

# How evaluating our impact raised our profile

## CASE STORY

### What we did



**Purpose:** We created a Cochrane Review and Special Collection about pain in childhood. We wanted to understand whether people were using our resources. We wanted to use the information to engage with our stakeholders and increase who we reached.



**Target audience:** We were interested in all potential audiences, particularly people who could influence clinical research into chronic pain in childhood. This included policy makers, charities (not-for-profit organisations) and healthcare professionals. We ran a roundtable event in the UK, but childhood pain is important to a global audience. Our resources were released in the English language.



**Year:** 2019

**What we did:** We compiled statistics about how many times our evidence was downloaded or cited, any mentions in the media and on social media, and any links or products based on our work. We followed up with some of the people who had used our work.



## What we achieved

- We had a lot of downloads, citations and mentions, so our resources appear well used.
- We developed new partnerships which raised our profile and helped progress knowledge about childhood pain.
- We provided our funders with a detailed report about our evaluation, which helped us secure funding.
- We track the resources we release and share this on our website: <https://bit.ly/34BwU1r>

## What we learnt

- It's OK to learn as you go! Start keeping records of what you're doing and who you're reaching and build up from there.
- Ask authors to share what they're doing as they often keep a record of their work.
- Seek advice from more experienced people and ask them to recommend others who may be able to assist.
- It's worth spending time following up with people to build relationships and move the research on. We did a press release to promote a review. This led to media interest. After releasing more resources we ran a roundtable event to highlight the key themes and engage with our stakeholders. This got a major journal interested in publishing our work.

*“Taking stock of our knowledge translation activities has highlighted the success we have achieved through our childhood chronic pain #timeforchange programme. We have learned so much along the way which we apply to our new work.”*



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## Find out more

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