospitals/health units with **higher HHSAF scores**, with a **1.14-fold increase** in the odds for **every 10-point increase in the HHSAF score**. Although the number of observations was limited, as the analysis required to aggregate hospital data according to their corresponding local health authorities, the result reached borderline statistical significance ( $p = 0.05$ ).

**CONCLUSIONS:** the **ABHR consumption surveillance** provides feedback heading in the same direction as the results of the **HHSAF**, therefore **the two surveillance systems are consistent**. These findings provide further support for the **validity of the HHSAF score** as a reasonable predictor of **hand hygiene compliance**.



# Posterbeispiel

## World Congress on Public Health 2020 Rom



### Multidisciplinary Day Surgery Unit: a Health Technology Assessment

Michela Pietrantonio<sup>1</sup>, Andrea Caracciolo<sup>1</sup>, Alessandro Barbarino<sup>1</sup>, Maria Triassi<sup>1</sup>

<sup>1</sup>Department of Public Health, University of Naples "Federico II", Naples, Italy

#### Issue

The aim of this study was to improve effectiveness, efficiency and quality of healthcare provided in Day Surgery (DS) setting at "Villa Malta" Hospital in Sarno (Italy). Health Technology Assessment (HTA) was used to compare two organisational models: the first one, in force at the beginning of the study, was characterized by a decentralisation of care activities at the individual Surgery Units; the other one provided for a centralisation of care activities in one unit, named the Multidisciplinary Day Surgery Unit (MDSU).

#### Description of the problem

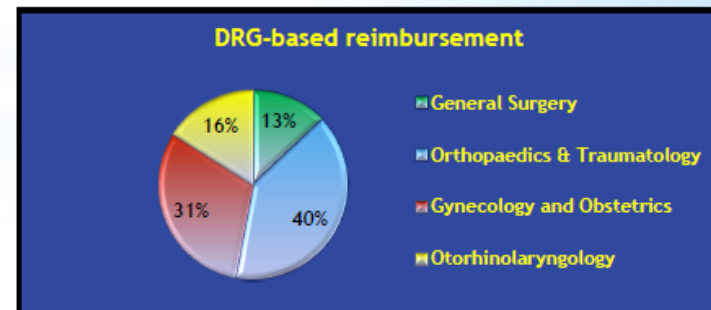
We evaluated economical (cost-minimisation analysis), performance (effectiveness, efficiency, appropriateness, quality and safety) and ethical-social aspects. The cost-minimisation analysis took into account costs incurred and revenues received (DRG-based reimbursement). The perceived quality and the ethical and social impacts were assessed by reference to the voluntary interruption of pregnancy (VIP) and the increasing offer of the Otorhinolaryngology services.

#### Results

MDSU has resulted in a net gain of €1,261,097 per year. This is a result of the increase in hospitalisation production of €1,235,869 and the savings on staff costs of €30,476 (tab.1). The new model also shown an improvement in efficiency through standardisation of the number of DS admissions and in perceived quality concerning VIP, ensuring greater privacy and humanisation for the patients. Finally, the introduction of the Otorhinolaryngology services in DS has increased the quality of healthcare on offer, without the need to transfer the surgical candidates to other hospitals.

COST	GAIN
Laundry 5,248 €	DRG-based reimbursement 1,235,869 €
Materials, devices and sanitising 0 €	Savings on staff costs 30,476 €
<b>5,248 €</b>	<b>1,266,345 €</b>

Tab.1



#### Lessons

The centralised model has shown definite advantages over the decentralised one. MDSU was adopted to provide DS services at "Villa Malta" Hospital and this organisational model could be chosen by other hospitals to improve quality of healthcare.

## Take home message...

- Reduktion des Inhalts auf das Wesentliche
- Grafische Elemente als Kommunikationsmittel selbsterklärend einzusetzen (Hingucker)
- Kritische Auseinandersetzung mit dem Inhalt (wissenschaftliche Anteil ist ersichtlich)
- Unterschied Ansicht Computer / Printversion
- Mündliche Präsentation mit einem Poster als Basis üben

# Literatur

- Hess, G., Tosney, K.W. & Liegel, H. *Creating Effective Poster Presentations*.  
<https://projects.ncsu.edu/project/posters/>
- Merz, U. Grundlagen Postergestaltung, Kurs 'Dokumentieren, Präsentieren, Diskutieren'. ETH Zürich.  
[http://ueberfachlichekompetenzen.ethz.ch/dopraedi/pdfs/Poster/Grundlagen%20Postergestaltung%20\[Compatibility%20Mode\].pdf](http://ueberfachlichekompetenzen.ethz.ch/dopraedi/pdfs/Poster/Grundlagen%20Postergestaltung%20[Compatibility%20Mode].pdf)
- Ruppert, N. (2017). Das kleine Solo: Das Poster. E.-M. Panfil (Hrsg.) *Wissenschaftliches Arbeiten in der Pflege. Lehr- und Arbeitsbuch für Pflegende*. Bern: Huber.
- **SIGA/FSIA. (2016).** Gestaltung eines wissenschaftlichen Posters, Anleitung zur Gestaltung eines wissenschaftlichen Posters, mit Checkliste und Beispielen . SIGA/FSIA Sursee  
[https://sigafsia.ch/files/Beruf/Poster/150828nh\\_d\\_01\\_anleitung\\_zur\\_gestaltung\\_eines\\_posters.pdf](https://sigafsia.ch/files/Beruf/Poster/150828nh_d_01_anleitung_zur_gestaltung_eines_posters.pdf)
- 16th World Congress on Public Health , Virtual Edition 12 -16 October 2020  
<https://wcph2020.com/access-to-the-wcph2020-virtual-platform-105>

## Internetseiten zum Thema

- <https://www.isek.uzh.ch/dam/jcr:00000000-3970-ccc5-ffffffffffdb6e2d2/Poster2014.pdf>
- [http://www.geo.uzh.ch/microsite/olwa/olwa/de/html/unit5\\_kap51.html](http://www.geo.uzh.ch/microsite/olwa/olwa/de/html/unit5_kap51.html)
- <http://arbeitsblaetter.stangl-taller.at/PRAESENTATION/poster.shtml>
- <https://www.postersession.com/poster-templates.php>
- <https://phdposters.com/gallery.php>
- [https://www.notfallpflege.ch/files/\\_Demo/Dokumente/News/180817mw\\_d\\_01\\_einladung\\_posterausstellung.pdf](https://www.notfallpflege.ch/files/_Demo/Dokumente/News/180817mw_d_01_einladung_posterausstellung.pdf)
- <https://siga-fsia.ch/sigafsia/anaesthesiekongress/poster.html>
- <https://www.pflegekongress.at/>
- <https://www.bfh.ch/gesundheit/de/studium/bachelor/pflege/> (Poster der Bachelor Thesen)