

Spotlight on Cochrane Croatia's translation project

Experience shared

Using social media to disseminate translated Cochrane plain language summaries (PLS) and to promote high-quality health information to non-English-speaking regions.

Based on: Puljak L. Using Social Media to Disseminate Translated Cochrane Evidence and to Promote High-Quality Health Information to Non-English Speaking Regions. In: Filtering the information overload for better decisions. Abstracts of the 23rd Cochrane Colloquium; 2015, 3-7 October; Vienna, Austria. John Wiley & Sons; 2015.

What we did

We wanted to find effective channels to disseminate translated plain language summaries in Croatia, so we experimented with Facebook and Twitter. We set up accounts, and posted new Croatian PLS translations and other relevant health news.

Lessons learned

- Facebook proved to be a highly effective dissemination tool due to its popularity in Croatia, while Twitter attracted far fewer followers.
- Tracking likes and shares helped us pinpoint the most popular topics – pregnancy and childbirth, dental care, occupational health, depression and prostate cancer. Anything too medical sounding did not have the same impact.
- These topics are a reflection of our Facebook audience: 69% women, and formed of consumers, health professionals, journalists and the general public.
- As a result of our Facebook activity, uptake of Cochrane evidence by regional media increased from one story a month to 20 a month.
- Cochrane groups should focus on the most popular social media tools in their region for optimal knowledge translation.



Want to learn more?

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Cochrane Croatia's Facebook page

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