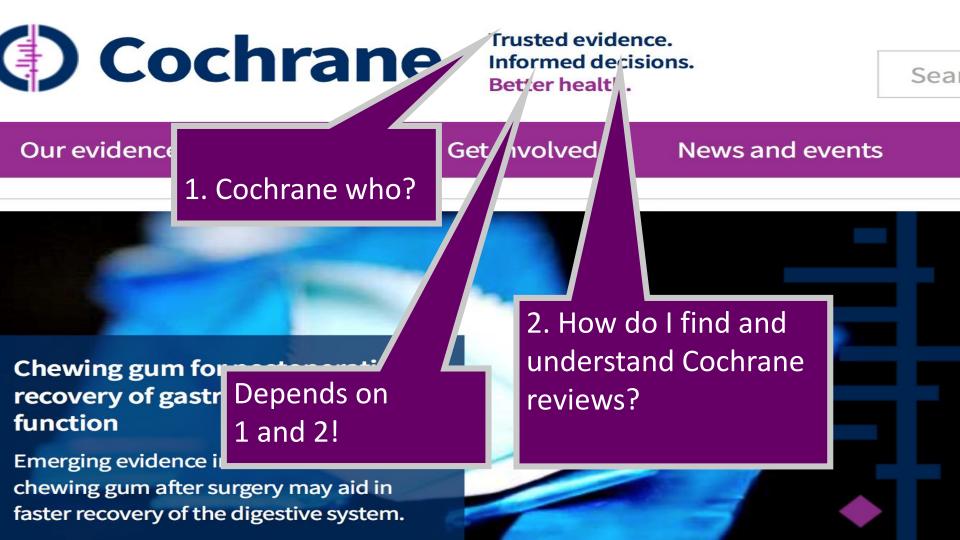


## Increasing Awareness Through Social Media

Sarah Chapman @SarahChapman30 Cochrane UK, Oxford

Trusted evidence. Informed decisions. Better health.



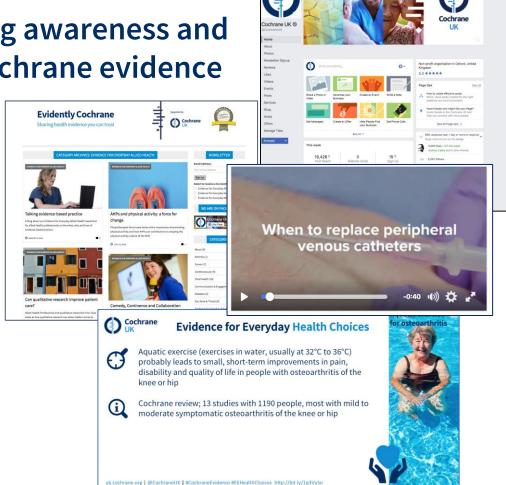


# Cochrane

## Increasing awareness and use of Cochrane evidence

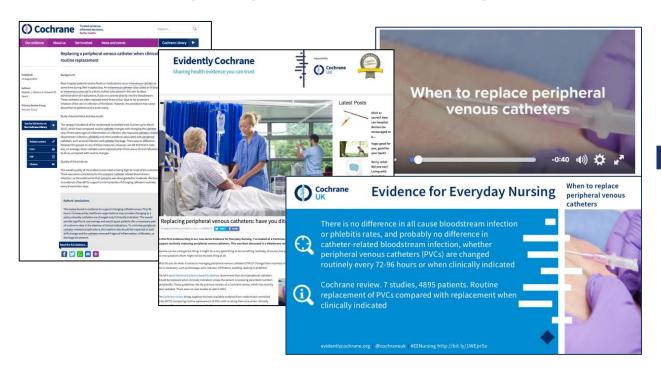
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## One review, multiple products and platforms





## Evidence and experience



### Making choices about living with motor neurone disease

Read about some of the problems Andy faced when living with motor neurone disease and the evidence for treatments that



#### Let's get this straight: the evidence on retainers

Liv Chapman talks about her experience of orthodontic retainers and whether evidence can help us choose between them



My treatment, my choice: what do I need to know?

Rosalind describes how shared decision-making helped her

hich Graves Disease treatment would be best for her



The problem with sex: is our reluctance to talk about it harming patients?

Introducing Cochrane UK's special blog series #theproblemwithsex, which aims to lift the lid on sex and chronic health conditions





# **Engagement and impact**



"We will be making change soon based on the latest evidence - tweetchat to action"

@CraigBradleyF1 (Infection Prevention Nurse)







# Increasing awareness through social media: small group work

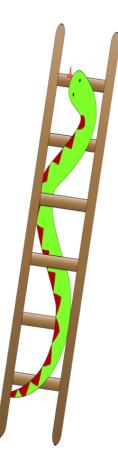




## A cautionary tale!







### **Planning**

- Who? Why? What?
- Resources
- Enablers
- Constraints and risks

## Doing

- Make and share your products
- Watch and respond

### Reflecting

- Measuring impact
- What next?



Cochrane review: Portion, package or tableware size for changing selection and consumption of food, alcohol and tobacco

Published September 2015

Review team from the Behaviour and Health Research Unit (BHRU), University of Cambridge, for the Cochrane Public Health Group

Data from 72 studies with over 6,700 people



## Found moderate quality evidence that:

- people consistently consume more food or non-alcoholic drinks when offered larger sized portions, packages or tableware, regardless of gender, body mass index, susceptibility to hunger and degree of self-control in relation to food.
- The effect is small to moderate for both adults and children. If sustained across the whole diet this would be equivalent to a 16% reduction in average daily energy intake from food in UK adults (29% in US adults).



• This suggests that policies and practices that successfully reduce the size, availability and appeal of larger-sized portions, packages, individual units and tableware can contribute to meaningful reductions in the quantities of food (including non-alcoholic beverages) people select and consume in the immediate and short term.

### But

 Implications for tobacco or alcohol policy unknown due to identified gaps in the current evidence base