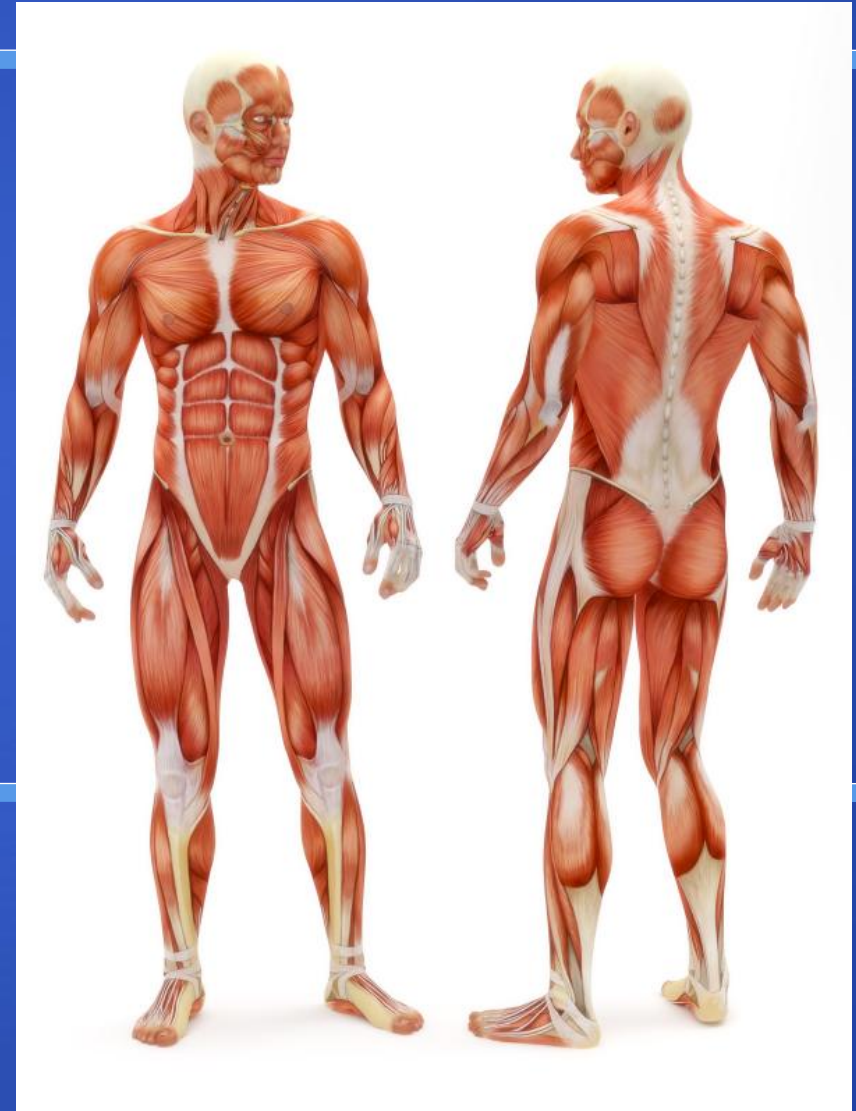


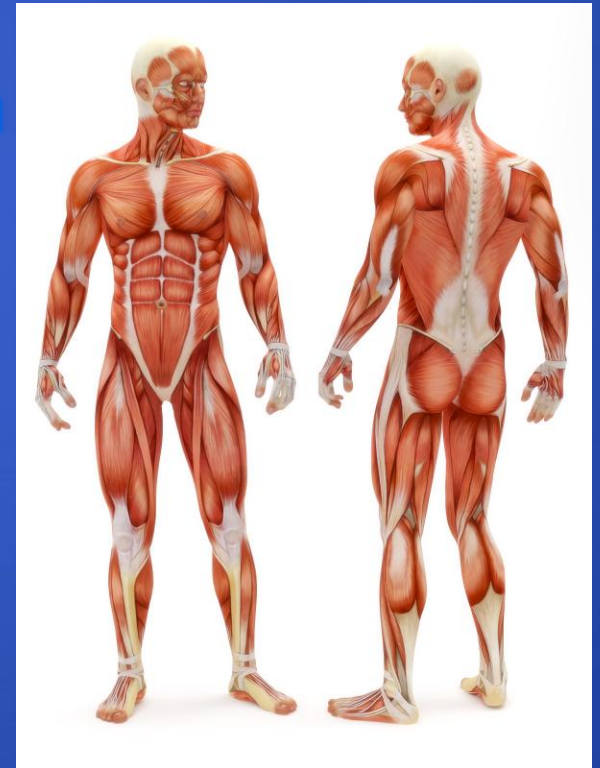
Anatomy of Writing for Publication

Cynthia Saver, RN, MS
CLS Development, Inc.
www.cynthiasaver.com



Anatomy and Publishing

- If you passed A&P....
...you can write for publication



Today!

- Anatomy of writing a article
- Publishing from A to Z
- Transforming your DNP or other project into a publication

Why Write

- Why do we write?
- Why don't we write?



Breaking Barriers

- How can I find time to write?
 - Don't make it a big deal
 - Think before you write
 - Divide and conquer
 - Don't start at the start
 - Delegate

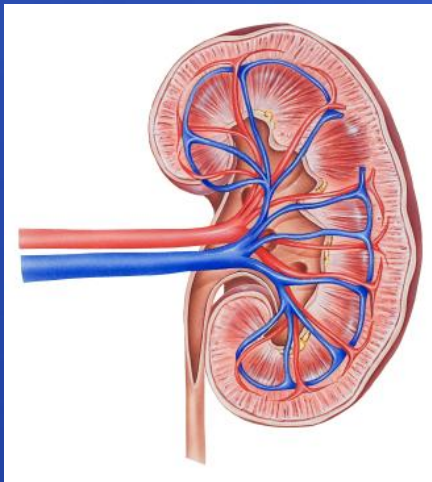
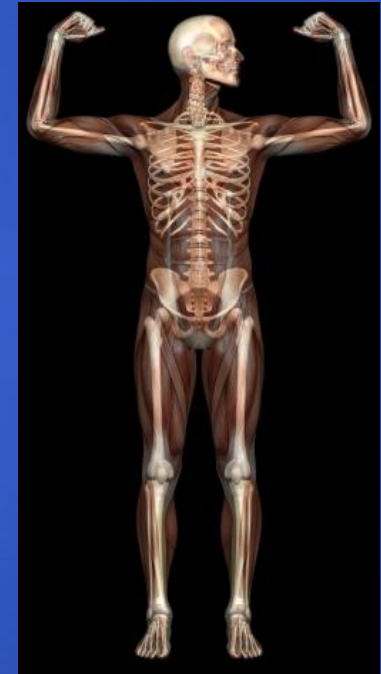


Breaking Barriers

I am a nurse and I can write!



Anatomy of Writing



Brain



Brainstorm

- What is my passion?
- What does the call for articles say?
- What does the journal publish?
- What's new or trending?
- What is my passion?

Brain

Evergreen topics for clinical journals

- Drugs
- Cardiac/respiratory/diabetes
- Emergency situations
- Procedures/diagnostic tests
- Technology/IT



Brain

Brainstorm

- Timely, relevant, compelling
- Mission consistency



Brain

Mind mapping

- Free association
- Narrow your topic

Hypertension management

Use of home blood pressure monitoring in
hemodialysis patients





Let's
practice!

Brain

- Write a summary statement or purpose

This article is about improving blood pressure control....

This article describes how a multimedia education program improved blood pressure control in patients with heart failure.



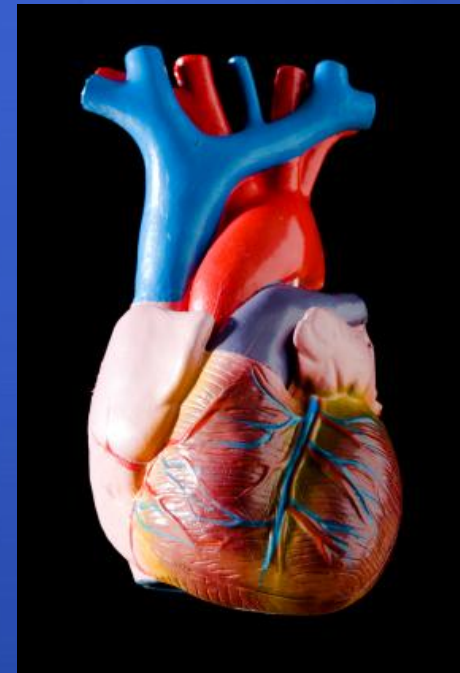
Brain

- Test your statement and make a plan
 - Does it pass the “so what” test?
 - Use the statement/purpose as a guide



Heart

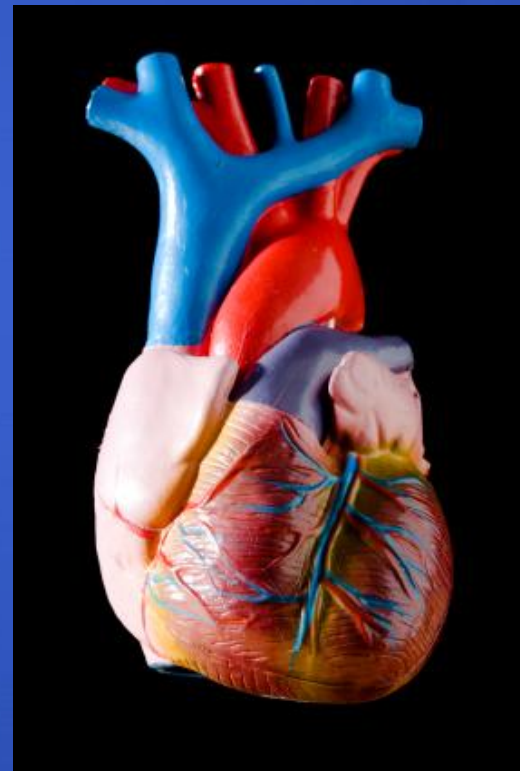
- What do you want the reader to
 - think
 - do, or
 - feel



Heart

- **Types of flow**

- Disease flow
- Time flow
- Case study
- How to
- Research (IMRAD)
- Other



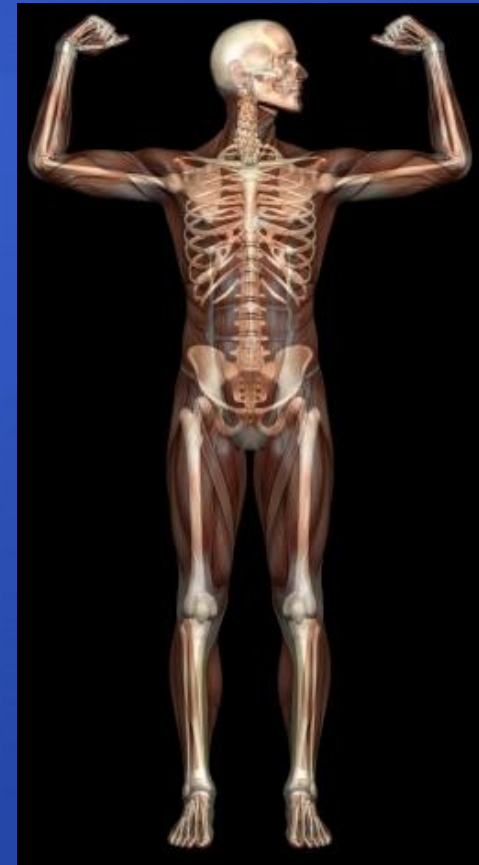


Let's practice!

tPA in stroke
patients

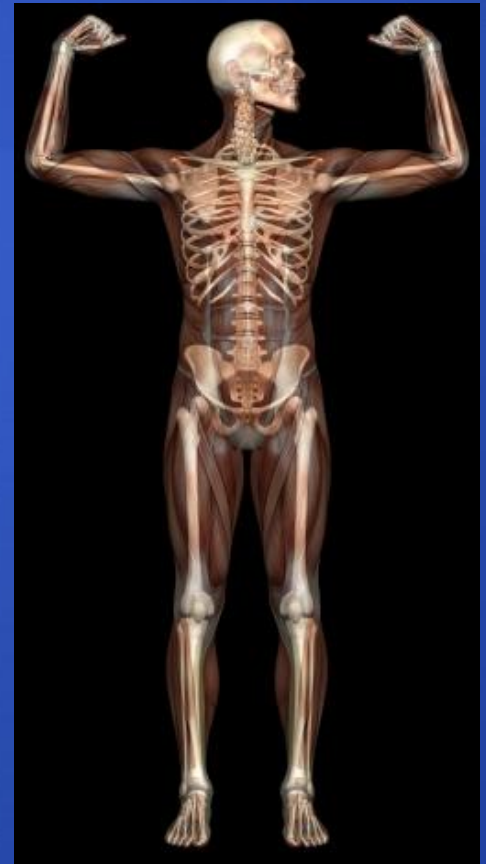
Skeleton

- Structure (organization) of article
 - Title
 - Abstract
 - Beginning: make it interesting
 - Middle: deliver the goods
 - End: wrap it up



Structure of an Abstract

- Purpose
- Design
- Methods
- Analysis
- Findings and conclusions
- Clinical relevance



Structure of an Abstract

It should be short and sweet and include (Happell, 2007):

- *Why* was this work important and what were the issues and problems?
- *Where* was your setting and what population did you use?
- *How* did you design your research, your initiative or an educational program?
- *What* were the outcomes, findings and lessons learned?
- *What now* and how should others use this information?

Beginning the Article

- Sets the stage, consider tone

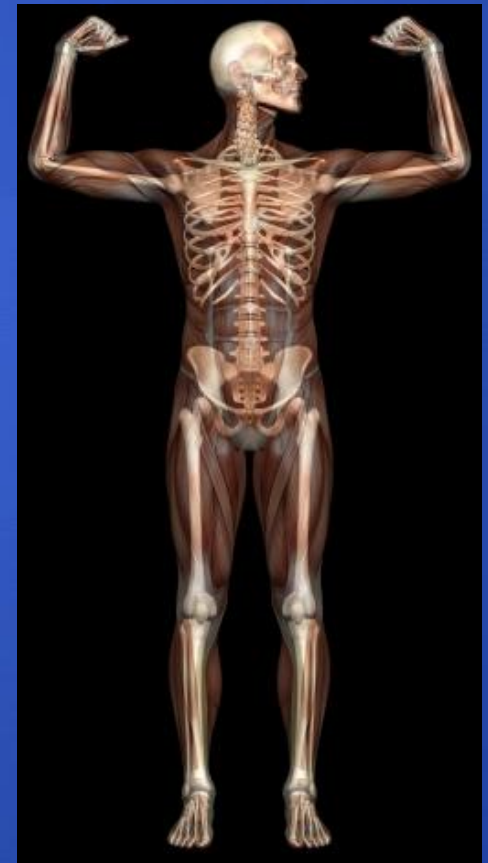
It is currently illegal in the United States and several other countries to be involved, either directly or indirectly, in the buying or selling of solid organs. (Paguirigan, *Nephrology Nursing Journal* 2012)

Move over, MRSA. *Clostridium difficile* is fast becoming a rampant hospital infection. (Hall, *American Nurse Today* 2010)

- Within the first few paragraphs, the reader should know the point of the article

Skeleton

- Types of articles
 - Research
 - EBP
 - Quality improvement
 - Clinical
 - Literature review
 - Case studies



Skeleton for Research Article

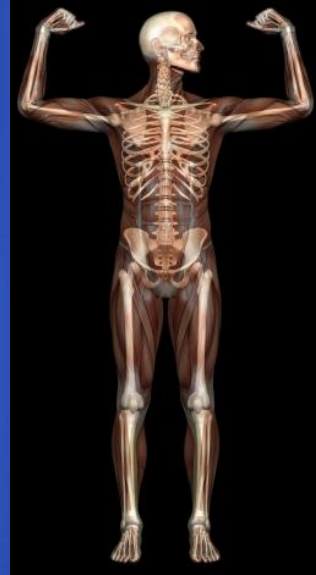
- Introduction Why was the study done?
- Methods What was done?
- Results What was found?
- Discussion What do the results mean?

CONSORT guidelines



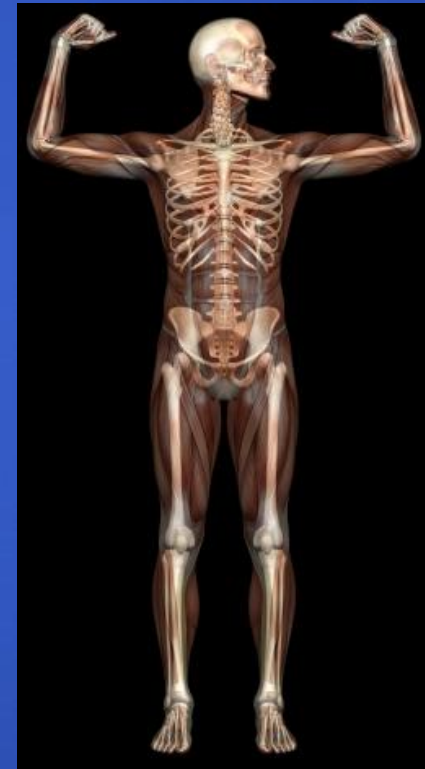
Skeleton for Research Article

- Introduction
 - What is your study?
 - What is the incidence of the problem you addressed?
 - Why is it important?
 - What relevant studies have preceded your study?



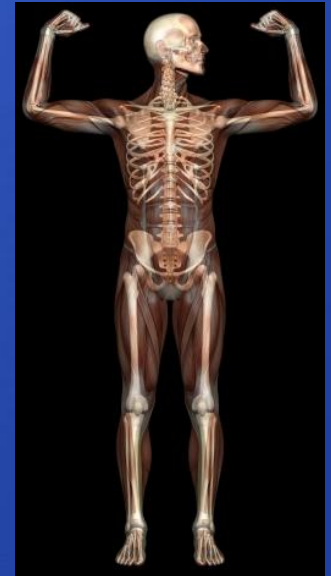
Skeleton for Research Article

- **Methods**
 - Design
 - Sample
 - Procedures
 - Instruments
 - Types of analyses



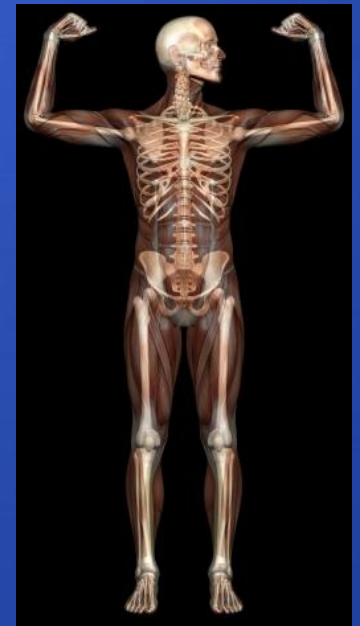
Skeleton for Research Article

- Results
 - Give the results/stats without commentary
 - State whether hypothesis was supported
 - Organize from most to least important



Skeleton for Research Article

- Discussion
 - Tie to theoretical framework/literature
 - Implications
 - Future research



Skeleton for EPB Article

- Write the clinical question
- Show an analysis of the data
- Appraise the evidence
- Make practice recommendations



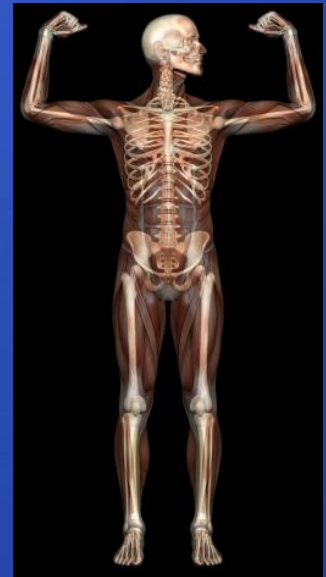
Skeleton for Quality Project Article

- Understand that it's a project not a research study
- See if the journal uses the SQUIRE guidelines



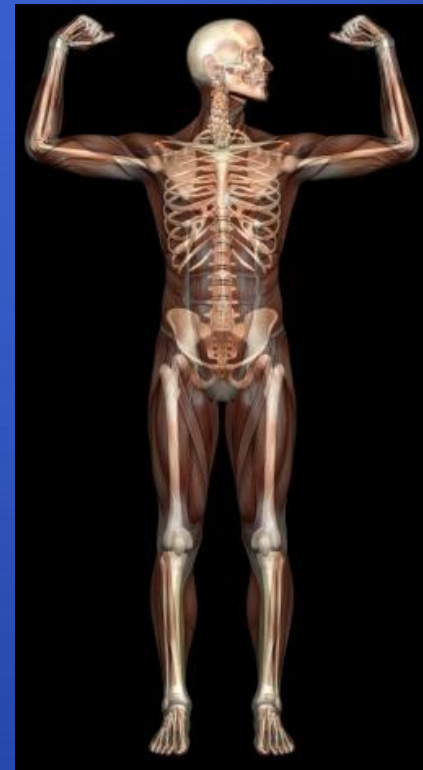
Skeleton for Clinical Article

- Introduction
- Key points (refer to flow options)
- Conclusion
 - Summary
 - Don't add new info



Skeleton Hint

- Read similar articles in the journal you are targeting...



Intestines

- “Guts” of the article
- Databases
 - Pubmed
 - Google Scholar
 - CINAHL/EBSCOhost/ProQuest
 - Open access journals
- Find it
 - Key words
 - Within 5 years?
 - Reference lists

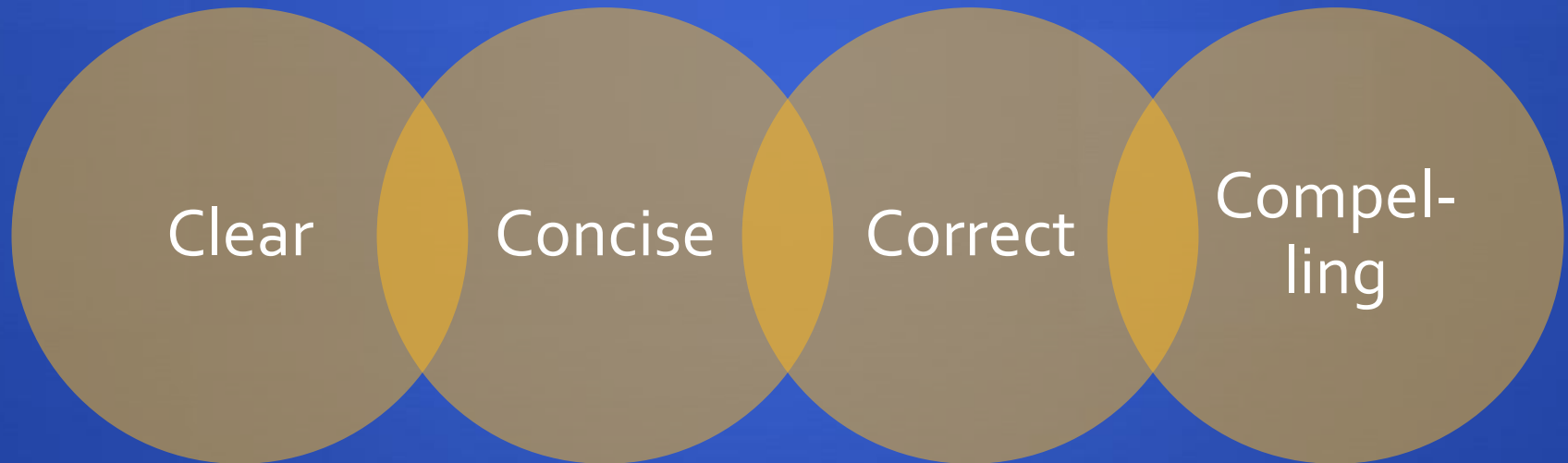


Intestines

- References
 - Primary
 - Secondary
 - Format
- Bibliographic database manager
 - Endnotes
 - ProCite
 - Reference Manager
 - Zotero (free)

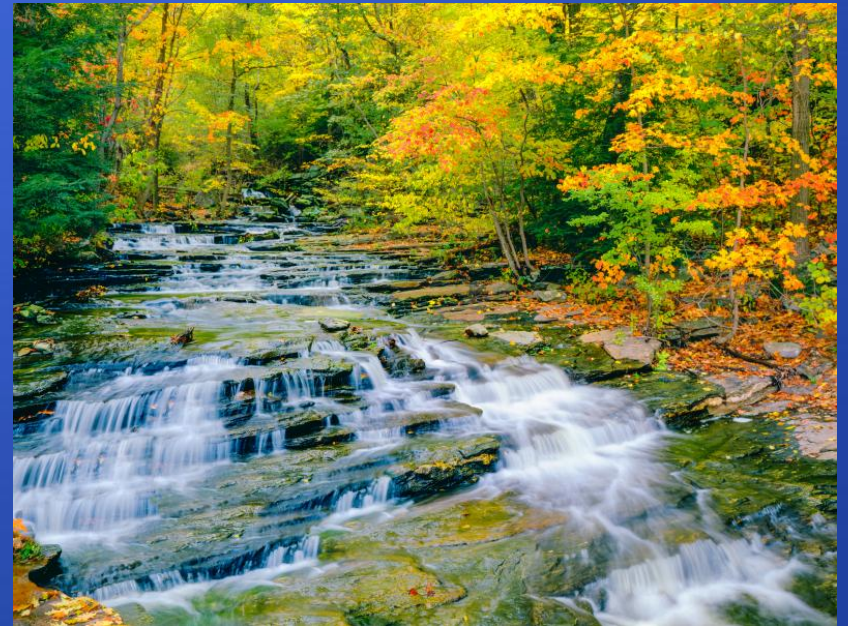


Four C's of Writing



Clear

- Choose the right words
- Avoid acronyms and jargon
- Show, don't tell





Let's
practice!

Clear: Which is better?

- Make sure the graft is intact.
- Inject 20 mL of saline into the graft and watch for leaking in the sutured areas.

Clear

- Be parallel in structure
 - The patients warmed up, are asked to walk 2 miles, and a notebook is used to record the activity.
 - The patients **warmed** up, **walked** 2 miles, and **recorded** their activity.
- (Mostly) use active voice
 - **The vital signs were monitored.**
 - **The nurse monitored the vital signs.**

Clear: Give the Verbs Oxygen (Active voice)

- Vital signs should be checked every 10 minutes until the patient is stable.
- The nurse should check vital signs every 10 minutes.
- Check vital signs every 10 minutes.

Clear: Avoid Ambiguity

The case of the disappearing surgeon..

- The catheter is advanced through the artery until it reaches the blockage.
- The surgeon advances the catheter through....

Concise

- Need to know vs. nice to know
- Watch for Groundhog Day moments
- Cut unnecessary words

Before	After
In order to	To
By way of	By

Concise

- The new shorter smaller catheter is superior to the one used now.
- The new catheter is shorter and smaller, which makes it easier to insert into the hepatic vein of older adult patients.

Notice “why”

Correct

- Check numbers
- Check references
- Check grammar/spelling



Compelling

- Check for gaps in flow
- Anticipate reader questions
- Research articles can be compelling

Compelling

- Beware of the obvious or vague
 - Many patients fall
 - Critical care nurses face ethical dilemmas
- Omit or use examples
 - What percentage of critical care nurses face ethical issues on a daily basis?

Visuals

- Help you be concise
- Show don't tell



Tables

Table 1

Title → **Delirium Rates in Specific Time Periods (N=114)**

	Delirium time period	n/N	%	← Column headings
	Delirium presented 24 hours before hospitalization	3/114	2.6	
	Delirium sometime during SICU stay	34/114	29.8	
Row headings	Delirium newly ^a diagnosed in SICU	32/111	28.3	} Body
	Delirium sometime during post-SICU stay	35/107	32.7	
	Delirium newly ^a diagnosed in post-SICU stay	17/75	22.7	
	Delirium newly ^a diagnosed sometime during hospitalization	49/111	44.1	
	Delirium at, or 24 hours before, hospital discharge	8/107	7.5	
	Delirium occurring 24 hours before hospital admission or anytime during hospital admission	52/114	45.6	

Footnote → ^aNewly refers to participants delirium free before admission and before the stated time period.

In M Balas et al, "Delirium in older patients in surgical intensive care units." (Table 2) Journal of Nursing Scholarship 39 (June, 2007)152. Reprinted with permission from Wiley-Blackwell, Hoboken, NJ.

Pie charts

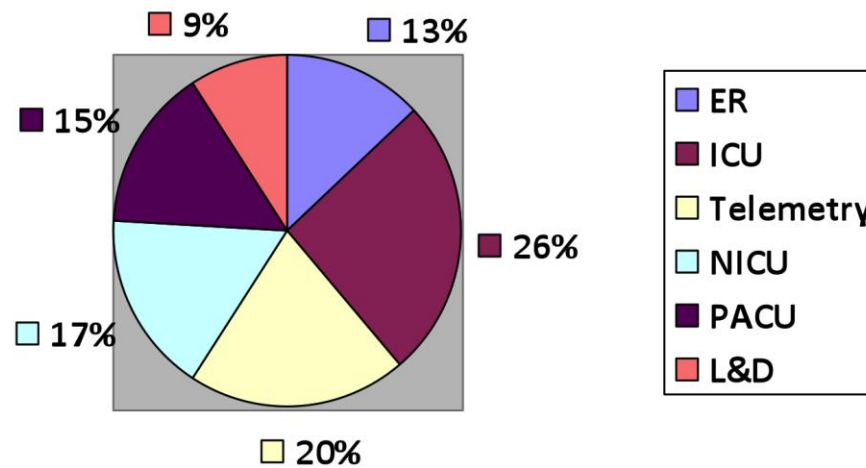


Figure 3. Sample pie graph showing hypothetical vacancies on nursing units at a hospital. (Note: data are fictional).

Bar chart

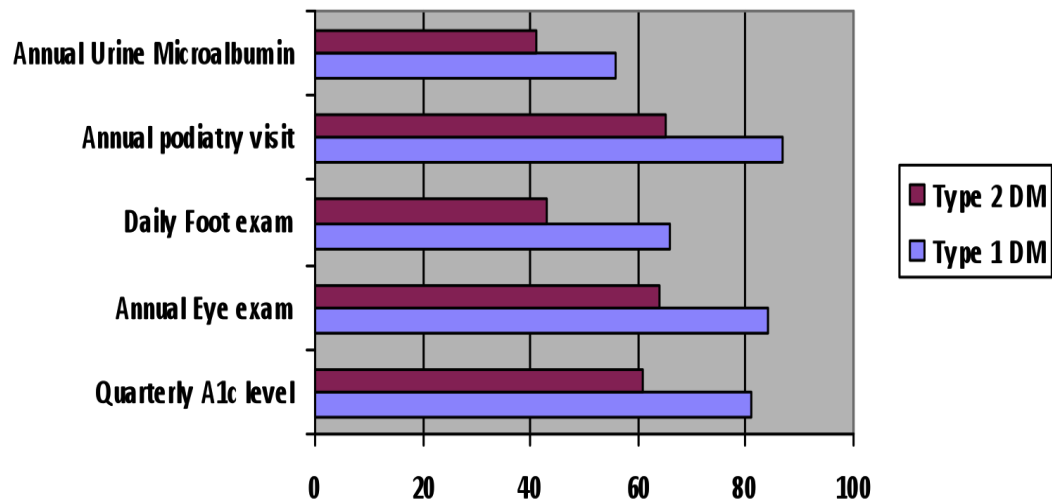


Figure 4. Sample bar graph comparing hypothetical compliance with diabetes care measures among samples of individuals with Type 1 and Type 2 Diabetes. (Note: data are fictional).

Graphic Tips

- Use graphics to supplement, not duplicate or overshadow your text.
- Limit graphics to no more than one-third of your manuscript.
- Position graphics to provide readers with a visual break from reading text.
- Study the format of the publication you are preparing your manuscript for and design your graphics in a similar fashion.

Choosing a Graphic

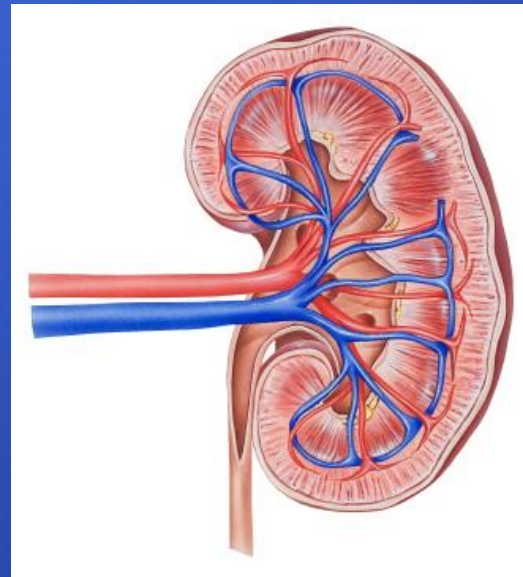
- Tables and figures showcase important numbers and comparisons when data values are key.
- Use graphs to showcase data when highlighting exact numbers is less important.
- Illustrations and photographs permit observations that are difficult or impossible to accomplish with text alone

Compelling

- Consider
 - A good sentence consists of a subject and a verb
 - **Beginning**, middle, **end**
- Consider word order
 - Subject, verb , object
 - The cat ate the mouse.

Kidneys

- Review, then edit
 - An expert
 - A member of the target audience
 - An “editor”



Kidneys

- **Editing**
 - Put it away
 - Print it out
 - Use a checklist



From School to Print

- A paper isn't the same as an article
 - Don't wait too long
 - Don't say it's a school article



From School to Print

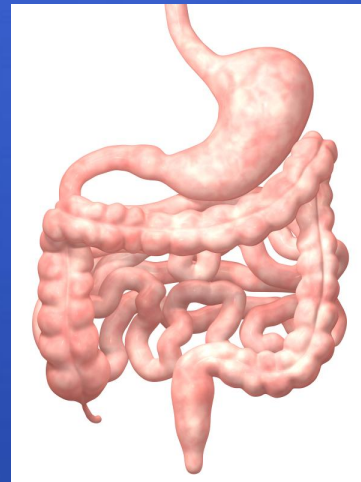
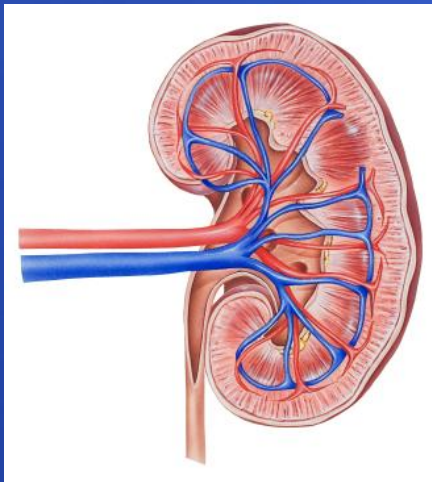
- **Dissertation/capstone project tips**
 - Shorten background and lit search
 - Condense justification of methods
 - Cut down references/charts
 - Make sure graphics are pulling their weight
 - Tie implications to clinical area

Schramm's Formula

- Reward vs. effort
 - Boost reward
 - Decrease effort

Never make your reader work.

Anatomy of Writing



How to Get Happily Published!

- The secret...

Publications need you!



How to Get Happily Published!



Publication!

Query

- Choose a magazine, journal, website
- Resources
 - Nursingwriting.wordpress.com
 - CINAHL/EBESCO/Ovid/PubMed
 - Improvement Science Research Network
 - Nurse Author & Editor

Query

- Open access
 - Biomed Central
 - Public Library of Science
- Online only journals
 - Online Journal of Issues in Nursing

Query

- Other options
 - Doctors of Nursing Practice website
 - Virginia Henderson International Nursing Library
- Interdisciplinary
- Study the writers' guidelines

Query

Picking a magazine, journal, website

- Right audience?
- Right circulation?
- Right timing?
- Right review process?
- Right impact factor?

Query

Finding the right fit for your article is as important as finding the right partner...



Query



- Read before you query
- Address the query to the right person
- Sell your article
 - What your topic is
 - Why it's important
 - What it would include (be brief)
 - Why you should be the one to write it
 - When you could submit it

Query



- E-mail vs. letter
- Timing of query (editorial calendars)
- Response time/follow up



Query Example



Dear Dr. Jones,

I would like to submit a manuscript to the *OR Journal*. The manuscript describes a new surgical procedure for reducing obesity: adipose supra-ablation.

Obesity is a leading cause of death in the U.S., with more than 25% of Americans classified as obese. Techniques such as bariatric surgery have been used to treat these patients, but are associated with serious complications. Adipose supra-ablation, a less extensive surgical option for those who are obese, is associated with reduced length of stay, lower costs and only minor complications.

Query Example



My article would include indications for adipose supra-ablation, a description of the procedure, risks and benefits, and the perioperative nurse's role.

I have more than 10 years' experience in the perioperative setting. For the last three years, I have been the nurse leader of our perioperative team for adipose supra-ablation. Our surgeons perform an average of 10 adipose supra-ablations each month, twice the national average.

Query Example



I could have the article ready by Nov 30, 2012. Please call me at (555) 888-0000 or e-mail me at *k.lee@somewhere.com* if you have any questions.

Thank you for your consideration.

Sincerely,

Kayla Lee, RN, MS, CNOR

Submission

- Following author guidelines
 - Word count
 - Use right reference style
 - Tables and figures
 - Cover letter
 - Title page
 - Email/electronic submission

Submission

About deadlines...



Peer review

- Purpose/type
- What is reviewed
 - Is the content relevant to audience?
 - Is the content organized?
 - Is there missing information?
 - Are the research methods appropriate?
 - Are references current?

Peer review

- Time frame
- Possible outcomes



Revision

- Be calm
- Types of revisions (clarification, organization, gaps in information, adding figures or tables, accuracy)
- When reviewers disagree

Revision Format

Revision request	Revision made
Explain why you chose to use the Spearman correlation (page 1, 3 rd paragraph)	Added rational for using text (page 1, 4 th paragraph)
Add a section on Jones' research to the background section (page 3, 3 rd paragraph)	Section not added because of word count restraints and Smith, whose study is already cited, found similar results in a more recent study
Suggest moving strategies (page 5, 2 nd paragraph) from text to table	Table created (page 5)

Editing/Author Review

- Partnership
- Author review
- Layout



Publication

- Early online publication
- Timeline
- What if there is an error?



Publishing Law



- Copyright form
 - Transfers copyright to publication
 - Covers the specific work created, not the idea
 - Check if copyright includes both print and online
 - Some publications buy first rights only

Publishing Law



- Reproducing copyrighted material — fair use depends on
 - What it is being used for
 - Nature of the copyrighted work
 - Amount of material used
 - Effect the use would have on the potential value of the copyrighted work

Publishing Law



- **Permissions**
 - Obtain permission to reprint figures, etc.
 - Obtain permission for photographs
 - Obtain permission for items on the web
- **Sample permission letter/email**

Sample



- Subject line top of letter): *Permission request for Top Nursing Journal*
- I am requesting permission to use Figure 1, Incidence of Chocolate Lovers in Nurses, which appeared in the May 2009 issue (Volume 5, Number 5) of *Top Nursing Journal*.
- The figure will be included in an article I am writing on the dietary habits of nurses for *Best Nursing Journal*.
- If you agree to extend permission, please sign below and fax this letter to me at [fax] or sign electronically and return to me via this email.
- If you have any questions, I can be reached at [phone] or [email]

Publishing Ethics

- Resource
 - International Committee of Medical Journal Editors (ICMJE): Uniform Requirements for Manuscripts
 - Committee on Publication Ethics



Publishing Ethics

Authorship

- Who will be lead author?
- Lay out responsibilities and time line
- What constitutes an author?



Publishing Ethics

- Authorship criteria (ICMJE)
 - **Substantial (intellectual) contribution** to conception and design, acquisition of data, or analysis and interpretation of data
 - Drafting the article or revising it critically for important intellectual content
 - Final approval of the version to be published
- Contributors (acknowledgements)

Publishing Ethics

- Conflicts of interest and disclosure
 - Financial (funding, stock, speaking/consulting fees, etc.)
 - Other: personal relationships, academic competition
- Confidentiality
 - Protect patient privacy

Publishing Ethics

- Don't do simultaneous submission without disclosure
- Don't plagiarize
- No redundant publishing or salami slicing
 - Disclose previous articles

But you can publish more than one article on a single topic!

About Writing

- “When asked, ‘How do you write?’, I invariably answer, ‘One word at a time.’ ”
— Stephen King
- “Writing is the kind of thing you get better at as you do it; you have to practice to improve.”
— Margaret McClure

Tips for Success

- Write
 - Make it easier for you to write
 - Set deadlines
 - Build your team and social support
- Read the journal
- Follow the author guidelines
- Be a team player

Writing is a Team Sport



I am a nurse and I can publish!



Sources

Sources

- *Anatomy of Writing for Publication for Nurses*
- Author guidelines
- Publisher websites

Questions? csaver@clsdevelopment.com