Disseminating the findings of Cochrane reviews: the CRD experience.

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Introduction

The Centre for Reviews and Dissemination (CRD) is responsible for promoting the Cochrane Library and disseminating the results of Cochrane reviews to UK audiences. One of the ways in which we do this is by summarising Cochrane reviews which are of particular relevance to the UK in our regular Effective Health Care and Effectiveness Matters bulletin series. Around 100 Cochrane reviews have been summarised in this way. These bulletins are aimed at clinical decision-makers and are actively disseminated to the UK National Health Service (NHS). The diagram below illustrates how we disseminated the Effective Health Care bulletin 'Homeopathy', published February 2002, which was based on the results of several Cochrane reviews (see box for details).

Policy Contacts

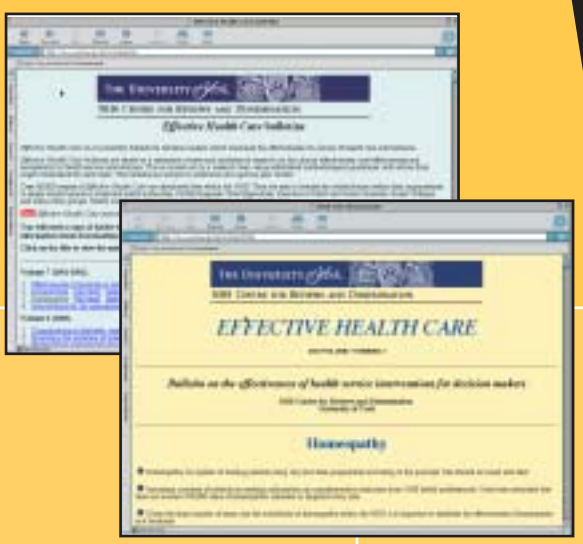
Copies were sent to key policy leads including UK government ministers, senior civil servants in the Department of Health and Regional Directors of Research and Development and Public Health. Copies are also sent to all medical and nursing schools.

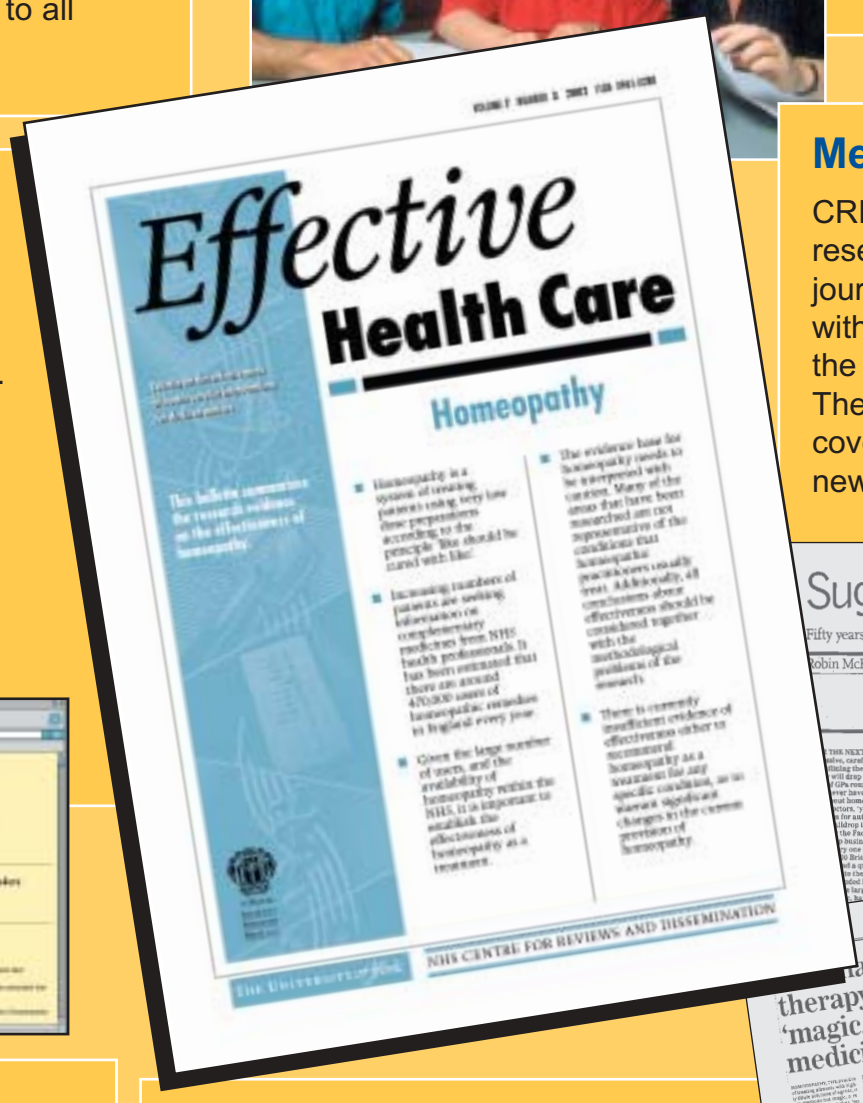
Single Contact Points

CRD maintains a network of contacts in hospitals, community health services and primary care organisations. These single contact points (SCPs) are all involved with clinical effectiveness. Our means of keeping in contact include regular newsletters and events. Packs of the bulletins were sent to each of our contacts with suggestions for onward dissemination.

Electronic publication

An electronic version of the bulletin is available to download via the CRD website (www.york.ac.uk/inst/crd/ehc73.pdf). To date this version has been accessed over 6000 times.





Media

CRD uses the media to disseminate research findings. We contacted journalists in advance of publication with a press release and discussed the findings of the reviews with them. The bulletin received extensive press coverage, including national newspapers and radio.

Special interest groups

Copies were sent to all the main national and international homeopathy bodies, including the British Homeopathic Association, the Society of Homeopaths, the Research Council for Complementary Medicine, the European Council for Classical Homeopathy and the National Center for Complementary and Alternative Medicine (USA).

Specialist publications

CRD maintains contact with various specialist health journals to whom we press released news of the bulletin. We also published articles summarising the bulletin in Quality and Safety in Health Care, Pulse and NHS News.

Notes

The bulletin included the following Cochrane reviews.

- Vickers A, Smith C. Homoeopathic oscillococcinum for preventing and treating influenza and influenza-like syndromes (Cochrane Review). In: The Cochrane Library, Issue 1, 2001. Oxford: Update Software.
- Linde K, Jobst K. Homeopathy for chronic asthma (Cochrane Review). In: The Cochrane Library, Issue 1, 2001. Oxford: Update Software.
- Smith C. Homoeopathy for induction of labour (Cochrane Review). In: The Cochrane Library, Issue 4, 2001. Oxford: Update Software.

Around 60,000 paper copies of the bulletin have been distributed.

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