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
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

Minervation
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


• 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
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.”
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 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.
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
I fell into an avalanche, it covered up my soul.
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.
The social media stuff: Extensive dissemination and democratic conversation.

Plus #WeCATS critical appraisal training
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
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?
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
### Engaging CPD for your staff & students

You are an **Elf Professor**

<table>
<thead>
<tr>
<th>Elf</th>
<th>Andre Tomlin logged in</th>
<th>Andre Tomlin read iCBT may be an effective treatment for PTSD</th>
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**Your Elf target**

You need **571859** points to become an Elf Guru

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**E-cigarettes and teenagers**

*Notes*

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**My Badgers**

SUPPORT
Effective digital dissemination
For your research
### The #NPNR2016 Influencers

<table>
<thead>
<tr>
<th>Top 10 by Mentions</th>
<th>Top 10 by Tweets</th>
<th>Top 10 by Impressions</th>
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<tbody>
<tr>
<td>@lucianaberger 304</td>
<td>@caffeinurse 138</td>
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<td>@misscherbear 124</td>
<td>@lucianaberger 491,479</td>
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<td>@mermcm 122</td>
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### The Numbers

- **Impressions**: 7,565,031
- **Tweets**: 2,362
- **Participants**: 363
- **Avg Tweets/Participant**: 49
- **Avg Tweets/Participant**: 7

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**Effective digital dissemination**

**For your research**
Hi ho, hi ho. It’s evidence we know!
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@Mental_Elf