

# Blogshots for knowledge translation

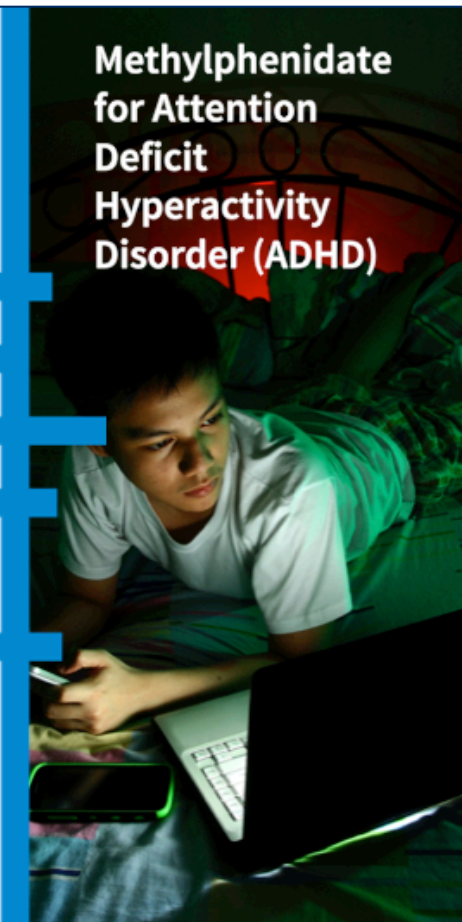
A webinar for  
Cochrane Training  
26<sup>th</sup> January 2017



Methylphenidate may slightly improve ADHD symptoms, general behaviour and quality of life. Children taking it may be more likely to have sleep problems and loss of appetite.



Cochrane review; 185 studies with >12,000 children and adolescents, comparing methylphenidate with placebo (dummy pill) or no intervention



Methylphenidate  
for Attention  
Deficit  
Hyperactivity  
Disorder (ADHD)

# Webinar structure

- Introducing blogshots
- How to make a blogshot
- Sharing blogshots

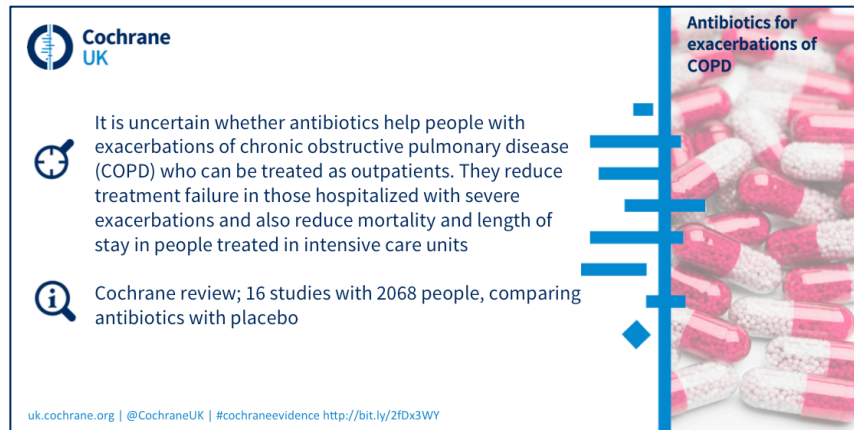



# Introducing blogshots


Images do well on social media


Short and shareable

Tailored for different audiences



 Cochrane  
UK

 It is uncertain whether antibiotics help people with exacerbations of chronic obstructive pulmonary disease (COPD) who can be treated as outpatients. They reduce treatment failure in those hospitalized with severe exacerbations and also reduce mortality and length of stay in people treated in intensive care units

 Cochrane review; 16 studies with 2068 people, comparing antibiotics with placebo

**Antibiotics for exacerbations of COPD**

uk.cochrane.org | @CochraneUK | #cochranevidence <http://bit.ly/2fDx3WY>

Quick to make – get new evidence ‘out there’ fast

# Choosing a review

- Does it have Summary of Findings table(s)?
- Clear key message(s)?
- Empty?
- Who will be interested?





## Evidence for Everyday Allied Health



Prehospital administration of aminophylline did not improve return to circulation or survival. The effect of giving aminophylline early in resuscitative efforts is unknown



Cochrane review; 5 studies comparing intravenous aminophylline with placebo in 1254 adults with non-traumatic normothermic bradycardiac arrest, treated with standard advanced cardiac life support

**Aminophylline for bradycardiac arrest**



## Evidence for Everyday Nursing



Using a vapocoolant spray ('cold spray') on the skin immediately before IV cannulation probably reduces the pain, without making cannulation more difficult. It may be associated with mild discomfort



New Cochrane review; 9 studies, 1070 adults and children undergoing IV cannulation, comparing vapocoolant with placebo spray or no spray

[evidentlycochrane.org](http://evidentlycochrane.org) | [@ukcochrane](https://twitter.com/ukcochrane) | #EENursing <http://bit.ly/24BwZef>



## Evidence for Everyday Midwifery



Induction of labour resulted in lower birthweight with fewer fractures and probably fewer with shoulder dystocia. No effect was seen on risk of caesarian section or instrumental delivery. Third- and fourth-degree tears may be increased with induction



Updated Cochrane review; 4 studies with 1190 women, comparing induction of labour at 37 to 40 weeks with expectant management

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Cochrane UK

Treating anterior cruciate ligament injuries



No difference was found between surgery and conservative treatment in knee function at 2 and 5 years, but reliable evidence is lacking. Many participants with an anterior cruciate ligament rupture had unstable knees after rehabilitation and opted for surgery later.



New Cochrane review; 1 study with 121 young, active adults with ACL injury in the past 4 weeks. Surgery followed by structured rehabilitation was compared with conservative treatment (structured rehabilitation alone)



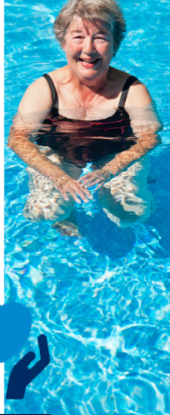
## Evidence for Everyday Health Choices



Aquatic exercise (exercises in water, usually at 32°C to 36°C) probably leads to small, short-term improvements in pain, disability and quality of life in people with osteoarthritis of the knee or hip

Cochrane review; 13 studies with 1190 people, most with mild to moderate symptomatic osteoarthritis of the knee or hip

Aquatic exercise for osteoarthritis



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## Evidence for Everyday Midwifery



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Cochrane review; 4 studies with 1190 women, comparing induction of labour at 37 to 40 weeks with expectant management



## Evidence for Everyday Health Choices

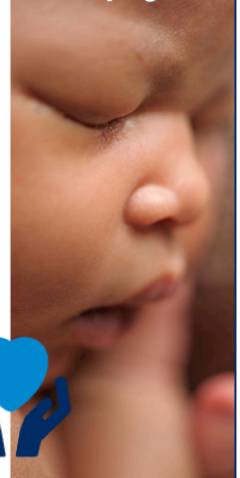


Induction of labour reduced average birthweight by 178g and fractures of any bone (60 women would have to be induced to prevent 1 fracture). Induction probably meant that there were fewer babies whose shoulders got stuck. Induction did not appear to change the likelihood of delivering with the help of instruments or by caesarian section but may have increased the risk of severe tearing of the perineum



Cochrane review; 4 studies with 1190 women with suspected big babies, comparing induction of labour at 37 to 40 weeks with waiting

Induction of labour for babies thought to be very big

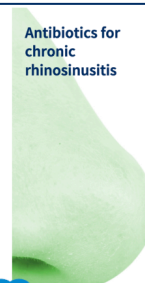


# Blogshots for a suite of reviews

**Cochrane UK** **Evidence for Everyday Health Choices** **Antibiotics for chronic rhinosinusitis**

There is little evidence that antibiotics are effective for treating chronic rhinosinusitis. A three month course of antibiotics probably leads to a modest improvement in disease-specific quality of life in people without polyps, but the benefit doesn't appear to last

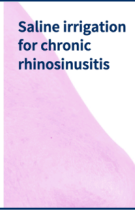
New Cochrane review; 5 studies, 293 people (adults and children, with and without nasal polyps), comparing oral antibiotics with intranasal or oral steroids



**Cochrane UK** **Evidence for Everyday Health Choices** **Saline irrigation for chronic rhinosinusitis**

There appears to be no benefit of low volume nebulised saline over intranasal corticosteroids. There may be some benefit of daily large volume saline irrigation compared with placebo

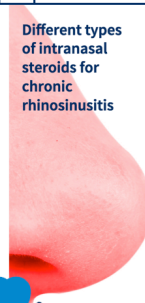
New Cochrane review; 2 studies, 116 adults. One compared 150ml hypertonic saline irrigation with usual treatment; the other compared nebulised saline spray with intranasal corticosteroids



**Cochrane UK** **Evidence for Everyday Health Choices** **Different types of intranasal steroids for chronic rhinosinusitis**

There is not enough reliable evidence to show the relative effectiveness of different types of intranasal steroids or how drops, sprays and aerosols compare. It is unclear if higher doses result in better symptom improvement but they probably increase the risk of nosebleeds


New Cochrane review; 9 studies with 910 adults and children, with chronic rhinosinusitis and nasal polyps



**Cochrane UK** **Evidence for Everyday Health Choices** **Short-course oral corticosteroids added to other treatments for chronic rhinosinusitis**

There may be an improvement in symptom severity, polyp size and condition of the sinuses (assessed by CT scan) in people taking a short course of oral corticosteroids as well as antibiotics or intranasal corticosteroids, but this is uncertain. It is unknown whether any benefit lasts beyond the 30 day follow-up period reported in the studies


New Cochrane review; 1 study with 30 adults who had nasal polyps and 1 study with 48 children (no polyps)



**Cochrane UK** **Evidence for Everyday Health Choices** **Intranasal steroids for chronic rhinosinusitis**

There may be some improvement in severity of all symptoms and there is probably a moderate benefit for blocked nose and a small benefit for runny nose. The risk of nosebleeds is increased


New Cochrane review; 18 studies with 2738 people (1 study with children) with chronic rhinosinusitis, comparing intranasal steroids with placebo or no intervention. Most also had nasal polyps



**Cochrane UK** **Evidence for Everyday Health Choices** **Short-course oral corticosteroids alone for chronic rhinosinusitis**

There may be an improvement in symptom severity and health-related quality of life at the end of a short course (2 to 3 weeks) of oral corticosteroids compared with placebo or no treatment, with little or no lasting benefit. There may be an increase in gastrointestinal disturbances and insomnia

New Cochrane review; 8 studies, 474 adults with chronic rhinosinusitis and nasal polyps, comparing oral corticosteroids with placebo or no intervention



# Questions





# How to make a blogshot

Blogshots are made on a powerpoint slide and saved as a powerpoint file (for future editing) and as an image (jpeg)

You will need the blogshot template in your entity's colours, available here:

<http://community.cochrane.org/organizational-info/resources/resources-groups/brand-resources/cochrane-community-templates> and download the right colour for your entity

This page has a 'How To' guide also

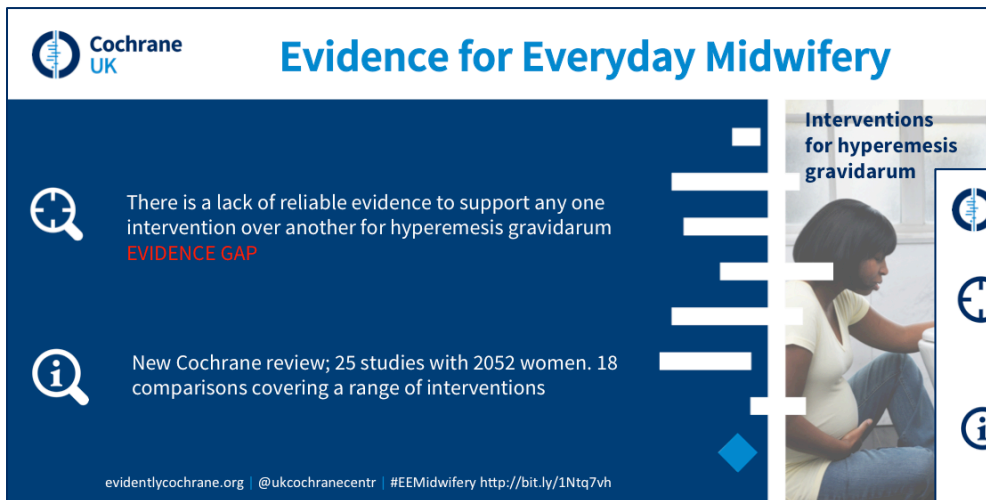



# Audience

Decide on your primary audience



What do they want to know?

Medical terminology or non-specialist language (or both)?

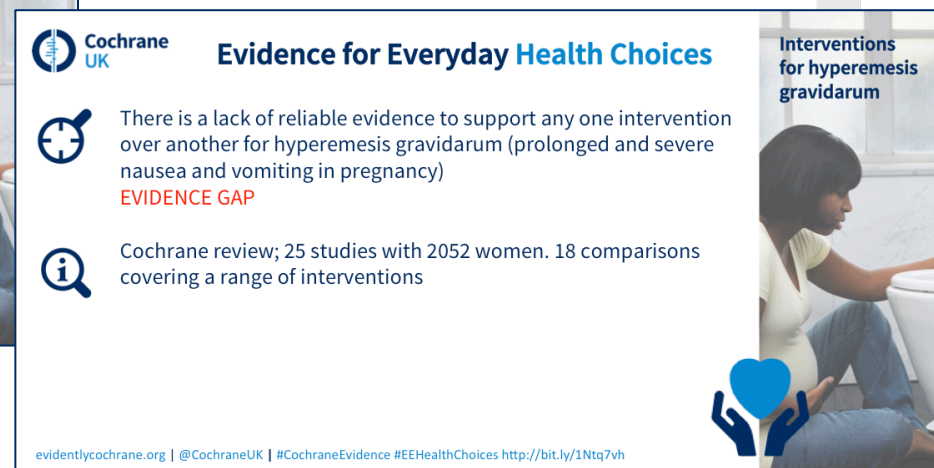




 **Evidence for Everyday Midwifery**

**Interventions for hyperemesis gravidarum**



-  There is a lack of reliable evidence to support any one intervention over another for hyperemesis gravidarum  
**EVIDENCE GAP**
-  New Cochrane review; 25 studies with 2052 women. 18 comparisons covering a range of interventions

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 **Evidence for Everyday Health Choices**

**Interventions for hyperemesis gravidarum**

-  There is a lack of reliable evidence to support any one intervention over another for hyperemesis gravidarum (prolonged and severe nausea and vomiting in pregnancy)  
**EVIDENCE GAP**
-  Cochrane review; 25 studies with 2052 women. 18 comparisons covering a range of interventions

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# Image



Portrait



Respectful


Accurate


Authenti  
c


Informative


# Title

- Often easy e.g. Repositioning to treat pressure ulcers
- Can be a question e.g. prelabour rupture of membranes: planned or expectant management?
- Shortening a long title e.g. “Invasive urodynamic studies for the management of lower urinary tract symptoms (LUTS) in men with voiding dysfunction”



 **Cochrane UK**

 When men were assessed with invasive urodynamic studies this changed the management of their LUTS but the impact of this on health outcomes was unclear. There was no information about adverse effects  
**EVIDENCE GAP**

 Cochrane review; data from one study, 339 men with voiding dysfunction (problems with passing urine) awaiting prostate surgery (transurethral resection of the prostate)

**Investigating lower urinary tract symptoms (LUTS) in men with voiding problems**

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# Message

- Check the abstract, plain language summary, summary of findings tables, and any additional details you need from the main body of the review
- Blogshots are always shared with a link to the review (or sometimes to a blog about it) – need to be accurate but not comprehensive
- Multiple outcomes? Which will you share?
- Right content and language for your audience



# Conveying evidence quality

Explicitly stated?

Informing the phrasing of the key message:

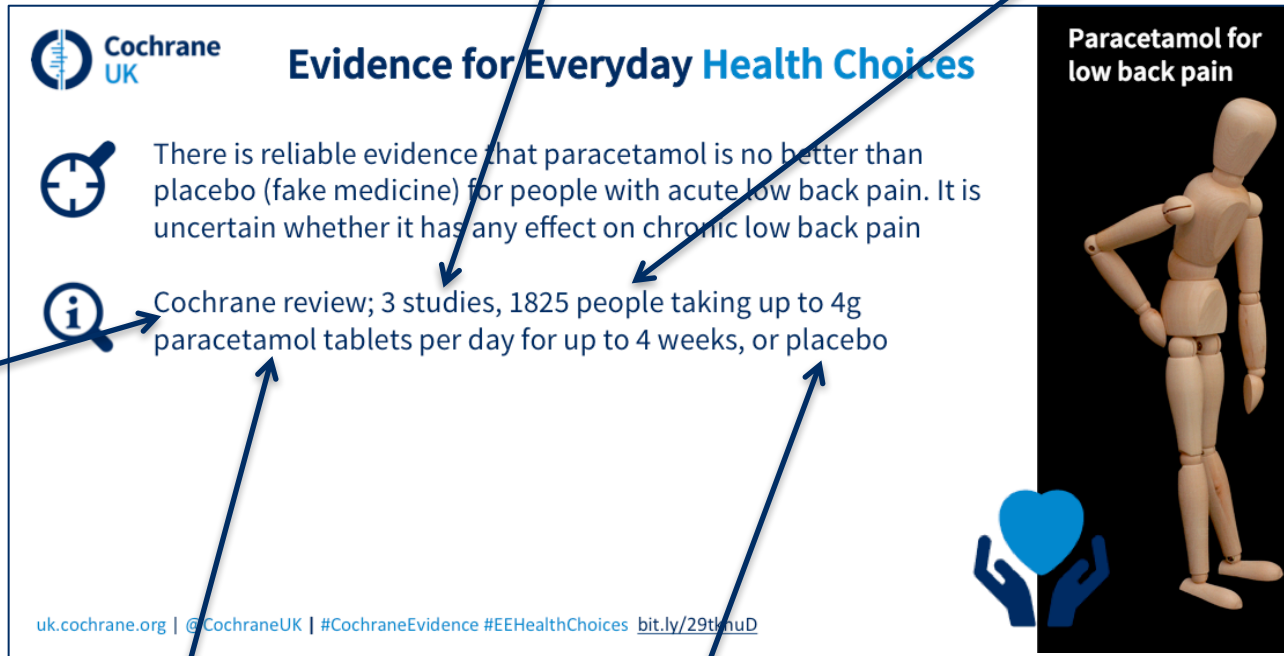
- Pill A lowers blood pressure...(high quality)
- Pill A **probably** lowers blood pressure...(moderate quality)
- Pill A **may** lower blood pressure... (low quality)
- It is **uncertain/unknown** whether Pill A lowers blood pressure (very low quality, or empty review)




# Review basics


'Studies' not  
RCTs


Population



 **Cochrane UK**

## Evidence for Everyday Health Choices

 There is reliable evidence that paracetamol is no better than placebo (fake medicine) for people with acute low back pain. It is uncertain whether it has any effect on chronic low back pain

 **Important!** Cochrane review; 3 studies, 1825 people taking up to 4g paracetamol tablets per day for up to 4 weeks, or placebo

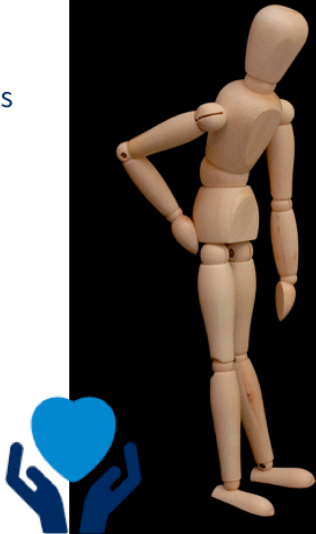
**Intervention**

**Comparison**


**Outcome here is in title & key message**

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**Paracetamol for low back pain**





# Details




Cochrane  
UK

 The potential benefits and harms of inhaled oxygen in people with acute myocardial infarction (heart attack) remain uncertain

 Cochrane review; 5 studies, 1173 people with suspected or proven heart attack, comparing inhaled oxygen with air

 A forest plot with a vertical blue line representing the null effect. Several horizontal blue bars of varying lengths extend to the left and right of the line, representing the confidence intervals for different studies. A blue diamond is positioned at the bottom of the plot, centered on the vertical line.

Oxygen therapy for acute myocardial infarction



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Link to review shortened, saved here & shared with the blogshot



**Update your blogshot when the review is updated!**



# Questions



# Share and measure

- Where can you save/access blogshots?
- How do we disseminate them?
- How do we measure the impact?



# Archiving

Save as “Blogshot title – CD no.”

- Send to Muriah Umoquit [mumoquit@cochrane.org](mailto:mumoquit@cochrane.org)
- [Tumblr archive](#)



# Translations

- Tumblr archive includes translations
- Co-ordinate with Hayley Hassan
- [hhassan@cochrane.org](mailto:hhassan@cochrane.org)



**Cochrane**  
France

## Gymnastique aquatique en cas d'arthrose



La gymnastique aquatique peut probablement mener à des améliorations à court terme sur la douleur, l'incapacité et la qualité de vie des personnes souffrant d'arthrose du genou et de la hanche.



Mise à jour de revue Cochrane ; 13 études avec 1190 personnes, la plupart avec une arthrose symptomatique légère à modérée du genou ou de la hanche



Preuve de qualité moyenne (GRADE)

En savoir plus : [bit.ly/245bSEI](https://bit.ly/245bSEI)

Blogshot traduit depuis Cochrane UK (@UKCochraneCentr)



# Sharing

- Blogshots are images...
- They can be shared on any platform where image sharing is appropriate!
- Cochrane UK uses:
  - Twitter
  - Facebook
  - Instagram
  - Snapchat



# Measuring Impact

- These are surrogate metrics
- Difficult to gauge comprehension & use
- Bit.ly – allows link tracking
- SoMe analytics e.g. Twitter analytics
- Use #CB to track on Twitter
- AltMetrics





# Vlogshot

[Watch here](#)





# Questions

