



COCHRANE REHABILITATION CORNER

Cochrane rehabilitation communication strategy

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Cochrane Rehabilitation is one of the 13 Cochrane Fields. Cochrane Fields focus on areas of interest that extend across a number of health topics. They work with Cochrane’s Review Groups and Review Group Networks that deal with topics relevant to their area of interest and promote the awareness and use of evidence-based practices in that area.¹ At the same time, they work with all of their relevant stakeholders to improve uptake and increase the quality of evidence. Consequently, Cochrane Rehabilitation has been serving as a bridge between Cochrane and all Rehabilitation stakeholders since its official launch on December 16, 2016. Knowledge translation is Cochrane Rehabilitation’s main goal.² Knowledge translation has been defined as the process to make sure that “stakeholders are aware of and use research evidence to inform their health and healthcare decision making.”³ The vision of Cochrane Rehabilitation is a world where high quality evidence on rehabilitation is available and applied for decisions by all rehabilitation stakeholders.⁴ The mission is to promote evidence-informed health decision-making in rehabilitation thus ensuring that all rehabilitation professionals can apply evidence based clinical practice; by combining the best available evidence as gathered by high quality Cochrane systematic reviews, with their clinical expertise and the values of patients. To fulfil its vision and mission, Cochrane Rehabilitation

is organized in several working areas (previously known as Committees).

The Communication working area has a crucial role in the Cochrane Rehabilitation knowledge translation strategy as its main aim is to ensure that all evidence relevant for rehabilitation is available to all potential rehabilitation stakeholders. These include clinicians and allied health professionals working in rehabilitation, medical or allied rehabilitation health professionals’ students, policy decision makers and rehabilitation administrators, and patients and caregivers. To reach all of these stakeholders, the working area acts in four main tasks: website, social media, blogshot,⁵ and newsletter.

Cochrane Rehabilitation website (<https://rehabilitation.cochrane.org>) represents the repository of all news, evidence, publications, and projects of Cochrane Rehabilitation and Cochrane together with important information coming from the world of rehabilitation. The website is continuously updated and has been recently restructured to give space to Cochrane Rehabilitation response to COVID-19, the REH-COVER action, and to the other important projects. Table I shows the yearly reports of the total number of users, page views and top five most viewed pages since website inception. Cochrane Rehabilitation is active on several social media platforms in order to reach not only Cochrane Rehabilitation members but as many

TABLE I.—Yearly total users, page views and most viewed pages since website inception.

Year	2017	2018	2019	2020 (first 6 months)
Users	4,174	7,073	10,348	7,999
Page views	22,446	30,725	37,530	27,195
Most viewed pages	Homepage About Us Evidence News Resources	Homepage Evidence About us News Resources	Homepage Evidence About us Resources News	Homepage Evidence Reh-cover Action EBM courses About us

TABLE II.—Social media and newsletter number of followers/subscribers per year.

Social media and newsletter	2017	2018	2019	September 2020
Facebook (number of followers)	1,457	2,169	2,454	2,680
Twitter (number of followers)	906	1,518	1,903	2,171
Instagram (number of followers)		534	878	1,383
LinkedIn (number of followers)				114
YouTube (number of followers)		76	111	148
Newsletter (number of subscribers)	430	801	967	1,110

people as possible who may be interested in evidence and rehabilitation as possible. As per September 11, 2020, the Facebook page is followed by 2680 people, the Twitter account by 2171, the Instagram by 1383, the LinkedIn page by 114, and the YouTube channel has 148 subscribers (Table II).⁶⁻⁸ In order to increase our presence on social media and make sure we share all important news we produce an editorial monthly plan.

A blogshot is a simple way of summarizing the key elements of a Cochrane systematic review in an infographic format.⁵ Blogshots are uploaded to our website and shared in our newsletter, along with a comment from an expert, and on social media. Up to now we have produced 60 blogshots. Blogshots are translated in six languages: Italian, Spanish, French, Dutch, Croatian and Hungarian. A Cochrane Rehabilitation Newsletter organized in 7 sections is produced monthly using Mailchimp. The first section reports on special events or projects in which Cochrane Rehabilitation has a key role. The second is dedicated to the dissemination of the evidence arising from the latest Cochrane systematic reviews on topics relevant to Rehabilitation by means of blogshots.⁵ The third section is dedicated to the presentation of our partners; Cochrane Rehabilitation has signed memoranda of understanding with universities, research institutes, scientific societies, rehabilitation journals, and other organizations. The fourth section contains the list of the latest publications by Cochrane Rehabilitation. The fifth section lists the latest published Cochrane Corners. A Cochrane Cor-

ner is another key knowledge translation instrument in which the contents of a Cochrane systematic review are summarized and presented by a rehabilitation professional focusing on its clinical implication for rehabilitation.⁹ The sixth section reports on news and events from the world of Cochrane or Rehabilitation, including scientific meetings. The last column offers information on how to get involved with Cochrane Rehabilitation in general or specific requests for vacant positions. Cochrane Rehabilitation Newsletter has 1110 subscribers, as of September 13, 2020. The newsletter is shared on our social media, sent to all subscribers and to all of our international partners, who share it with their audiences.

In addition to the four main tasks, we have engaged in the production of another knowledge translation product, an eBook including all of the evidence coming from the Cochrane systematic reviews, tagged by the Review working area as of rehabilitation interest.¹⁰ The eBook will include four different types of summaries specifically designed to address the contents to clinicians, students, policy decision makers, and patients and caregivers.¹⁰ Of the total tagged Cochrane systematic reviews of rehabilitation interest,¹¹ we are summarizing only those published in the last 5 years, that is about 250 Cochrane systematic reviews, of which about 100 have already passed the full review process.

Nowadays, communicating evidence is probably as important as producing it. We will continue to put all our effort in implementing this activity.

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