

Fit-for-purpose KT activities demonstrate the diverse ways “packaging and push” and “facilitating pull” can be implemented, showing potential impact on improving ‘reach’.

Background

Cochrane Nutrition aims to support evidence-informed decision-making for nutrition policy and practice by advancing the use of relevant, high quality nutrition reviews. Here, we showcase our knowledge translation (KT) activities relevant to two themes from Cochrane’s KT Framework. We provide metrics that reflect “reach”, defined as exposure to information, synonymous with awareness and a step prior to uptake.

PACKAGING and PUSH

Traditional media: Summaries of Cochrane nutrition reviews in peer-reviewed journals
Multimedia: Cochrane nutrition reviews, identified by engaging with Cochrane Review Groups & screening the Cochrane Library, packaged and disseminated using:

- newsletters and news alerts
- blogshots
- special collections in Cochrane Library
- news items on Cochrane.org
- website

Social media: Disseminate nutrition evidence and Cochrane-relevant information:

- Twitter @cochranenutri
- Instagram cochranenutrition

FACILITATING PULL

Cochrane Nutrition reviews database: nutrition-relevant reviews, ‘tagged’ using a nutrition taxonomy informed by the Cochrane Topics list; available on website “Evidence” page

Guideline development: members of WHO guideline development groups; scoping reviews for WHO guidelines; use of Cochrane nutrition reviews in guidelines and guidance

Presentations, workshops & webinars: on methods, evidence-informed decision-making, and guideline development at nutrition conferences

Translations: blogshots

Figure 1: MailChimp metrics (number of subscribers)

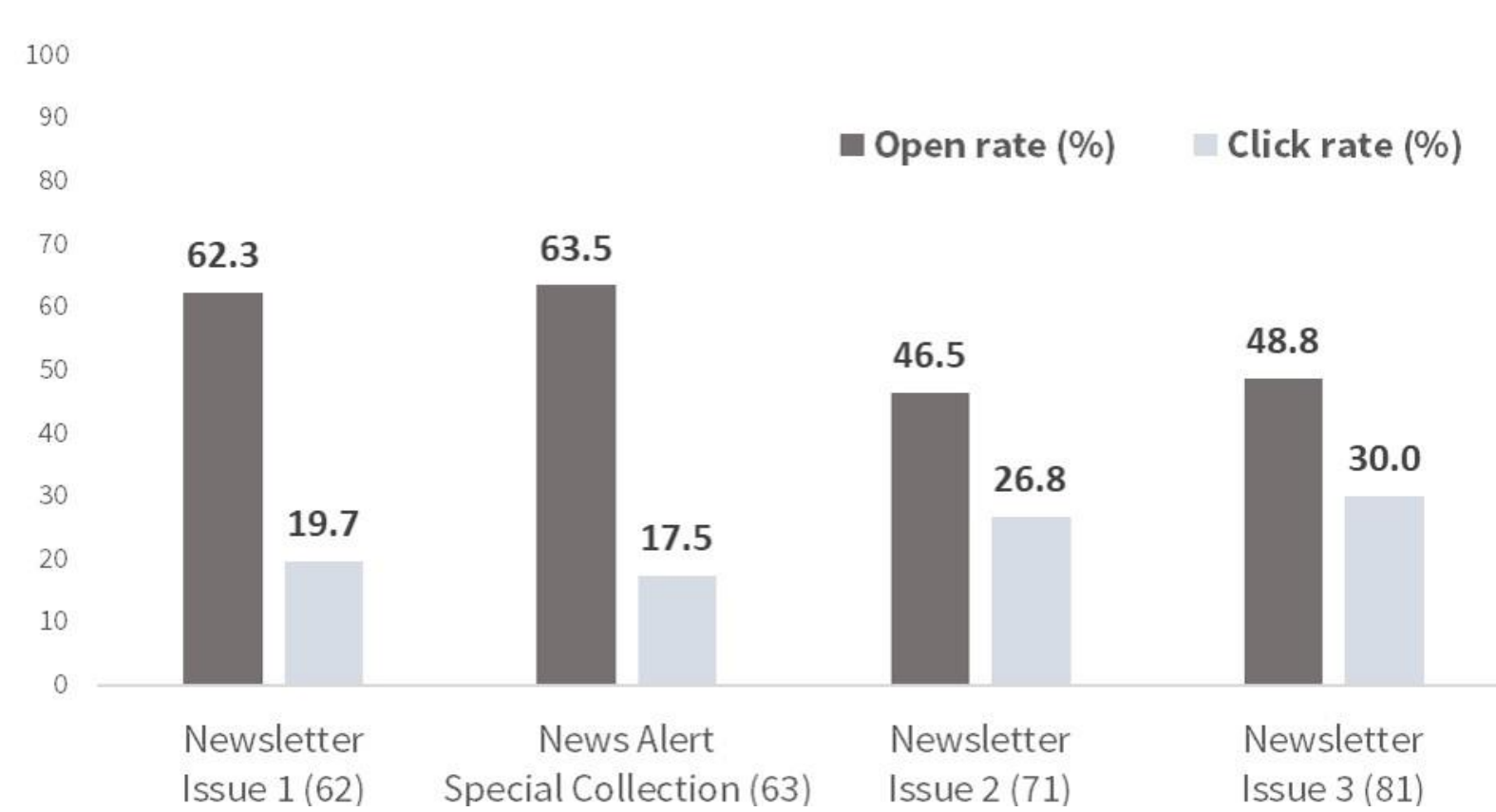


Table 1: Metrics for <https://nutrition.cochrane.org>

	2017 to 2018	2018 to 2019	% change
Users (unique visitors)	1446	2487	71.9
Pageviews	5590	7837	40.2
Sessions	1999	3437	71.9
Pages per session	2.8	2.2	-18.5
Average session duration	3 min 4 sec	2 min 51 sec	-7.1
Bounce rate*	40.9%	45.3%	10.8

*(single page sessions/total number of sessions) Google Analytics
 Period: July to June

Table 2: Number of users by country

	2017 to 2018	2018 to 2019	% change
USA	306	518	69.3
United Kingdom	164	260	58.5
Australia	158	226	43.0
Spain	37	173	367.6
Canada	100	141	41.0
India	45	73	62.2
South Africa	71	70	-1.4
Mexico	35	68	94.3
Germany	33	66	100.0
Switzerland	22	62	181.8

Period: July to June Google Analytics

Table 3: Number of sessions per page

/ (homepage)	832
/evidence	7363
/resources	242
/resources/blogshots	198
/becoming-member-cochrane nutrition	118
/news/cochrane-nutrition-newsletter-2018-issue 2	84
/news/cochrane-nutrition-newsletter-2018-issue 1	91
/news/evidence-collection-moderate-and-severe-acute malnutrition	68

Period: July 2017 to June 2019 Google Analytics

Figure 2: Twitter metrics (1,099 followers at 31-08-19)

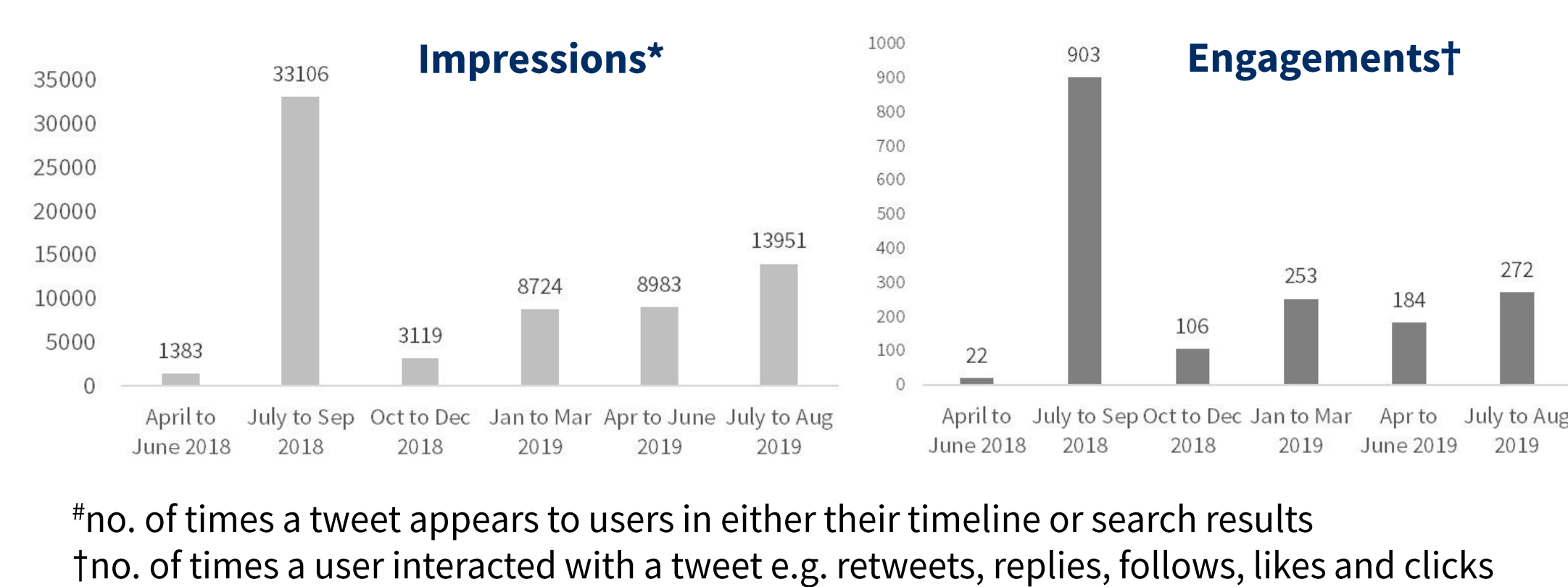


Figure 4: Examples of blogshots

Figure 5: Special Collection example

Figure 6: Instagram example

Accessible Cochrane nutrition evidence: “Packaging and push” and “facilitating pull” in action

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This material is associated with the Research, Evidence and Development Initiative (READ-It). READ-It (project number 300342-104) is funded by UK aid from the UK government; however, the views expressed do not necessarily reflect the UK government’s official policies.



<http://nutrition.cochrane.org/>



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