



Disseminating the findings of health research: the CRD experience

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The Centre for Reviews and Dissemination (CRD) is responsible for disseminating the results of systematic reviews and promoting the Cochrane Library. One of the ways in which we do this is by summarising systematic reviews that are of particular relevance to the UK in our regular *Effective Health Care* and *Effectiveness Matters* bulletin series. These bulletins are aimed at clinical decision-makers and are actively disseminated within the NHS. The diagram below illustrates how we disseminated the *Effective Health Care* bulletin 'The prevention and treatment of childhood obesity', published in December 2002. It was based on evidence from systematic reviews carried out by members of the Cochrane Heart Group with additional review work undertaken by staff at CRD (see below for details).

Single Contact Points

CRD maintains a network of contacts in primary care organisations, community health services and hospitals. These single contact points 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.

Specialist publications

CRD maintains contact with various specialist health journals to whom we press released news of the bulletin. Articles summarising the bulletin were published in academic and non-academic publications including *Quality and Safety in Health Care* and *Professional Nurse*.

Media

CRD maintains a list of contacts in the lay media. We contacted these journalists in advance of publication with a press release and discussed the findings of the reviews with them in follow up telephone calls.

Policy/academic contacts

Copies were sent to key policy leads, for example Directors of Public Health and also to educational establishments, such as medical schools and relevant university departments. Schools were targeted via the regional and local Healthy Schools Programmes Co-ordinators.

Electronic publication

An electronic version of the bulletin is available to download via the CRD website www.york.ac.uk/inst/crd/ehc76.pdf. To date there have been 6311 hits. Electronic access is also available via the National electronic Library for Health and other web sites such as doctors.net. Local networks, such as intranets, are able to download the bulletins in pdf format for ease of access by their users.



Special interest groups

Copies were sent to all the main interest groups including the British Association for Community Child Health, the British Dietetic Association, the British Heart Foundation, the British Nutrition Foundation, Diabetes UK, the International Obesity Task Force and the National Obesity Forum.

The bulletin was based on the following systematic reviews.

Campbell K, Waters E, O'Meara S, et al. Interventions for preventing obesity in children (Cochrane Review). *The Cochrane Library*. Issue 2 2002. Oxford; Update Software.

Summerbell CD, Waters E, Edmunds L, et al. Interventions for treating obesity in children (Protocol for a Cochrane Review). *The Cochrane Library*. Issue 2 2002. Oxford; Update Software.

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