

# Blogging about mental health research

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# EVIDENCE-BASED PRACTICE

***No bias, no misinformation, no spin  
Just what you need!***

# National Elf Service methodology

- Independent
- Evidence-based
  - Selection
  - Appraisal
  - Conflicts of interest
  - Core editorial team
  - Network of expert bloggers
- Open and inclusive (shared values)
- Partnership working
- Crowd-source our peer review



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# Blog structure

- Introduction
- Methods
- Results
- Conclusions
- Strengths and limitations
- Implications for practice



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# Extend your reach with social media





# Mindfulness: digital case study

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# Effectiveness and cost-effectiveness of mindfulness-based cognitive therapy compared with maintenance antidepressant treatment in the prevention of depressive relapse or recurrence (PREVENT): a randomised controlled trial



*Willem Kuyken, Rachel Hayes, Barbara Barrett, Richard Byng, Tim Dalgleish, David Kessler, Glyn Lewis, Edward Watkins, Claire Brejcha, Jessica Cardy, Aaron Causley, Suzanne Cowderoy, Alison Evans, Felix Gradinger, Surinder Kaur, Paul Lanham, Nicola Morant, Jonathan Richards, Pooja Shah, Harry Sutton, Rachael Vicary, Alice Weaver, Jenny Wilks, Matthew Williams, Rod S Taylor, Sarah Byford*



- PREVENT RCT
- Published in The Lancet, 21/04/15
- Significant findings
- Impact on clinical practice?





# Who needs to know?

- People with recurrent depression & their carers
- Health & social care professionals
  - GPs
  - Mental health professionals
  - Mindfulness practitioners
- Commissioners
- Policy makers
- Researchers
- App developers



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# What the paper concludes

*“We found no evidence that MBCT-TS is superior to maintenance antidepressant treatment for the prevention of depressive relapse in individuals at risk for depressive relapse or recurrence.”*



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# Important!

- Well conducted and well reported RCT
- A non-inferiority trial, not an equivalence trial
- No usual care or attention control group
- Quite specific population, may limit applicability
  - At high risk of depressive relapse or recurrence
  - Currently taking antidepressants
  - Predominantly white and female
  - Open to stopping their drug therapy and starting a group psychosocial treatment



On 20 Apr 2015, at 09:29, Lancet, Press Office <[pressoffice@lancet.com](mailto:pressoffice@lancet.com)> wrote:

## ***The Lancet*: Mindfulness-based therapy could offer an alternative to antidepressants for preventing depression relapse**

**\*\*Note short embargo: 00:01 [UK time] Tuesday 21 April, 2015\*\***

Mindfulness-based cognitive therapy (MBCT) could provide an alternative non-drug treatment for people who do not wish to continue long-term antidepressant treatment, suggests new research published in *The Lancet*.

The results come from the first ever large study to compare MBCT – structured training for the mind and body which aims to change the way people think and feel about their experiences – with maintenance antidepressant medication for reducing the risk of relapse in depression.

The study aimed to establish whether MBCT is superior to maintenance antidepressant treatment in terms of preventing relapse of depression. Although the findings show that MBCT isn't any more effective than maintenance antidepressant treatment in preventing relapse of depression, the results, combined with those of previous trials, suggest that MCBT may offer similar protection against depressive relapse or recurrence for people who have experienced multiple episodes of depression, with no significant difference in cost.



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# Media headlines

- **Mindfulness as effective as pills for treating recurrent depression**  
The Guardian
- **Mindfulness 'as good as anti-depressants for tackling depression'.**  
The Daily Telegraph
- **Depression: 'Mindfulness-based therapy shows promise'.**  
BBC News



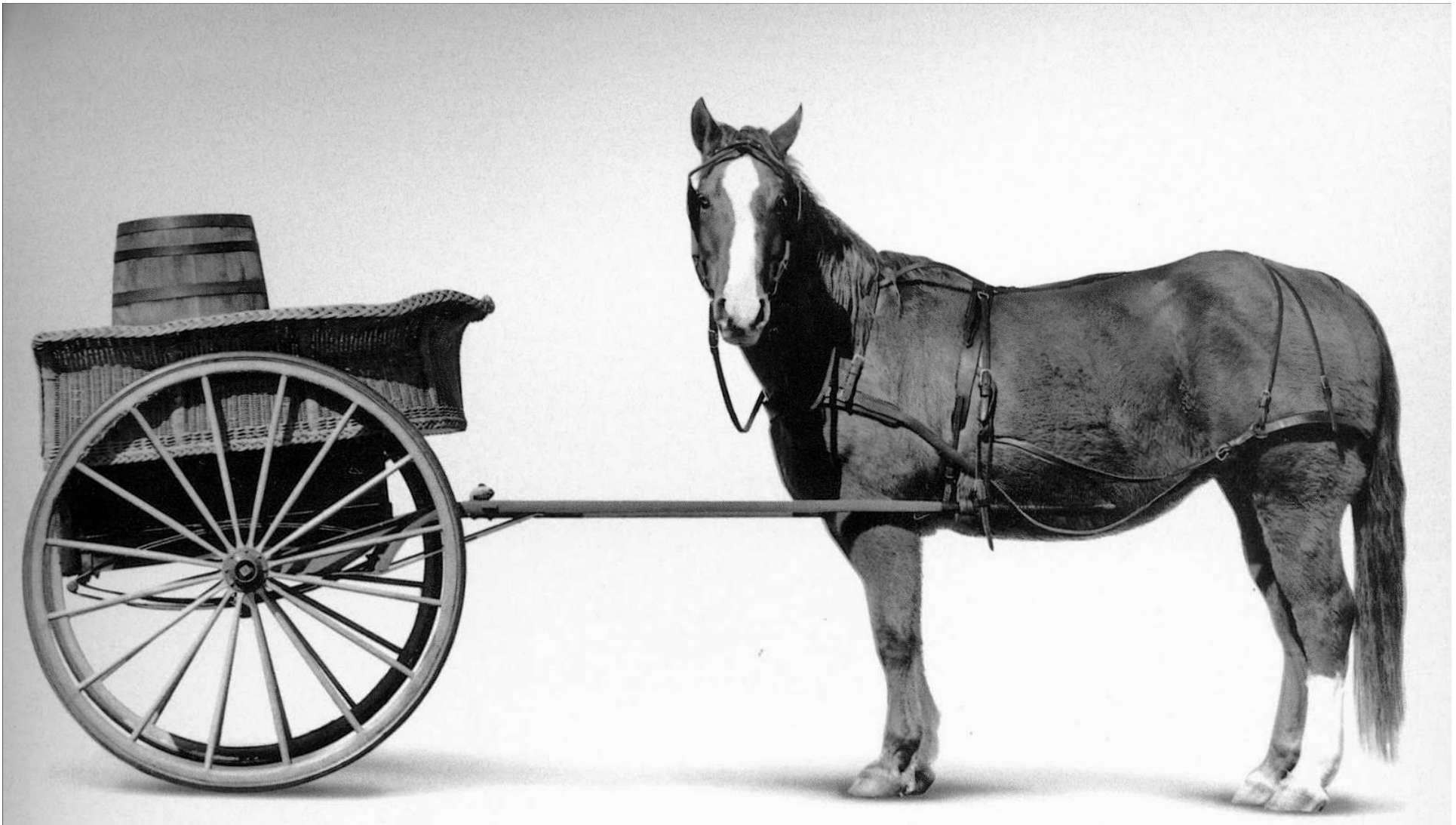
# Conclusion of our blog

*“This RCT does not establish equivalence between mindfulness-based cognitive therapy (MBCT) and antidepressants for recurrent depression, but it does show MBCT in a positive light for preventing depression.”*



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**Mindfulness: putting the marketing cart before the evidence horse?**

# Digital dissemination

- Blog
- Social media stuff
- Podcast
- Webinar





## 5 seconds

- Blog title, Tweet

## 30 seconds

- Teaser, Tweet with Infographic, Abstract

## 3 minutes

- Blog, Video

## 30-60 minutes

- Full-text, Podcast, Webinar, Tweet chat

NO BIAS. NO MISINFORMATION. NO SPIN.  
JUST WHAT YOU NEED!

## The Mental Elf



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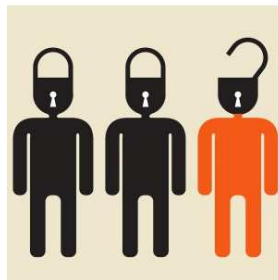
APR  
21  
2015

### Mindfulness-based cognitive therapy to prevent depression

228 Responses »



Posted by  
Andre Tomlin



Mindfulness-based cognitive therapy (MBCT) and **mindfulness** in general have been pretty hot topics in the woodland over the last couple of years. A growing number of reliable studies have been published that show the benefits of this approach for a wide range of mental health conditions.

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@HowardNWhite @carolinefiennes

@campbellreviews As I said last week

Howard, you do have a way with words

Reply Retweet Favorite | about 34 minutes ago

**The blog: evidence-based summary,  
implications for practice/policy/research**

# #WeCATS

Critical Appraisal Twitter Session



Critical appraisal of research in a fast, fun & friendly way

#WeCATS - Thursday 25th June 2015 8pm (GMT Standard Time)

#WeCATS: Mindfulness for recurrent depression (Lancet RCT)

**The social media stuff:  
Extensive dissemination and  
democratic conversation.**

**Plus #WeCATS critical appraisal training**



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Mindfulness with Willem Kuyken

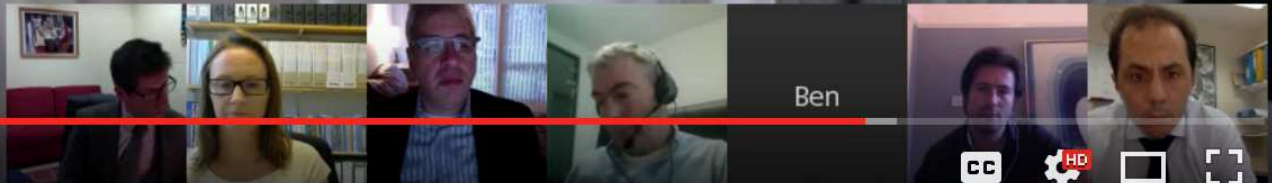
5 months

# Science



**The podcast:** interview with lead researcher, detailed discussion of mindfulness practice and mindfulness-based interventions.

Google



▶ | 🔊 54:38 / 1:09:30

# The webinar: live streamed EBMH hangout supported by Twitter

## BLOG

- >12,000 unique visits
- >3m30s per visit

## PODCAST

- >2,500 downloads

## WEBINAR

- >900 views

## SOCIAL MEDIA

- 15 initial tweets
  - 130k impressions
  - 6k total engagement
- Tweet chat:
  - 72 people
  - 500 tweets
  - 5m reach



**BBC**  
RADIO



Mental Health  
Question Time



**wellcome**

research  **ED**

**Digital engagement opens doors!**



**Hi ho, hi ho. It's evidence we know!**  
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**[@Mental\\_Elf](#)**