

What Makes this Bad Poster Not As Good?

The two posters you are now reviewing have been designed to highlight common problems with poster presentations. The research question, while interesting, is unlikely to ever be performed due to issues of methodology (and, heck, we didn't want to look bad by comparison with the genuine posters). We have used the same (bogus) question and research findings in both posters for comparison.

The bad poster has some intentionally, obviously BAD features, and some more subtle features that could use improvement. As you view the other posters at this meeting, consider what the authors did well, and how they might have improved the poster. Those of you who have attended other national meetings know that the quality of posters at the USAFP is high compared with those seen elsewhere.

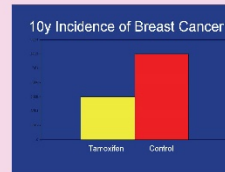
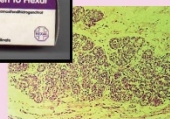
Below are a few lessons the poster's developer has learned from this exercise:

	<i>Bad Poster</i>	<i>Good Poster</i>
Title	<ul style="list-style-type: none"> Way too long What's up with the yellow on red background? Do you work for McDonalds? Or is Madigan Army Medical Center really the title? Use sans serif font for title 	<ul style="list-style-type: none"> Title draws my interest, even though it doesn't convey some important details. I like the subtitle; it was easy to find out what the actual study was about. Effective choice of fonts.
Text	<ul style="list-style-type: none"> I fell asleep trying to read the title, much less the summary. What was your main point? 	<ul style="list-style-type: none"> Text is brief and to the point. I got the message quickly. Like the use of bullets.
Graphics	<ul style="list-style-type: none"> Lots of pretty pictures, but what on earth do they have to do with your study? Your graph does not include any time trends, overly simplistic. 	<ul style="list-style-type: none"> I like the breast cancer ribbon and the graphic of the woman doing breast exams, visually appealing and caught my interest. Your graph gives me a "one shot" overview of your research. Very effective.
Layout	<ul style="list-style-type: none"> My 2-year-old has a better sense of form and color Your background colors are as loud and obnoxious as you are Have you ever heard of using a header? Did Picasso design this? What should I read first? Last? 	<ul style="list-style-type: none"> I really like the rose-color scheme. I've seen it used for other breast cancer projects. How do you do those text boxes? It is visually appealing and makes the information stand out just right. The color scheme seems to work well together, unified. I was able to follow your presentation easily.

Reducing the Risk of Breast Cancer: Taking 20mg of Tamoxifen daily for 5 years will reduce the 10 year risk of breast cancer in women ages 40-59 with a first degree relative of colorectal adenocarcinoma by 50 percent.

Runkle GP, Seehusen DA, Edwards JA, Junnila JL, Oh RC

Madigan Army Medical Center



Methods:

Double-blinded, placebo-controlled randomized trial

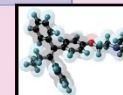
Intervention: Tamoxifen 20mg daily for five years

10,000 subjects enrolled

In this enterprising study, the authors demonstrated a fifty percent reduction in the ten year actuary survival rate in the incidence of breast cancer in women ages 40-59 with a first degree relative with colorectal adenocarcinoma treated with prophylactic tamoxifen at a dose of twenty milligrams daily for a total of five years of administration with minimal loss to follow-up.

Tamoxifen effective in breast cancer prevention

Family History of colon cancer increases risk



Does tamoxifen reduce breast cancer risk in women with a family history of colon cancer?

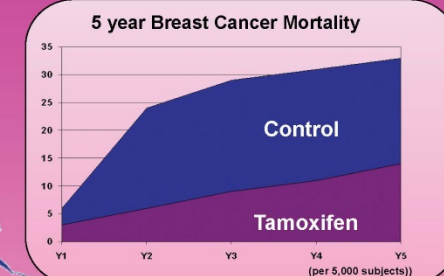
Reducing the Risk of Breast Cancer

Seehusen DA, Edwards JA, Junnila JL, Oh RC, Runkle GP
Madigan Army Medical Center

Does tamoxifen reduce breast cancer risk in women with a family history of colon cancer?

Methods:

- Double-blinded, placebo-controlled randomized trial
- Intervention: Tamoxifen 20mg daily for five years
- 10,000 subjects enrolled



Background:

- Tamoxifen effective in breast cancer prevention
- Family History of colon cancer increases risk

Results:

50% reduction in 10 year risk of breast cancer in women ages 40-59 with a first degree relative with colorectal adenocarcinoma treated with prophylactic tamoxifen

