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**

**Trusted evidence.
Informed decisions.
Better health.**

Cochrane

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
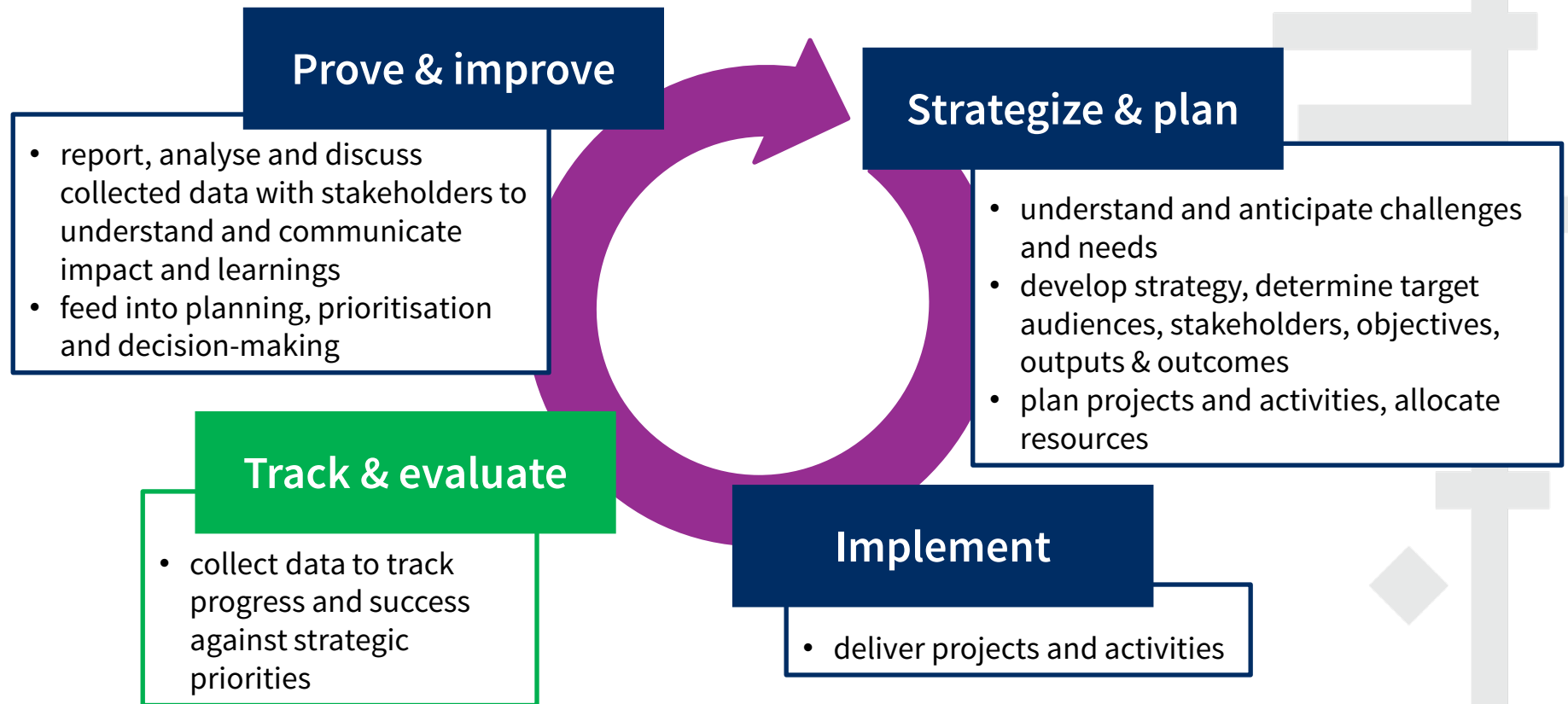
Our Mission* is to inform health decision making by producing trusted and timely synthesized evidence, making it accessible and advocating for its use.
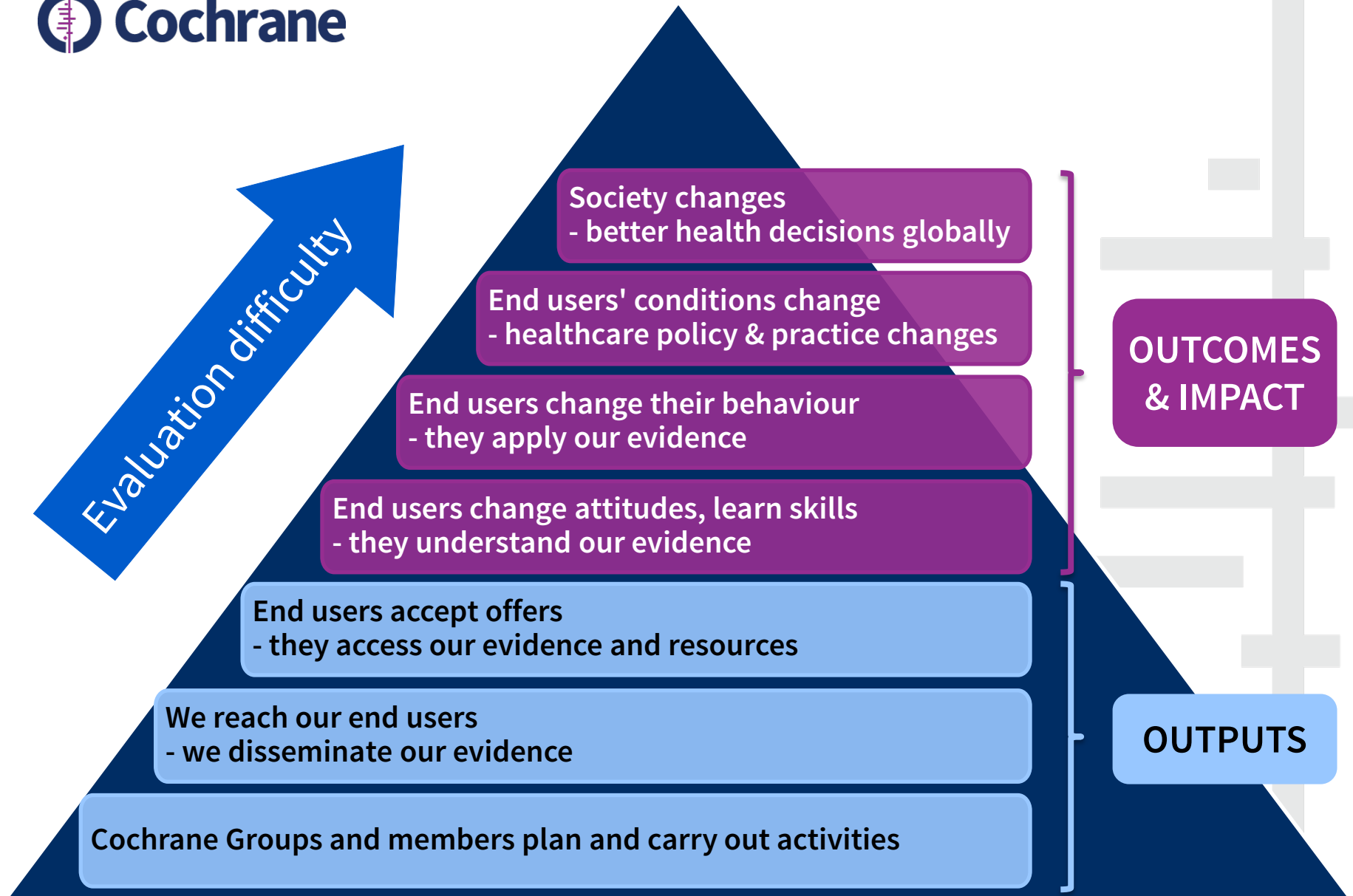
But how do we know if we are successful? How do we demonstrate our value and impact in this fast-changing, demanding and competitive world?

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

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

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

Track & evaluate

- collect data to track progress and success against strategic priorities

Implement

- deliver projects and activities

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

Cochrane Oral Health

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 Serv... Evidence Review Working Group, which helped us compile information quickly for policy-make...

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

Cochrane México

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 paedatric patients.

Cochrane Germany

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

Focus.it

SCIENZA

HOME | SCIENZA | SALUTE
AMBIENTE
TECNOLOGIA
CULTURA

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

BBC
News
Sport Weather Shop Earth Travel

nzherald.co.nz   jobs   US edition

KIOSKO
APP STO
GOOG

AÑOS 100

CULOS MUJER SALUD COMUNIDAD REVISTAS BLOGS

LA PRENSA

EL SALVADOR - DICIEMBRE 18, 2015
BUSCAR
GD RADIO
INICIO EL SALVADOR
INTERNACIONALES DEPORTES DEPA

CONTROL DE PORCIONE
PARA BAJAR DE PESO

PG
ULTIMEDIA

1:10 / 2:07

The impact of Cochrane evidence on portion sizes and food consumption
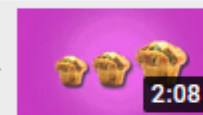
2,650 views • 21 Apr 2016

Cochrane Making a Difference
Cochrane - 2/6

1 Croup: a father's story
   Cochrane
   3:00

2 The impact of Cochrane
   evidence on portion sizes a...
   Cochrane
   2:08

3 A Cochrane and Wikipedia
   partnership
   Cochrane
   2:55

4 Eye drug safety: the impact of
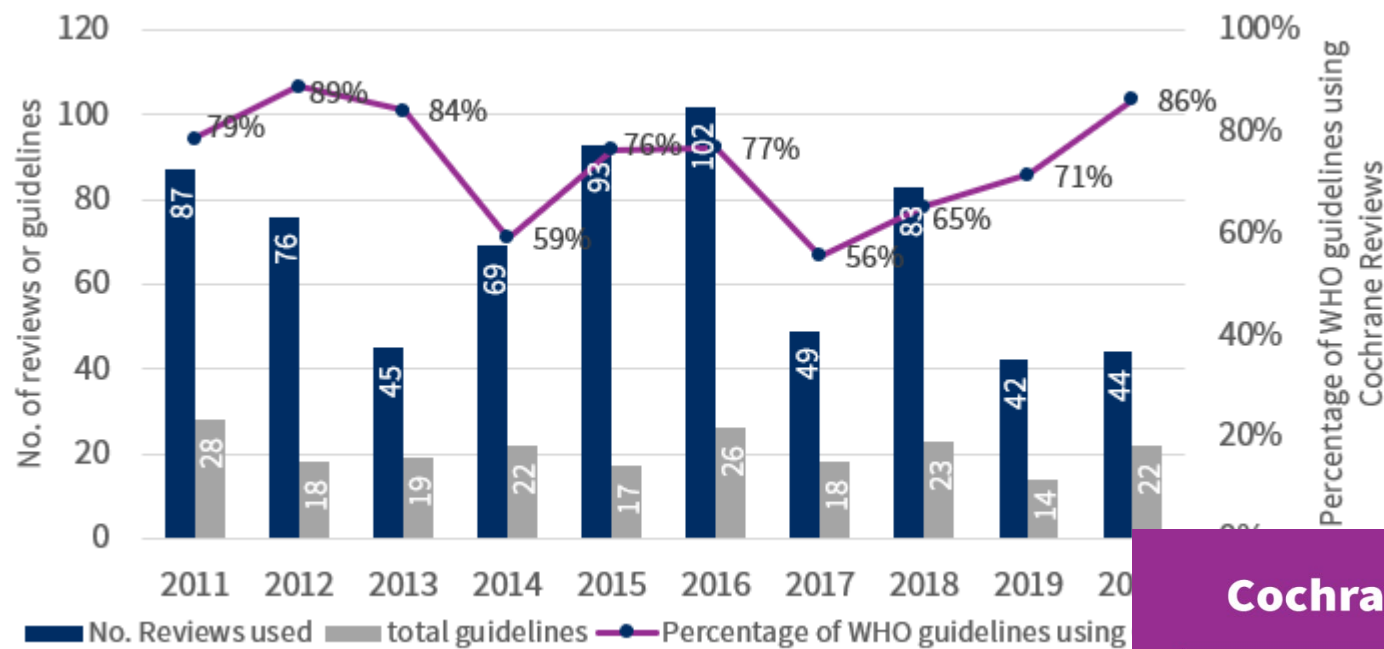   a Cochrane Review...
   Cochrane
   3:02

5 The impact of Cochrane
   evidence on xylitol for...
   Cochrane
   2:19

6 The impact of Cochrane
   evidence on tranexamic aci...
   Cochrane
   1:39

Chart: No. of reviews or guidelines / Percentage of WHO guidelines using Cochrane Reviews, 2011–2020

Values by year:
- 2011: No. Reviews used 87, total guidelines 28, 79%
- 2012: 76, 18, 89%
- 2013: 45, 19, 84%
- 2014: 69, 22, 59%
- 2015: 93, 17, 76%
- 2016: 102, 26, 77%
- 2017: 49, 18, 56%
- 2018: 83, 23, 65%
- 2019: 42, 14, 71%
- 2020: 44, 22, 86%

Legend: No. Reviews used | total guidelines | Percentage of WHO guidelines using

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

Cochrane Library Usage

Views of full-text reviews
11.9 MILLION

Visits to COVID Special Collections
417,915

9.08 million unique visitors to the Cochrane Library
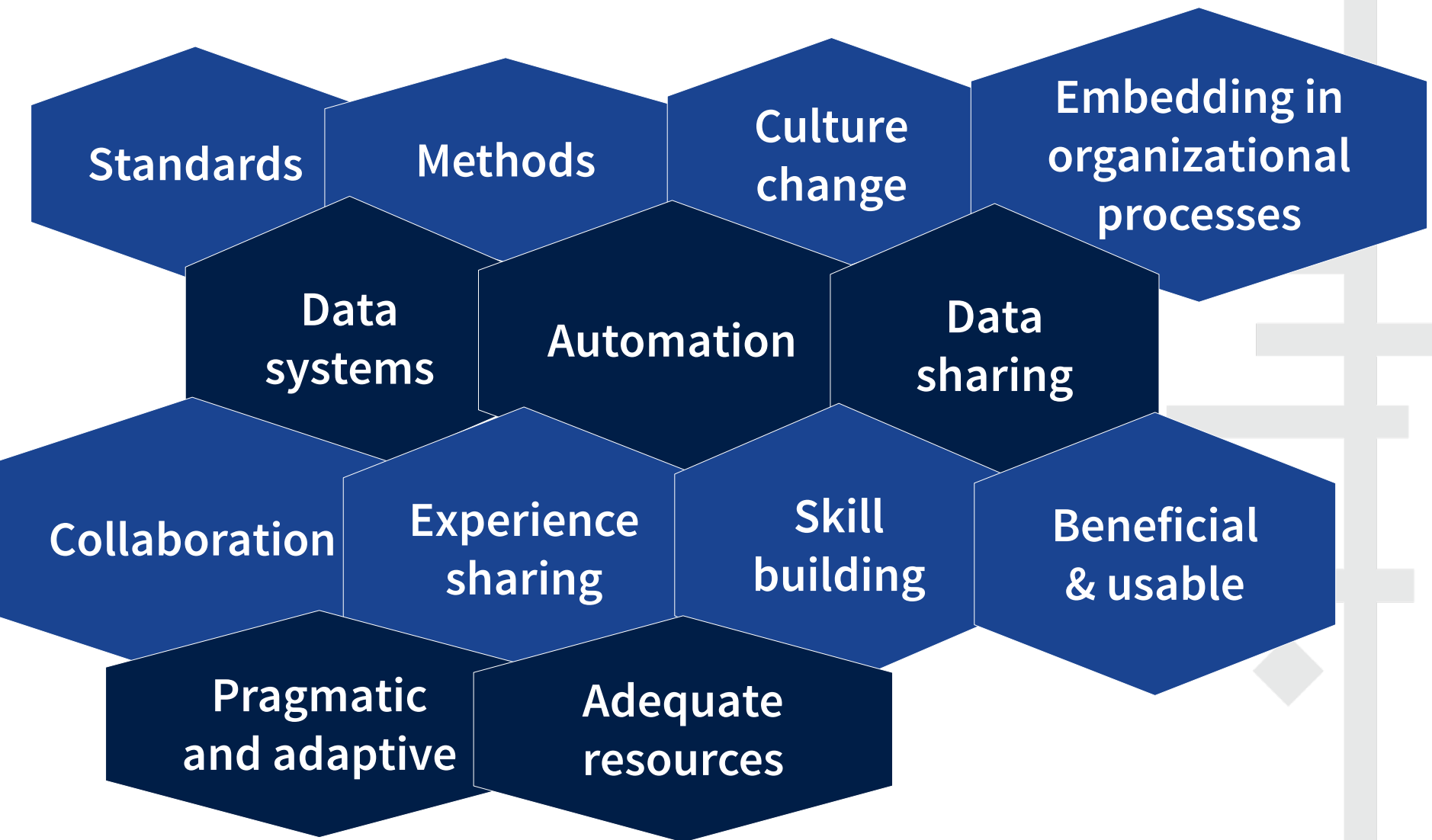
Unique visitors to Biblioteca Cochrane
786K

Views of full-text Cochrane Clinical Answers
143K

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?

Cochrane

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_VSjeKEjVSgEagcqID8US9yordcMZHSrds/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.