How to use social media to disseminate research findings in OSH

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RESEARCH PROJECT

• **Objectives**
  • Find out if using social media can increase uptake of message

• **Methods**
  • Repeated measures pre-post intervention study

• **Intervention**
  • A social media strategy implemented on a series of results
  • Compared to unsystematic ad hoc dissemination efforts

• **Results**
  • Measurable impact in review access and citations
  • Measurable activity elicited in social media
  • Guidebook on how to do it with limited resources
Cochrane Collaboration

- **Organisation**
  - global network of 96 entities such as review groups
  - involves 31,000 persons all over the world
  - small professional staff in London UK
  - no central funding for reviews

- **Mission**
  - provide up to date evidence on effects of health care

- **Name**
  - after Archie Cochrane, British epidemiologist

- **Web address**
  - [www.cochrane.org](http://www.cochrane.org)

- **Products**
  - systematic reviews of healthcare interventions
  - in Cochrane Library, Impact Factor 5.703
COCHRANE OSH REVIEW GROUP

- One of 53 Review Groups (since 2010)
- 179 voluntary authors from 21 countries
- 8 published reviews and 18 published protocols
- Altogether 40 reviews in various stages
- Focus: Interventions to improve OSH

Editorial base:
- Coordinating Editor (0.8 FTE)
- Managing Editor (1 FTE)
- Trials Search Coordinator (1.6 FTE)
- Statistician (0.2 FTE)
Welcome

The Cochrane Occupational Safety and Health Review Group is one of the many entities that make up the Cochrane Collaboration.

Our aim is to find out what are the best ways to protect ourselves against health risks and dangers that exist in the workplace. What helps to reduce stress in health care? How can we prevent deafness when there is loud noise at work? How can we prevent falls if we have to work on a roof? How do we best prevent explosions? These are the types of questions that we would like to answer.

We do so by collecting all the available research on the effects of specific protective measures. The results of these studies are combined in reports that are called systematic reviews. Our systematic reviews have found out that hearing protection does not reduce noise-induced hearing loss sufficiently and that cancer survivors benefit from measures aimed at preventing job loss. To date there are 118 systematic reviews or protocols of reviews to come on topics relevant to OSH available in electronic format in The Cochrane Library.

It has been shown that Cochrane methods generate the most reliable and up-to-date knowledge of what works in health care.

The Cochrane Occupational Safety and Health Review Group builds on the work of the Cochrane Occupational Health Field (COHF). It was registered as a Review Group on the 30th of July 2013. It is one of 53 collaborative Review Groups within The Cochrane Collaboration.
OSH reviews

You can find primary research on occupational safety and health interventions in our trials register.

By subtopic:

- Occupational health outcome (124)
  - 1.1 Decreasing or eliminating harmful exposure to prevent occupational disease (16)
    - 1.1.2 Biological agents (7)
    - 1.1.3 Circadian rhythm disruption (e.g. shiftwork) (3)
    - 1.1.4 Stress (4)
  - 1.1.5 Exposures affecting reproductive health (0)
  - 1.1.6 Other agents or exposures (2)
  - The psychological effects of the physical healthcare environment on healthcare personnel
  - Interventions for preventing voice disorders in adults
How to choose an intervention?

E.g. how to best help teachers with voice problems (dysphonia)?

- Clinical intervention?
  - Speech therapy?
- Behavioural intervention?
  - Education and training? Regulation?
- Environmental intervention?
  - Change classroom environment? Regulation?
- Multifaceted intervention?
DISSEMINATION

- FIOH press releases

- COSH newsletter bi-monthly
  - www.osh.cochrane.org/newsletter
  - More than 1000 recipients

- Social media?
  - COSH Group Facebook page
  - Tweets using @JHRuotsalainen and @FIOH

- All by Yours truly
PRESENT IMPACT?

In 2012:

- Accessed in Cochrane Library on average
  - Full text: 630 times
  - Abstract: 1759 times

- OSH Group Impact Factor = 2.833

- Compared to most accessed Cochrane review*
  - Full text: 21594
  - Abstract: 53933
  - Citations: 18

* Interventions for preventing obesity in children
EFFECTS ON REAL LIFE?

FDA, NIOSH & OSHA JOINT SAFETY COMMUNICATION:
Blunt-Tip Surgical Suture Needles Reduce Needlestick Injuries and the Risk of Subsequent Bloodborne Pathogen Transmission to Surgical Personnel

MORE BANG FOR OUR BUCK?

• The situation presently:
  • High quality products
  • Modest resources for dissemination
  • Meagre evidence of implementation

• Remedy = Social media?

• But how can we know if it's worth it?

• What if the returns are small regardless of the effort?
PRESENT SOLUTIONS

• Improve readability of reviews (In-built)
  • Plain Language Summary
  • Summary of Findings table
    • What do findings mean for a population with high/low risk?

• Produce derivative products (On top of)
  • POEMs ("Patient-Oriented Evidence that Matters")
  • PEARLS: presentations of evidence abstracted from research literature to solve real people’s problems
  • Evidence-based Decision Aids
  • Policy briefs: 4-page information for decision makers in OSH

• Promote awareness of COSH reviews
NEW SOLUTIONS? (Intervention)

• Audience segmentation + message tailoring
  • Who is our audience? Different for each review?
    1. Prevention of bullying: all workplaces, HR managers
    2. Prevention of scabies infestation: all HCWs

• Disseminating key points, not whole reviews
  • Tweets, Facebook posts, etc.

• Incentivising reading
  • Humour, images, animation, etc.

• Soliciting engagement
  • Sharing, commenting, voting
GET RESULTS WITH A STUDY

• As we practice evidence-based medicine, we conduct a study to find out what works!

1. Formulate a strategy (cf. Max Lum)
2. Run series of review results through
3. Measure impact on range of metrics
4. Compare with traditional media/metrics
5. Assess return on investment
6. Publish description of process
7. Publish an "Idiot's guide"
PROJECT TIMELINE

• Autumn 2013
  • Apply for funding (submitted to Finnish WEF)
  • Assemble project team (more welcome)
  • Fine-tune project plan (ongoing)
    • Intervention (what, where, how)
    • Outcome measures (#likes, retweets, comments, etc.)

• Spring 2014
  • Run intervention
  • Measure success with selected metrics

• Autumn 2014
  • Analyse results
  • Publish and disseminate
HOW TO HELP?

• Team:
  • myself + 4 more from FIOH,
  • Max & Thais from NIOSH,
  • Cochrane Editorial Unit,
  • Cochrane Web Team,
  • John Wiley & Sons

• Anyone else want to join?
• Suggest usable metrics
• Donate huge bag of cash
Thank you, merci beaucoup!