

**Research evidence in  
140 characters or less?  
Public health workforce development  
via social media**

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# What is [www.healthevidence.org](http://www.healthevidence.org)?



**Evidence**



*inform*

**Decision  
Making**

# The Health Evidence™ Team



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**Health  
Evidence™**

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# Health Evidence™

Health Evidence™

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Search

Search [ ]

Search Products Tools Consultation About

## Effect of childhood obesity prevention programmes on blood lipids: A systematic review and meta-analysis

Review Quality Rating: 9 (strong) [View Quality Assessment](#)

Citation: Cai L, Wu Y, Cheskin LJ, Wilson RF, & Wang Y. (2014). Effect of childhood obesity prevention programmes on blood lipids: A systematic review and meta-analysis. *Obesity Reviews*, 15(12), 933-944.

### Abstract

We aimed to assess the effects of childhood obesity prevention programmes on blood lipids in high-income countries. We searched MEDLINE, Embase, Psychinfo, CINAHL, clinicaltrials.gov, and the Cochrane Library up to 22 April 2013 for relevant randomised controlled trials, cross-experimental studies and natural experiments.

Review Quality Rating: 9 (strong) [View Quality Assessment](#)

Review: Cai L, Wu Y, Cheskin LJ, Wilson RF, & Wang Y. (2014). Effect of childhood obesity prevention programmes on blood lipids: A systematic review and meta-analysis. *Obesity Reviews*, 15(12), 933-944.

### Simplified Quality Assessment

|  |  |
|--|--|
| 1. Clearly focused PICO                                |  |
| 2. Clearly outlined inclusion criteria                 |  |
| 3. Comprehensive search strategy                       |  |
| 4. Adequate duration of search strategy                |  |
| 5. Level of evidence clearly stated                    |  |
| 6. Quality assessment of included studies conducted    |  |
| 7. Quality assessment of included studies transparent  |  |
| 8. Appropriate combining of results across studies     |  |
| 9. Appropriate weighting of results across studies     |  |
| 10. Author interpretation of results supported by data |  |

**TOTAL SCORE: 9/10**



TWEETS 4,471 FOLLOWING 410 FOLLOWERS 5,914 LIKES 105 LISTS 5

Edit profile

**Health Evidence**

@HealthEvidence

We search for, screen, and rate the latest systematic review evidence in public health and compile it in a free, searchable online registry

Hamilton, ON  
 healthevidence.org  
 Joined August 2009

Tweets Tweets & replies Media

**Health Evidence** @HealthEvidence · 5s  
 #Education + #Contraceptive use promotion may decrease unintended pregnancies in adolescents #CochraneEvidence ow.ly/10blVz

**Health Evidence** @HealthEvidence · 18h  
 Lifestyle intrvts increase #PhysicalActivity & #Nutrition in university students #NutritionMonth @McMasterSWC ow.ly/ZmhKZ

Your Tweet activity

Your Tweets earned 1,277 impressions over the last 24 hours



View your top Tweets

# @HealthEvidence

- Launched in 2009
- 5,900+ followers
  - >100 new followers monthly
- 4,400+ Tweets
  - ~2.8 Tweets posted per day
- ~66,000 Tweet impressions monthly
- Global audience: Canada, UK, US, Spain, Australia, Chile



# Objective

- Promote access to public health relevant systematic reviews via an 8-week Twitter campaign

# Methods



- Two 140-character Tweets posted per week for 8 weeks

Health Evidence @HealthEvidence  
Lower limb muscle strengthening is effective for preventing falls in #Older people #HE\_Review  
<http://ow.ly/1003ap>

|                   |     |
|-------------------|-----|
| Impressions       | 574 |
| Total engagements | 3   |
| Retweets          | 1   |
| Likes             | 1   |
| Link clicks       | 1   |

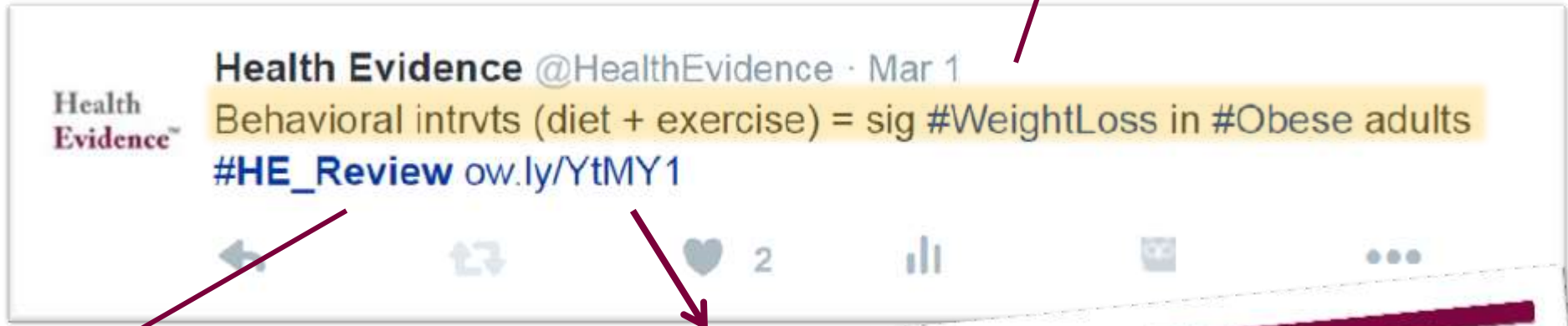
Health Evidence @HealthEvidence  
Antenatal nutritional edu = reduce risk of preterm birth + increase birthweight #CochraneEvidence #HE\_Review  
<http://ow.ly/YuuDy>

|                   |     |
|-------------------|-----|
| Impressions       | 828 |
| Total engagements | 17  |
| Detail expands    | 5   |
| Hashtag clicks    | 4   |
| Retweets          | 3   |
| Profile clicks    | 2   |
| Follows           | 1   |
| Likes             | 1   |
| Link clicks       | 1   |



# #HE\_Review Tweet

1 Review findings



# Tweet Data

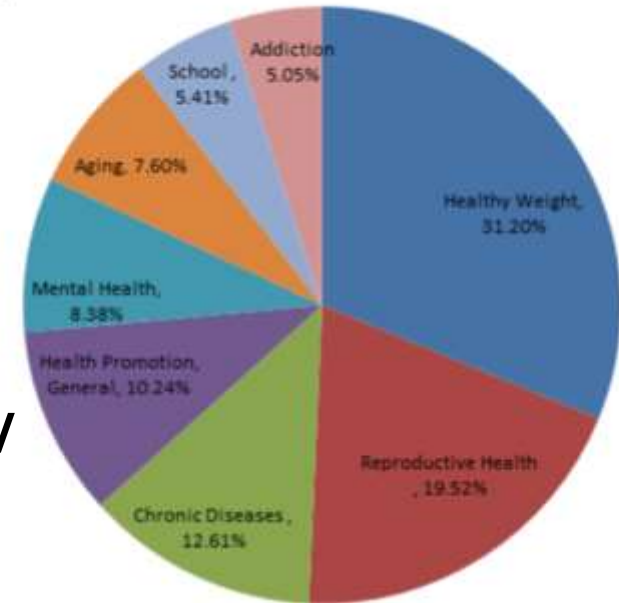
- Use and engagement measured via Twitter Analytics, Hootsuite, Google Analytics

|                   |       |
|-------------------|-------|
| Impressions       | 2,677 |
| Media views       | 1     |
| Total engagements | 31    |
| <hr/>             |       |
| Link clicks       | 9     |
| Retweets          | 6     |
| Detail expands    | 6     |
| Likes             | 4     |
| Hashtag clicks    | 3     |
| Profile clicks    | 2     |
| Media engagements | 1     |

# Tweet Creation

- Reviews selected from [healthevidence.org](http://healthevidence.org)
  - **Recent** (<3 years),  
methodologically **strong**,  
based on user topic **interest**
- Tweets created from review findings
- Reviewed by 1-2 staff members for accuracy and quality

Top Searches of [www.healthevidence.org](http://www.healthevidence.org)

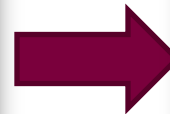


# Tweet Scheduling: Hootsuite

- Tweets scheduled via Hootsuite
  - Tuesday & Thursday at noon EST



A screenshot of a URL shortener interface. The main text at the top reads "School &amp; general pop intrvs reduce sedentary behaviour time and #BMI in kids &amp; teens #HE\_Review". Below this is a browser address bar showing "http://www.healthevidence.org/view-a". The interface includes a "URL Shortener" section with a dropdown menu set to "ov.ly". Underneath, there is a section for "Add custom URL parameters" with a dropdown set to "Google Analytics". A table lists parameters: "utm\_source" with value "Twitter", "utm\_medium" (empty), and "utm\_campaign" with value "HE\_Review". The "utm\_source" and "utm\_campaign" rows are circled in red. At the bottom, there are buttons for "Clear", "Save", and "Send Now".



A screenshot of the Google Analytics interface. The top left shows the "Google Analytics" logo. A navigation menu on the left includes "Acquisition", "Overview", "All Traffic", "AdWords", "Search Engine Optimization", "Social", and "Campaigns". Under "Campaigns", there is a list of "All Campaigns" including "Paid Keywords", "Organic Keywords", and "Cost Analysis". A table below shows a list of campaigns, with "1. HE\_Review" circled in red. On the right side, there is a line chart showing data for "Mar 22" and a secondary dimension dropdown set to "Campaign".

# Tweet Summary

- #HE\_Review Campaign: Feb 2016 - April 2016

| Topic area               | Number of Tweets |
|--------------------------|------------------|
| Reproductive health      | 7                |
| Healthy weight           | 4                |
| Aging health             | 2                |
| Health promotion/general | 2                |
| Addiction                | 1                |
| Chronic disease          | 1                |

# Twitter Analytics



- Followers clicked on URL in 81.3% of Tweets
- Followers liked or Re-Tweeted 50% of Tweets

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|                         |                      |
|-------------------------|----------------------|
| <b>Total engagement</b> | <b>4.7 per Tweet</b> |
| Link clicks             | 1.7                  |
| Retweets                | 1.8                  |
| Likes                   | 1.3                  |
| #HE_Review clicks       | 2.9                  |

---

Health Evidence  
@HealthEvidence

Diet OR exercise OR Both? All reduce risk of excessive #GestationalWeightGain  
#CochraneEvidence #HE\_Review [ow.ly/YtKN4](https://ow.ly/YtKN4)

RETWEETS 4  
LIKE 1

12:04 PM - 23 Feb 2016



Jeremy Grimsha..

@Grimshaw.Jeremy

Implementation scientist, Director of the Canadian Cochrane Centre

FOLLOWS YOU

TWEETS 2,649  
FOLLOWING 480  
FOLLOWERS 1,105



Cristobal Buñuel

@Pediatria

Pediatra. Master Diseño y Estadística en Ciencias de la Salud (UAB) Coeditor blog Pediatría Basada en Pruebas. Codirector de Evidencias en Pediatría. Profesor USJ

FOLLOWS YOU

TWEETS 59.8K  
FOLLOWING 5,912  
FOLLOWERS 12.2K

Impressions

1,174

Total engagements

12

Retweets

4

Link clicks

3

Hashtag clicks

3

Likes

1

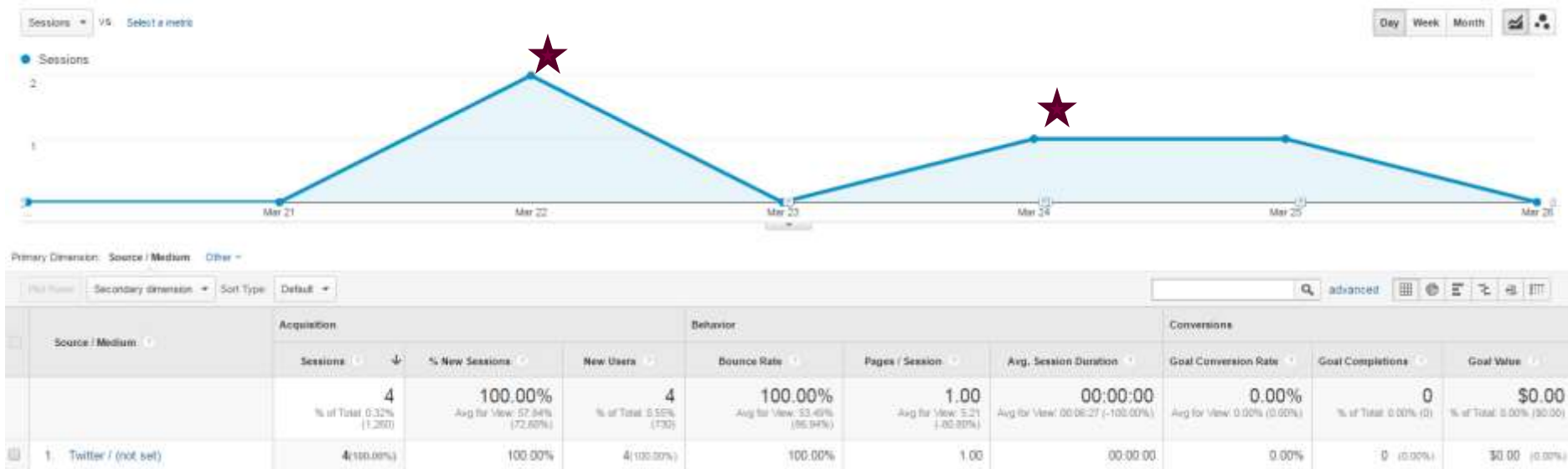
Detail expands

1

Average Impressions per Tweet: 578

# Google Analytics

- Audience:
  - Canada (54.29%), Australia (17.14%), UK (8.57%)
  - English ( 71.43%), French (11.43%)



★ = #HE\_Review Tweet



# Google Analytics

- 35 sessions on [healthevidence.org](https://healthevidence.org) acquired from #HE\_Review campaign
- 1.7 pages viewed per session
- Avg session duration = 00:40 mins

Health Evidence™

Health Evidence @HealthEvidence · Apr 21  
School-based smoking prevent. curricula is effective when using combined social competence & influence  
[#HE\\_Review](https://ow.ly/10048X) [ow.ly/10048X](https://ow.ly/10048X)

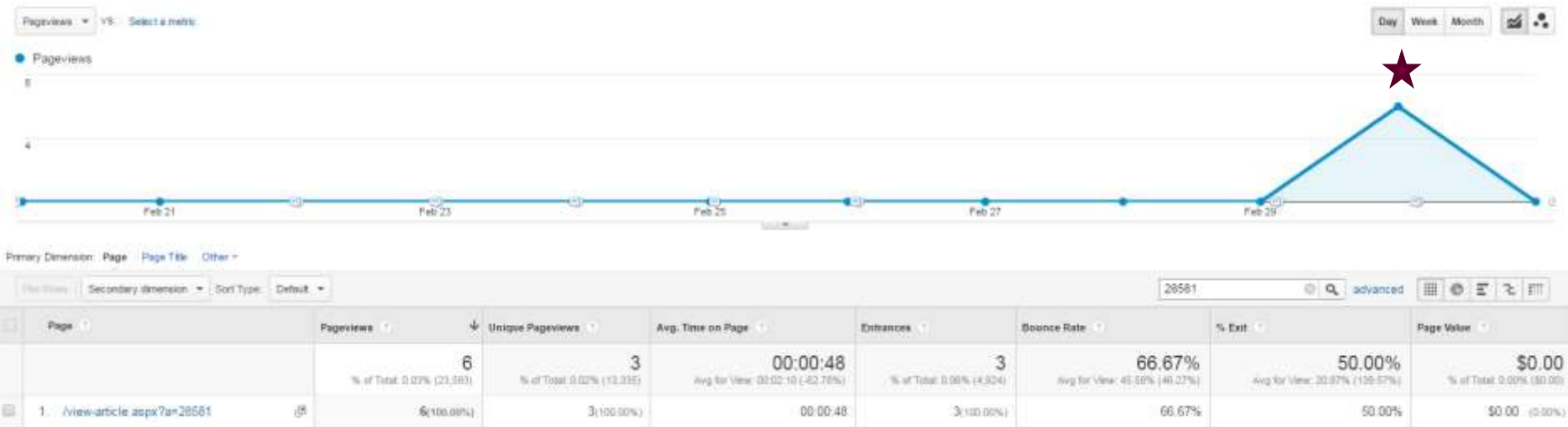
[View Tweet activity](#)



The screenshot shows the Health Evidence website interface. At the top, there is a search bar and navigation tabs for Search, Products, Tools, Consultation, and About Us. The main content area displays the title of a systematic review and meta-analysis: "Effectiveness of school-based smoking prevention curricula: Systematic review and meta-analysis". Below the title, there is a "Review Quality Rating" section showing a green bar and the text "B (strong) - View Quality Assessment". An "Evidence Summary" section is also visible. On the right side, there are sections for "Related Material" (with links to Article full-text, PubMed Link Out, Sister Publication, and Webinar) and "Article Options" (with links to Email, Print, Save article, and Post a comment). The bottom of the page shows the start of an "Abstract" section with the text "OBJECTIVE: To assess effectiveness of school-based smoking prevention curricula keeping children never-smokers".

# Google Analytics

- Avg 907.21% increase in access to each review on day of Tweeting compared to avg daily views the month prior



# Implications/Conclusion

- Social media is one strategy for disseminating research evidence
- Users linked to Health Evidence™ review pages 35 times from 16 Tweets during the 8-wk campaign
- On average, review Tweets increase access to review-level evidence 907.21%

# Using Twitter for Knowledge Translation

- Know your audience
- Engage **influencers** in your content area
- Be **accurate, direct & concise**
- Participate in conversations
- Collect & track **analytics** to monitor what works

# Lessons Learned

- Create goals & outline a strategy
- Designate a social media team
- Budget time daily for social media activities (post consistently)
- Use a social media management system to schedule Tweets (big time saver!)
- Post in a unified voice (e.g., single editor)
- Implement quality control measures
- Use hashtags & create custom URLs to track engagement (Hootsuite + Google Analytics) and website traffic

# Questions?

**Contact Us:**  
**[info@healthevidence.org](mailto:info@healthevidence.org)**