

New ways to engage with research

Research with Impact
Cardiff, 13 Oct 2016

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How evidence-based are we?

Somewhat!

- Still **can't get evidence** when we need it
- Steadily **increasing volume** of it
- Increasing **workload** and burden of service reorganisation
- **Less time** to do it
- Increasing **variation** in practice, use of **unproven treatments**



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Can we fix the evidence?

Evidence is (still) written **for researchers**, not practitioners or patients

- About half of it **doesn't get published**
- About half of what's left is **biased**
- Lots remains **locked away** behind paywalls and on disparate platforms
- There remains a critical appraisal **skills gap**



The opportunity

Blogs and digital media can reach parts other media cannot reach

- Putting evidence in **context**
- **Search-friendly**
- **Open access**
- **Pushed** content
- **Sharing** critical appraisal skills
- New learning **opportunities**
- **Constructive & democratic engagement** between the public, researchers, professionals & policy makers



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Time

Skills

Motivation

Confidence



Slam dunk your digital strategy

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?



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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



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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On 20 Apr 2015, at 09:29, Lancet, Press Office <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 MBCT 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.”





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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#ElfieSelfie

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You have marked this post as 'read'.

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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Twitter



@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



National Elf Service

Mindfulness with Willem Kuyken

5 months

Science



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



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!

Conclusion

- Digital publishing is here to stay
- If you don't do it, you're at a disadvantage
- Real opportunities for adding value to research dissemination
- Democratic discussion of the evidence
- Partnership working is essential
- Engagement is the aim, not vanity analytics!
- So how can we do this systematically?





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



You are an Elf Professor



Elf Novice



Elf Apprentice



Elf Professional



Elf Professor



Elf Guru



Download / print your CPD certificate now



Andre Tomlin logged in

10

04/10/2016

428,126



Andre Tomlin read iCBT may be an effective treatment for PTSD

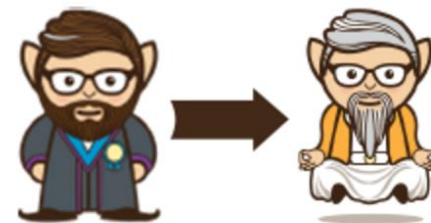
100

30/09/2016

428,116

Your Elf target

You need 571859 points to become an Elf Guru



+ Add note
Delete note
Save note

E-cigarettes and teenagers

B
I
List
Quote

My Badgers



Engaging CPD for your staff & students

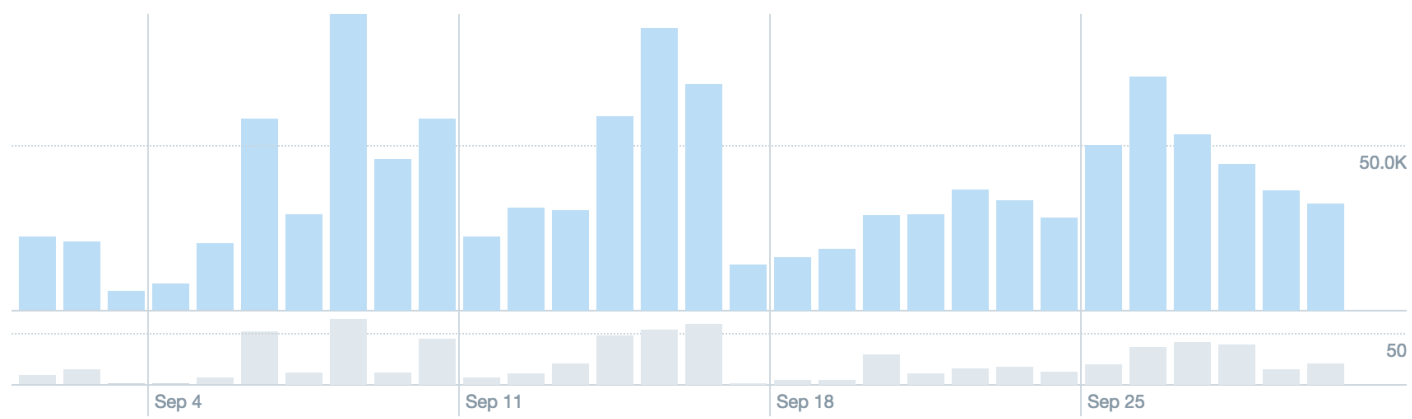


Tweet activity

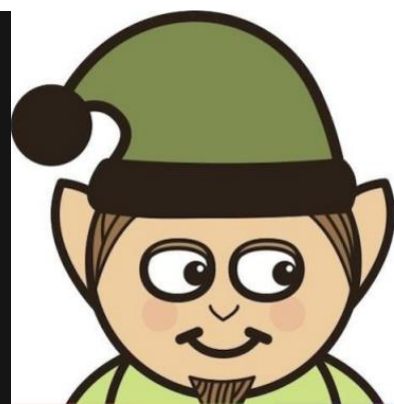
September 2016

Export data

Your Tweets earned **1.1M impressions** over this **30 day** period



YOUR TWEETS
During this 30 day period, you earned **35.9K impressions** per day.













The Mental Elf
@Mental_Elf

TWEETS	FOLLOWING	FOLLOWERS	LIKES
21.5K	12.7K	41.5K	6,486

Effective digital dissemination For your research











The #NPNR2016 Influencers

Top 10 by Mentions

-  @lucianaberger 304
-  @mental_elf 276
-  @nprconf 230
-  @elainehanzak 199
-  @cityalan 175
-  @sal_barlow 136
-  @johnbaker_leeds 129
-  @wemhnurses 125
-  @vanessalgarrity 104
-  @misscherbear 101











 Tweet

Top 10 by Tweets

-  @caffeinurse 138
-  @misscherbear 124
-  @mermcm 122
-  @sal_barlow 113
-  @johnbaker_leeds 109
-  @mental_elf 100
-  @elainehanzak 78
-  @wemhnurses 78
-  @knitayear 77
-  @nprconf 72






 Tweet

Top 10 by Impressions

-  @mental_elf 4,095,189
-  @lucianaberger 491,479
-  @wemhnurses 454,046
-  @vanessalgarrity 278,385
-  @efarl27 226,776
-  @johnbaker_leeds 173,816
-  @niadla 172,983
-  @elainehanzak 170,053
-  @cityalan 106,947
-  @caffeinurse 96,601

 Tweet

The Numbers

7,565,031 
2,362 
363 
49 
7 

 Tweet

 Like

Effective digital dissemination For your research



Hi ho, hi ho. It's evidence we know!
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