Promoting Cochrane and demonstrating our impact: what data and metrics are useful to Cochrane Groups and members?

Cochrane Governance meetings 22 and 24 June 2021

What we will do today

1. Welcome and introduction to the session (20 minutes)
2. Roundtable discussions (50 minutes)
   We will discuss 3 questions in small groups and collect the main points from the discussions.
Delivering our vision and mission

**Our Vision** is a world of better health for all people where decisions about health and health care are informed by trusted evidence.

**Our Mission** is to inform health decision making by producing trusted and timely synthesized evidence, making it accessible and advocating for its use.

But how do we know if we are successful? How do we demonstrate our value and impact in this fast-changing, demanding and competitive world?

How do we tell our story to maintain and attract new funding?

What kind of data do we need to help us with that? And to allow us to learn from what we do and improve our work?

*Proposed wording in the draft interim strategy*
Strategic monitoring, evaluation & planning cycle

**Strategize & plan**
- understand and anticipate challenges and needs
- develop strategy, determine target audiences, stakeholders, objectives, outputs & outcomes
- plan projects and activities, allocate resources

**Implement**
- deliver projects and activities

**Track & evaluate**
- collect data to track progress and success against strategic priorities

**Prove & improve**
- report, analyse and discuss collected data with stakeholders to understand and communicate impact and learnings
- feed into planning, prioritisation and decision-making

Strategize & plan

Implement

Track & evaluate

Prove & improve
Cochrane Groups and members plan and carry out activities

We reach our end users
- we disseminate our evidence

End users accept offers
- they access our evidence and resources

End users change attitudes, learn skills
- they understand our evidence

End users change their behaviour
- they apply our evidence

End users' conditions change
- healthcare policy & practice changes

Society changes
- better health decisions globally

OUTCOMES & IMPACT

OUTPUTS
We already do a lot!

- Cochrane Group reporting to funders
- Cochrane Group financial reporting to Cochrane
- Cochrane UK tracking of and reporting on Cochrane Review citations in guidelines
- Annual Cochrane Library impact reports
- Metrics related to different activities, for example, review publishing, translations, membership, websites, social media
- Case and impact stories about specific reviews or initiatives
Cochrane vs. COVID-19 Case Studies

Evidence to help reopen dental services

Many dental services across the world were closed at the beginning of the COVID-19 pandemic. This was to keep patients and dental professionals safe but left a lot of people without dental care.

We collated international guidance to help policy-makers decide when and how to reopen dental services safely.

What we learnt

1. Cochrane can contribute to urgent policy decisions. We were part of a COVID-19 Dental Services Evidence Review Working Group, which helped us compile information quickly for policy-makers.

2. Cochrane's communication channels and websites are a good way of sharing information. We have shared evidence produced by members of our Working Group and others. Many people were already visiting our website so this was a good platform to share information with a wider audience.

3. We found that most guidance for dental services was based on little or no research. Highlighting this gap has helped researchers and research funders consider what to prioritize next.

Evidence to guide paediatric COVID-19 patient care

In response to the World Health Organization declaring the COVID-19 pandemic a global health emergency, Cochrane Mexico immediately identified relevant evidence to develop a COVID-19 guide for diagnosing and treating paediatric patients.

Working together to share research evidence

Cochrane Germany is working with university medical centres, the media, researchers and other Cochrane Groups to share evidence about COVID-19 in a user-friendly format. Working together helps us all reach a wider audience.
The review generated a lot of media attention

Le misure contano: quando piatto
Una ricerca dimostra che le porzioni in tavola sono determinanti

The impact of Cochrane evidence on portion sizes and food consumption
2,650 views • 21 Apr 2016
Cochrane Database of Systematic Reviews (CDSR)

- 3rd most cited medical journal - 67,736 citations.
- Increased impact factor of 7.890, up from 7.755 the year before, ranking CDSR as one of the top 10 medical journals in the world.

- 285 new Cochrane systematic reviews
- 262 updated reviews with new search for evidence
- 271 new protocols for forthcoming reviews
- 8,485 total reviews, including 23 COVID-19 reviews
What could help us doing this well?

Standards
Methods
Culture change
Embedding in organizational processes
Data systems
Automation
Data sharing
Collaboration
Experience sharing
Skill building
Beneficial & usable
Pragmatic and adaptive
Adequate resources
Questions?
Roundtable questions

1. How do you currently demonstrate what value and results you or your Group deliver?

2. What other data and information do you need in your context and would help you or your Group to perform well? Think about fundraising, partnership and relationship building, promotion of Cochrane’s work, etc.

3. How can we collaborate to collect and share information and data to support our global priorities and sustainability across the organization? What tools, software, processes, structures, and support do we need to implement this?
Roundtable logistics

• After this introduction (not yet!), click on “Breakout Sessions” on the left menu.
• Scroll down and select one of the orange roundtable discussions. There are 6 roundtables in total – please distribute across the 6 groups. If there are already 8 people in your group, please select another one.
• If you know everyone in your group very well, consider joining a different one.
• You can turn on your camera and microphone.
• Start with brief introductions – what is your name, your location and your Cochrane role?
• Watch the time to make sure you can discuss all questions.
• Remember to speak clearly and slowly and avoid expressions that people from different backgrounds might not understand. Make sure that everyone in your group has time to speak.
• Please record the main points of your discussion on these slides, so we can compile them after the session:
  https://docs.google.com/presentation/d/1EMb6QjsYN_VSjeKEjVScgEagcqlD8US9yordcMZHSrds/edit#slide=id.p
Thank you and enjoy your discussions!

- The results you capture on the slides will be compiled and shared with participants after the Governance meetings.

- Your results will inform the development of strategic monitoring and evaluation of Cochrane’s impact and the development of a sustainable organizational model.

- Happening next: When you are finished with your discussions, leave your roundtable and return to the “Main plenary” for the final session of the day.