Engage 2021 Proposal Guidance

Engaging Healthcare Communities - From Patients to Policymakers
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OVERVIEW
ACA Engage 2021 is the premier national conference for Doctor of Chiropractic and chiropractic students. The event brings together the best in chiropractic offering cutting-edge education, networking and leadership development opportunities, and the chance to lobby Congress on behalf of patients and the profession. ACA is looking for innovative presentations that bring evidence-informed research into everyday practice, focus on the highest standards of ethics and patient care and discuss best practices in ethical clinic and practice management.

Building on the success of Engage 2020, which attracted a record number of attendees, ACA Engage 2021 will offer high quality learning opportunities that build skills which can be applied immediately upon return to the office on Monday morning.

PROGRAM FOCUS
Theme
The theme of ACA Engage 2021 educational programming is Engaging Healthcare Communities - From Patients to Policymakers. ACA Engage 2021 education sessions should be evidence-based and have practical application.

Topics of Interest
Topics of interest based on a recent ACA’s learning needs assessment include:

• clinical education to manage common issues seen daily practice.
• information on the latest research and how to translate this into practice.
• specialized content such as topics in pediatrics, sports, nutrition or neurology.
• help navigating the value-based payment system; and
• quality documentation practices.

ACA PRESENTER CENTER
Education session proposals are accepted electronically through ACA’s virtual presenter center. Additional guidance with detailed instructions can be found at Submission Instructions on the main Call for Presenters page.

Submission Criteria
ACA Engage 2021 education session proposals will be evaluated on the following criteria:

- Strength of theoretical/scientific or professional rationale supporting the proposal.
- Relevance to patient-centered content.
- Clinical relevance and ability to apply content immediately (on Monday morning).
- Suitability of the amount of information to be presented to the proposed session length.
- Clarity and quality of learning objectives; and
- Overall quality of the proposal

ACA educational programming adheres to the PACE Criteria for Quality Continuing Education.
All educational sessions must exclude promotional content. Presenters are required to disclose any conflicts of interest or financial relationships that may bias the content of their presentation – both to ACA in writing and in their presentation slides. Promotional content includes, but is not limited to, (1) displaying proprietary product or service logos in the presentation; (2) presenting links to websites that promote proprietary products and services; (3) collecting leads during the session; and (4) encouraging participants to take action to learn more about a particular product or service. Presenters may offer their email addresses in presentation files for further communication with attendees.

Guidance for writing learning objectives

Learning objectives should reflect what the participant should know or be able to do at the end of the presentation. Make them interesting and accurate.

1. Objectives should be simple and brief.
2. Avoid including too much detail so the effort of writing the objectives does not become discouraging and the requirements overwhelming to the attendees.
3. The best way to communicate learning objectives is to use specific action verbs. Use verbs from a variety of levels (i.e., knowledge, comprehension, application, analysis, synthesis and evaluation). Try not to repeat the use of a verb. You will find a list of suggested verbs below.

Action/Measurable Verbs for Learning Outcomes

<table>
<thead>
<tr>
<th>Analyze</th>
<th>Criticize</th>
<th>Evaluate</th>
<th>Operate</th>
<th>Revise</th>
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<tr>
<td>Apply</td>
<td>Debate</td>
<td>Execute</td>
<td>Organize</td>
<td>Schedule</td>
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<td>Appraise</td>
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<td>Appraise</td>
<td>Define</td>
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<td>Compose</td>
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<td>Contrast</td>
<td>Establish</td>
<td>Manage</td>
<td>Repeat</td>
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<tr>
<td>Create</td>
<td>Estimate</td>
<td>Measure</td>
<td>Restate</td>
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Deadlines

Submissions will be accepted until **Sunday, April 19, 2020**. Final submissions must be received by this date to be considered for evaluation and selection. ACA will notify applicants of decisions on or about **June 15, 2020**.
ONLINE SUBMISSION INSTRUCTIONS

We strongly recommend you prepare your responses in a Word document first and save it to your desktop before you begin the online submission process to prevent losing your data. You can copy and paste your responses from your document as you respond to each question.

Begin your online submission in ACA’s Presenter Center.
Visit the ACA Engage 2021 Call for Proposals page and select Create Proposal. You will need an ACA username and password to begin. Once you click on the Create Proposal link, you will be redirected to the Account Sign-in page where you can sign in or create a new account. If you’re already signed in to www.acatoday.org, then you will go directly to the presenter center. Contact ACA at (703) 276-8800 or send an email to education@acatoday.org if you forgot your ACA username and/or password or having trouble creating an account.

Creating your new presentation. After you sign into your account, you will be directed to the YOUR PRESENTATIONS page in the presenter center. It will be blank until you create your first submission.

➢ Select the CREATE NEW button in the upper right corner.

Adding presentation summary information. All fields marked with an asterisk (*) must be completed.

➢ Presentation Submission Event: Select Engage 2021 Call for Presenters
➢ Presentation Title: Your title must reflect the content of your presentation and should be no longer than ten words. If your presentation is approved for continuing education units (CEUs), it cannot be changed after submission.
➢ Author Presenter Role: Select your presenting role from the drop-down list.
➢ Select Create Presentation, and you will be directed to the PRESENTATION SUMMARY page and from here you will be able to provide details about your presentation.
Adding details about your presentation.

Once the **PRESENTATION SUMMARY** is created you will see three (3) tabs entitled **HOME, PROPOSAL AND CV, and CO-PRESENTERS**. The instructions below will guide you through each tab.

➢ **Select the PROPOSAL AND CV tab and then select the first section: Presentation Information.**

   o **All proposals should include the following required information:**
     - **Session Format** – 1-hour lecture presentation or 1-hour panel discussion.
     - **Presentation Summary** – Well-written, with clearly stated outcomes and appropriately documented theory, research and/or experience.
     - **Course Breakdown** – Hourly breakdown of topics to be presented during your session.
     - **Learning Objectives** – 2-3 measurable learning objectives that describe what learners should be able to do upon completion of your session. [Click here](#) for guidance on writing acceptable learning objectives (PDF).
     - **Intended Audience** – Students, Chiropractic Assistants, Practicing Doctor of Chiropractic (5-10 years in practice), Practicing Doctors (more than 11 years in practice), Researchers.
     - **Attendee Immediate Take-home Value** – What is the “Monday morning application?”
References – 5 content references that support your presentation. References should be recent - within the last 10 years.

Practice Area -
Sample Presentation Slides – 3-5 sample slides that support your presentation.
Curriculum vitae for each presenter – not to exceed 2 pages.

➢ Complete the required sections and click SAVE and go to the Submission Agreement tab.
➢ Read the Submission Agreement, click the Agreement check box and go to the Permissions page.
➢ Answer the questions in the Permissions section and hit SAVE and go to the Upload CV & Additional Files tab to upload your 2-page CV and sample presentation slides.
➢ Click on Upload CV & Additional Files and then click on Choose File. Browse for the files you are uploading. Click the red Upload File button to complete each upload. Upload presenter (and co-presenter) CVs and 3-5 sample slides.
➢ Upload your required files and documents in the CV Upload section and hit SAVE and go to the CO-PRESENTERS tab if you have others presenting the webinar with you. If you do not have Co-Presenters, click on the HOME tab at the top of the screen.

Add your co-presenters.
➢ If you are presenting the webinar with others, you will need to add them under the CO-PRESENTERS tab. Your co-presenter will be able to view the presentation submission, but only you will be able to make changes.
➢ Select Add Co-Presenter on the right side of your screen and search for the individual’s name. If you are unable to find your co-presenter, you will be able to add them as a new contact.

Final steps.
After you have added all the required information and uploaded the required documents, you are ready to submit your presentation.
➢ Select the HOME tab to return to the PRESENTATION SUMMARY page.
➢ On the right side of your screen, you will see a CHECKLIST box. If all required information has been provided, the box next to Presentation Document & CV will be blue.
➢ Select Submit Presentation. You will receive a successful notice, a presentation ID number and an email confirmation that ACA has received your presentation.