

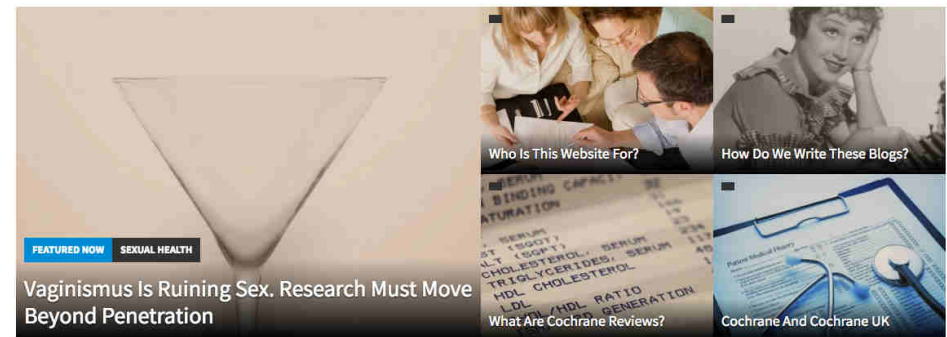


Creative communications: enabling engagement with research

Sarah Chapman and Jack Leahy, Cochrane UK, Oxford

Trusted evidence.
Informed decisions.
Better health.

Evidently Cochrane
Sharing health evidence you can trust





Go to: splasho.com/upgoer5/

- Write about your research using the ten hundred most common words.
- It is not very easy.



What is Cochrane for?

- It is good to know which thing can help us most when we are sick or to help us stay well. To do this, a big group of people is made into two groups. One group gets one thing and the other group gets another thing. They don't know which thing they have got. Some bright people write down what happens to each person in each group and whether there were good things happening to them or bad things or if nothing happened. This gives us a good guess at what helps people.
- This may be done lots of times in lots of places. We can look at these all together and do big adding up. When we know what happens to lots of groups of people who take one thing or another thing, we may be able to get a better guess at what helps. This can help people pick what to do to stay well or get better if they are sick.



Getting creative

- Why do we need to?
- How on earth do we do it?
- How do we know we did a good job?
- How to navigate shark-infested waters
- What next?



“It would be so nice if something made sense for a change”



- Clear and consistent
- Tailored for audiences
- Multiple formats and places
- Complex to simple
- Useful for decision-making



1. Cochrane who?

2. How do I find and understand Cochrane reviews?

Depends on
1 and 2!

Chewing gum for postoperative recovery of gastric function
Emerging evidence indicates that chewing gum after surgery may aid in faster recovery of the digestive system.

So we need to...

- decide what to share
- take our evidence to potential users (who are they?)
where they are already engaging (where are they?)
- make it accessible and useful (how?)
- be responsive
- be reflective and adaptable
- Measure





Evidence for Everyday...

- Short, shareable evidence on social media

#EEMidwifery
#EENursing
#EEHealthChoices
#EEAHP



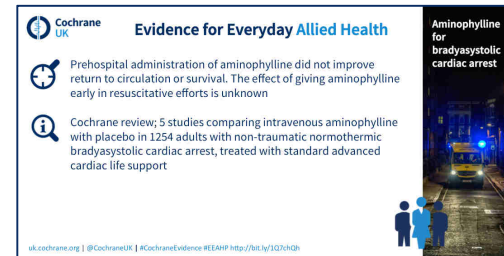
Blogs



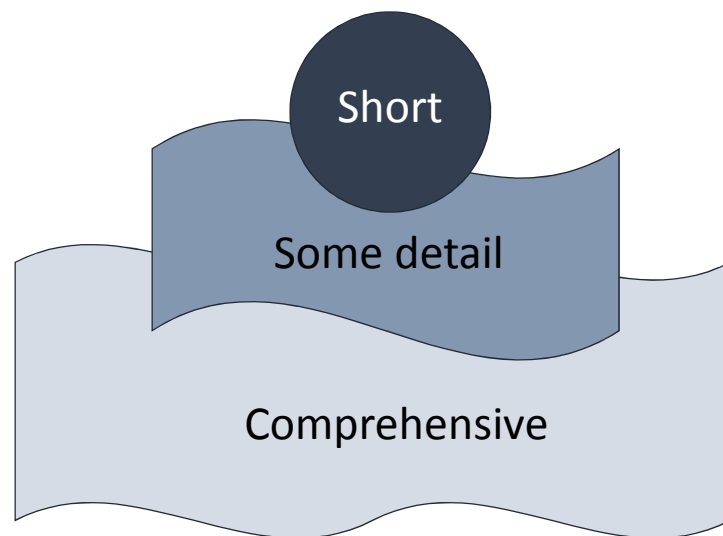
Tweetchats

Blogshots

Vlogshots



Balancing accessibility and precision – increasing levels of complexity



Slide credit Claire Glenton et al.

Example – getting it wrong!



- Message not understood
- Misjudged audience
- Failed to evaluate whether it worked



One review, multiple products



The collage illustrates the impact of a single Cochrane review. On the left is a screenshot of the review article: "Replacing a peripheral venous catheter when clinical routine replacement". The middle image is a video titled "When to replace peripheral venous catheters" from Evidently Cochrane, which summarizes the review's findings. On the right is an infographic titled "Evidence for Everyday Nursing" that provides a clear, concise summary of the review's conclusions for clinical practice.

Replacing a peripheral venous catheter when clinical routine replacement

Evidently Cochrane
Sharing health evidence you can trust

When to replace peripheral venous catheters

Cochrane UK
Evidence for Everyday Nursing

When to replace peripheral venous catheters

There is no difference in all cause bloodstream infection or phlebitis rates, and probably no difference in catheter-related bloodstream infection, whether peripheral venous catheters (PVCs) are changed routinely every 72-96 hours or when clinically indicated

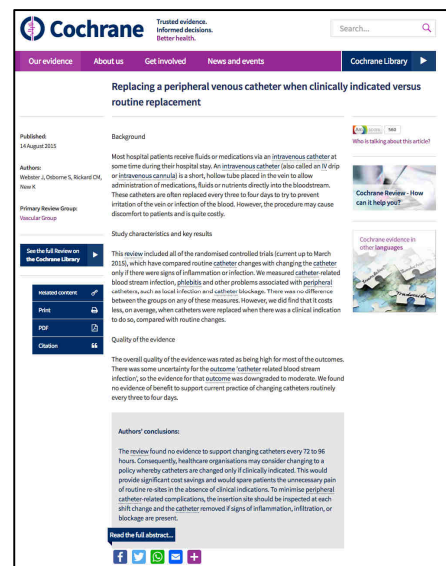
Cochrane review, 7 studies, 4895 patients. Routine replacement of PVCs compared with replacement when clinically indicated

evidentlycochrane.org | @cochraneuk | #EENursing <http://bit.ly/1WEpi5e>



Communication plan - planning

- What do we want to share?
- Why is it important?
- Who is our audience?
- What are we trying to achieve?



The screenshot shows a Cochrane Library article page. The title is "Replacing a peripheral venous catheter when clinically indicated versus routine replacement". The page includes a search bar, navigation tabs (Our evidence, About us, Get involved, News and events, Cochrane Library), and a main content area with sections for Background, Study characteristics and key results, Quality of the evidence, and Authors' conclusions. The authors listed are Osborne S, Rickard DL, and New K. The article is published on 14 August 2015. The background section states that most hospital patients receive fluids or medications via an intravenous catheter, and that routine replacement is often performed every three to four days to prevent infection. The study characteristics section mentions that the review included all randomized controlled trials from up to March 2015. The quality of evidence section notes that the overall quality was high for most outcomes, but there was some uncertainty for the outcome of catheter-related bloodstream infection. The authors' conclusions state that the review found no evidence to support changing catheters every 72 to 96 hours, and that a policy of changing catheters only if clinically indicated would provide significant cost savings.



Your communication plan

- What do you want to share?
- Why is it important?
- Who is your audience?
- What are you trying to achieve?



Communication plan - doing

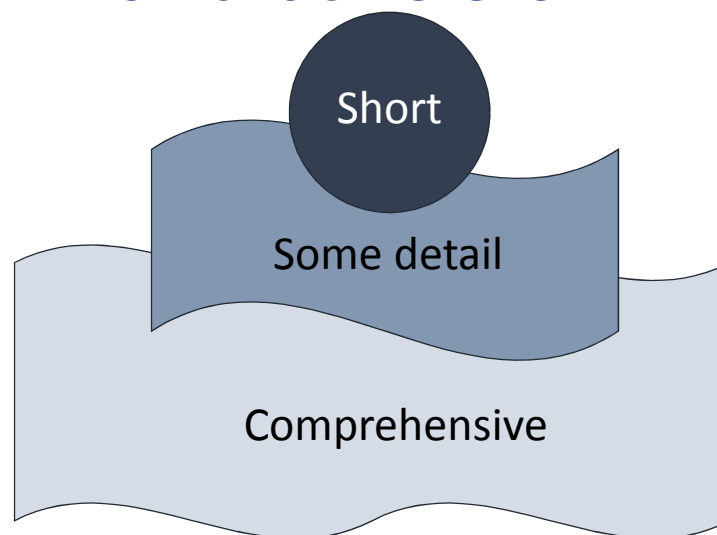
- What products are we going to create?
 - What level of complexity/detail are we going to go into?
 - Resources?
 - Restrictions?



One tweet is enough!



Your message must be clear, accurate
and consistent



Slide credit Claire Glenton et al.



What's your jargon?

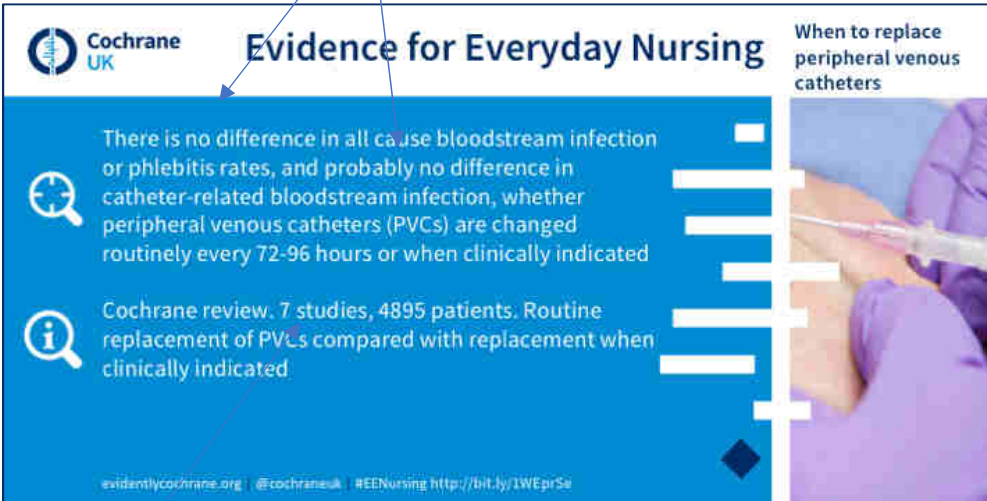
Evidence quality according to GRADE - informing the phrasing of the key message:

- Pill A **lowers** blood pressure...(high quality)
- Pill A **probably** lowers blood pressure...(moderate quality)
- Pill A **may** lower blood pressure... (low quality)
- It is **uncertain/unknown** whether Pill A lowers blood pressure (very low quality, or empty review)



Blogshots

GRADE



Evidence for Everyday Nursing When to replace peripheral venous catheters

There is no difference in all cause bloodstream infection or phlebitis rates, and probably no difference in catheter-related bloodstream infection, whether peripheral venous catheters (PVCs) are changed routinely every 72-96 hours or when clinically indicated

Cochrane review. 7 studies, 4895 patients. Routine replacement of PVCs compared with replacement when clinically indicated.

evidentlycochrane.org | @cochraneuk | #EENursing <http://bit.ly/1WEprSe>

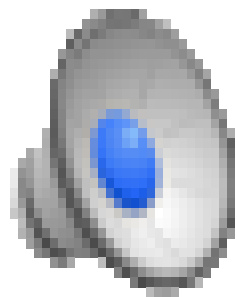
'Studies' not 'RCTS'

Link

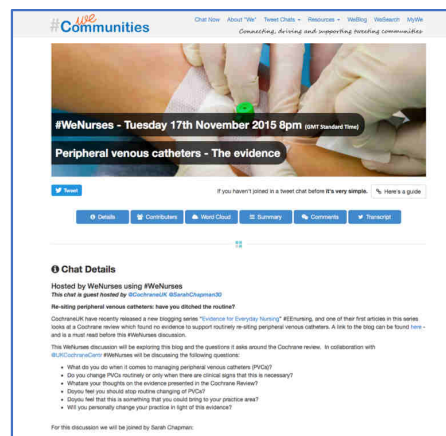




Vlogshots



Evidence into practice



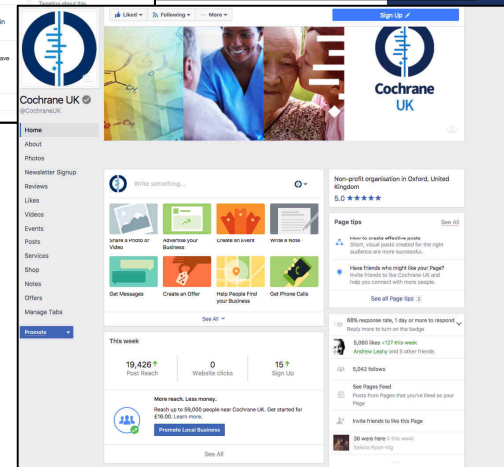
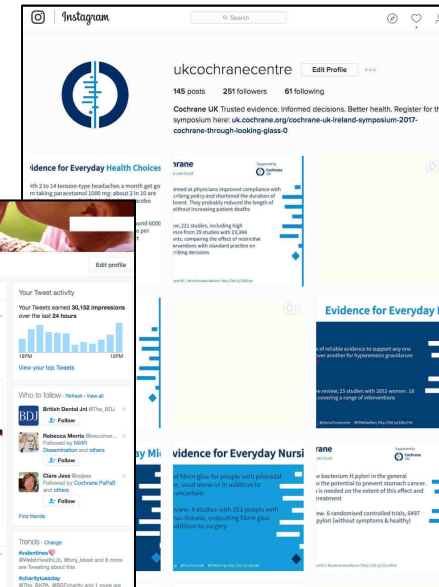
- “We will be making change soon based on the latest evidence - tweetchat to action”
- @CraigBradleyF1 (Infection Prevention Nurse)





Platforms

- Twitter
- Facebook
- LinkedIn
- Instagram
- Snapchat



Your communication plan - doing

- What products are you going to create?
 - What level of complexity/detail are you going to go into?
 - Resources?
 - Restrictions?



Communication plan – measuring and reflecting

- How do you measure success?
- How can you build on success?
- What might you do differently next time?



Impact

- Numbers – realistic goals
- What went well?
- New relationships
- What can I build on?



Good dissemination & engagement can grow

- It started with a tweet....



Nurses under pressure: do risk assessment tools help prevent pressure ulcers?




Tools to help assess a patient's risk of developing a pressure ulcer have been in use for half a century, but do they actually result in fewer pressure ulcers, or do they take too much time which could be better spent with the patient? An updated Cochrane review gives us the current state of the evidence.

Looking back on my nurse training in the 1980s, it seems that efforts to prevent pressure ulcers were a table, bed, and mattress part of caring for our patients. Any new realisation of the size was that a mesh of chairs for the nurse to sit on after the shower of it. I remember the hospital system, cream, white cloth, and white squares, a spray item which was probably peculiar to that hospital and that I never knew from my first year of us can now recall. We made sure our patients were hydrated and encouraged most of all, we didn't leave them in one position for a long time. A combination of careful observation and practical measures helped reduce the incidence of pressure ulcers and this is a constant, applying equally today, with pressure relieving aids as subject to change and nursing patients always have the view now as it did thirty years ago, when manual handling was



*Nurses under pressure... Evidently Cochrane, February 2014

Cochrane UK Evidence for Everyday Nursing Antimicrobial dressings for newborns with CVCs

-  Chlorhexidine dressing/alcohol skin cleansing as part of central venous catheter (CVC) care for newborn infants probably poses a substantial risk of contact dermatitis and has only a modest effect on catheter colonization, with a lack of benefits in clinical outcomes such as sepsis and catheter-related bloodstream infection
-  Silver-alginate patch is probably safe but there is insufficient evidence of its benefits
-  New Cochrane review; 3 studies, 855 infants from Neonatal Intensive Care Units

evidence@cochrane.org @ukcochraneccr #EENursing <http://bit.ly/1TLKQGS>

#WeCATS

Critical Appraisal Twitter Session








Communication plan - what could possibly go wrong?

- Misjudged resources e.g. Lego videos
- Images
- Message is muddled/not understood
- Shelf life
- Gaps not interesting?
- Absence of engagement
- Engagement with a different agenda



Navigating shark-infested waters?

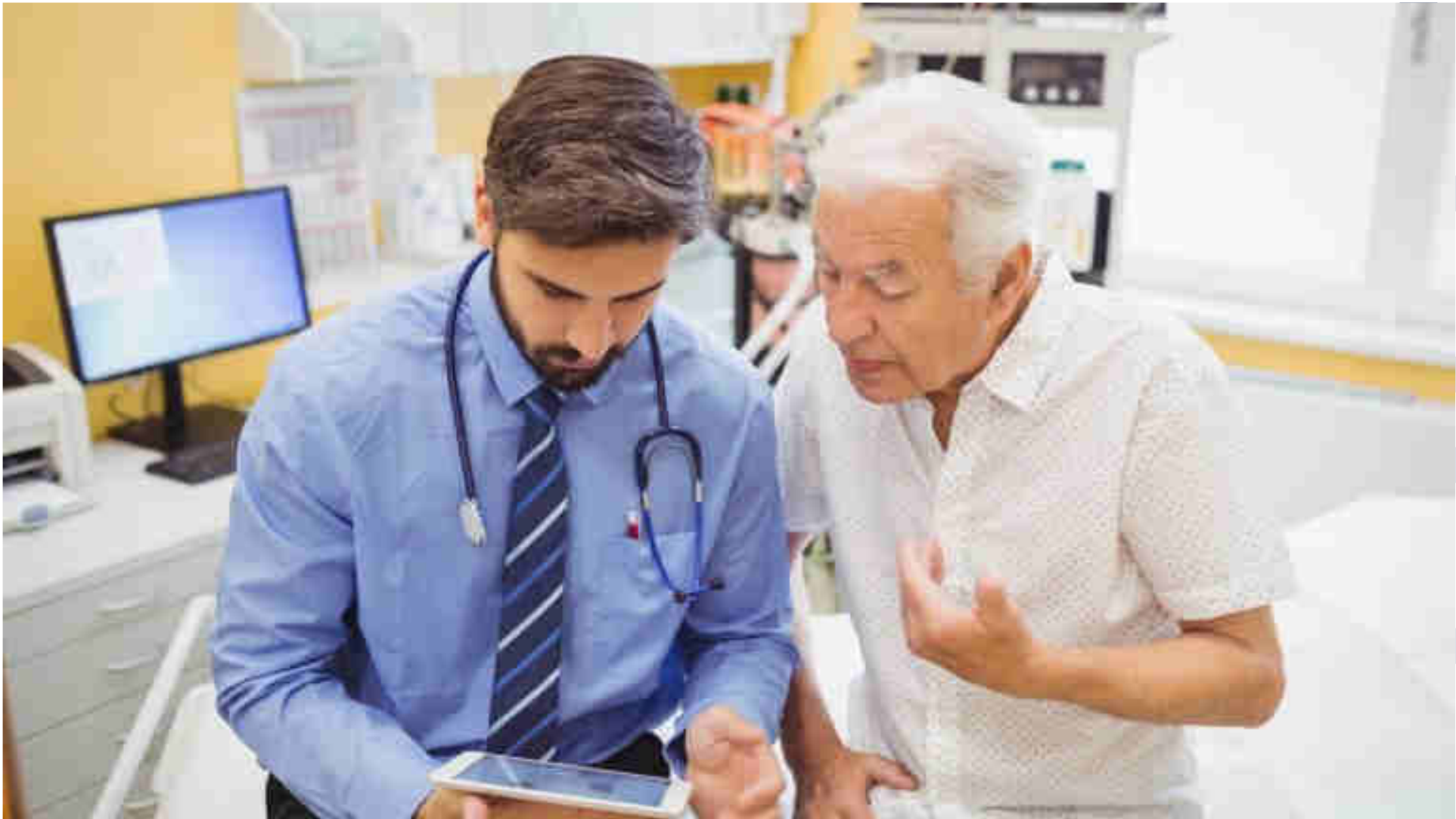


Taboo topic

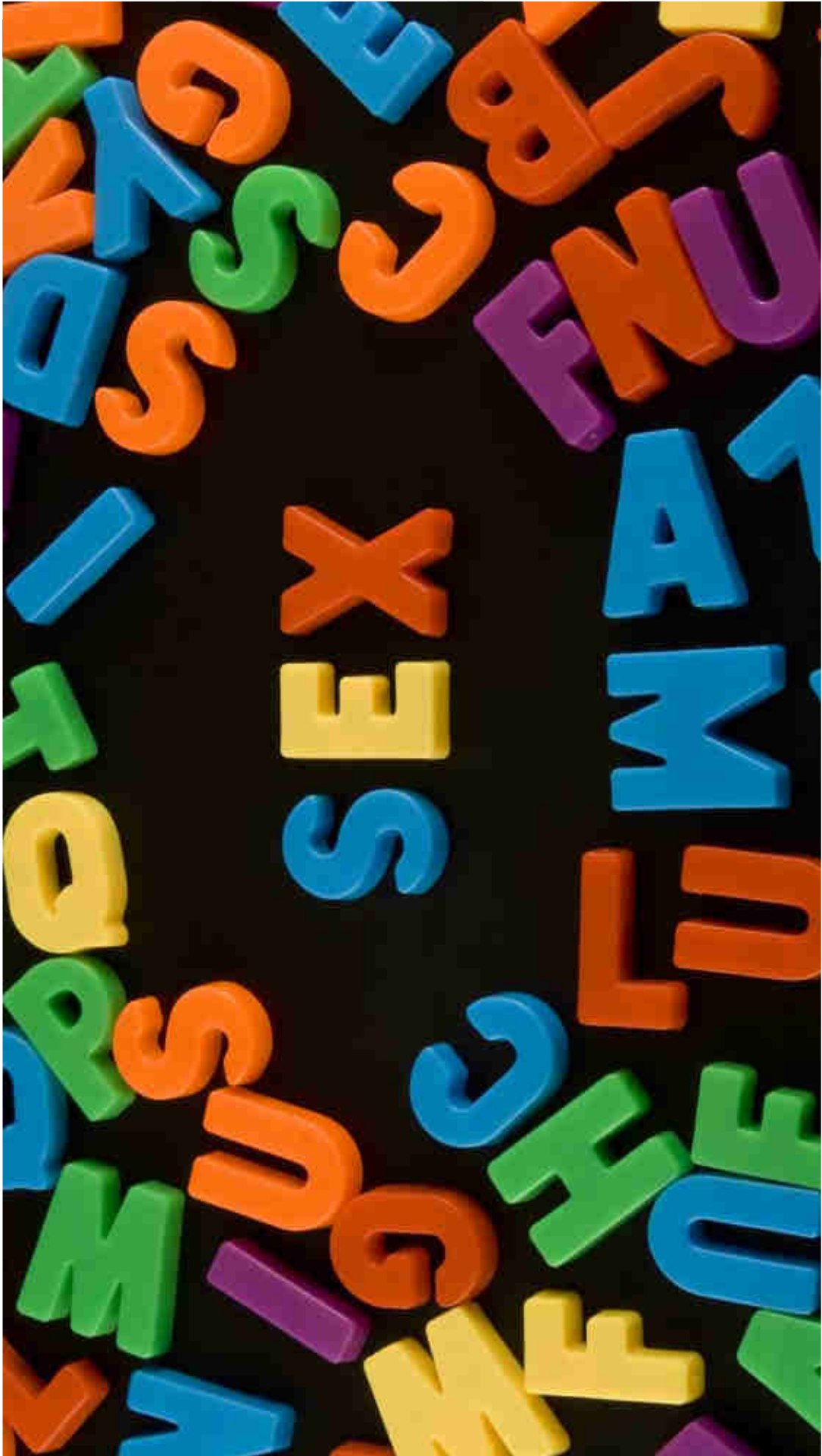
- Even talking in the office has been difficult
- Making sure to be sensitive whilst taboo breaking
- Linking with others to talk without an organizational voice
- Risk/benefits with bringing others in













Restrictions and enablers

- Remembering our voice and boundaries
- Bringing people on board to help





So...

What are you going to do differently?

What are you going to do for the first time?

We will email you in a month to remind you





Questions?

