

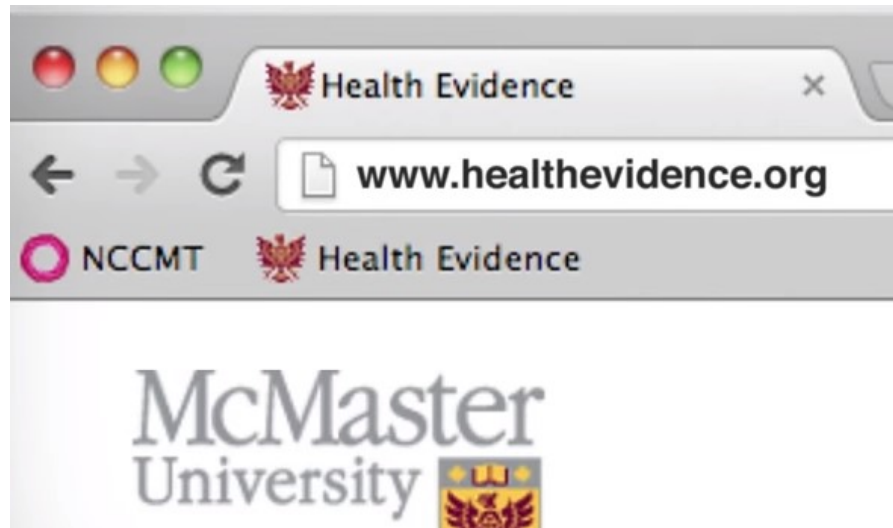
Health Evidence™

Helping public health use best evidence in practice since 2005

INTERACTIVE TWITTER INFOGRAPHICS as a knowledge translation method for disseminating research evidence to public health decision makers

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What is www.healthevidence.org?



Evidence



inform

**Decision
Making**

Health Evidence™

TWEETS 5,484 FOLLOWING 420 FOLLOWERS 6,551 LIKES 166 LISTS 7

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
102 Photos and videos

Tweets Tweets & replies Media

Health Evidence @HealthEvidence · 45m

Today! Join Muhannad Malas Schwartz for the #HEwebinar #ecigarettes @ 1 PM EST ow.ly/2vry308x0TZ

ELECTRONIC CIGARETTES FOR SMOKING CESSATION



Intended audience: **public health decision makers**

- Launched in **2009**
- 6,733 followers
- Avg 84 Tweets, > 58,000 impressions monthly
- Canada (40%), UK (16%), USA (9%), Spain (7%), Australia (5%), Mexico (2%)³

Objectives

- I. disseminate actionable messages from high-quality systematic reviews via **8-week infographic Twitter campaign**

- II. increase public health **engagement** with review level evidence on Twitter and increase **access** to review evidence on healthevidence.org

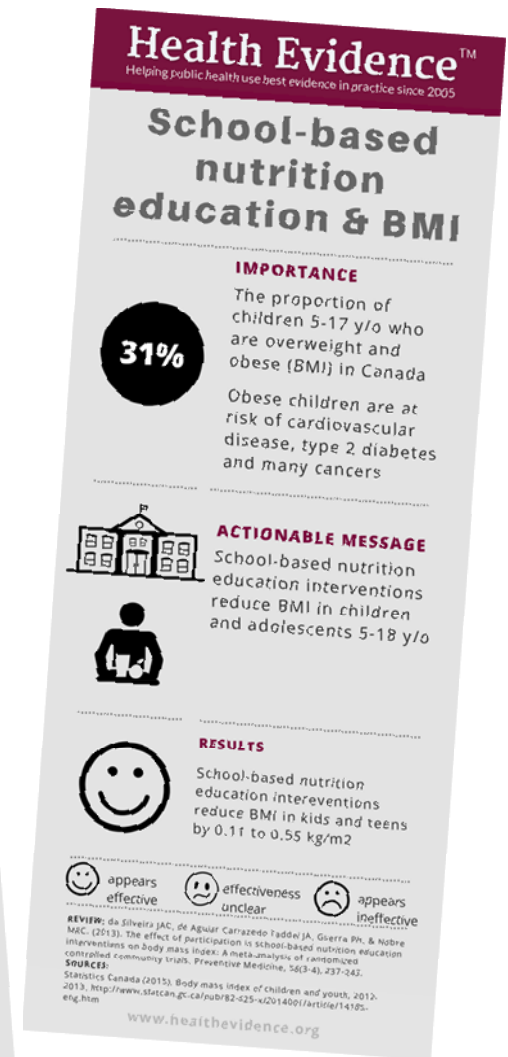
Review Selection

- Recent, methodologically strong systematic reviews from healthvidence.org registry
 - **Topics:**
 - Nutrition n=4
 - Physical activity n=4
 - Alcohol n=3
 - Tobacco n=3
 - Nutrition and physical activity n=2
- **Actionable message** ‘formula’:
[Intervention] [effect] [outcome], [population/age]

Reviewed by 1-2 staff members for accuracy and quality

#HE_Infographics

- 8 wk campaign disseminating 16 infographics (2/wk)
- Compared 8 wk campaign of **text only** Tweets



Motivational interviewing for smoking cessation



IMPORTANCE

Smoking is attributable to more than 85% of lung cancer cases in Canada and the leading cause of cancer death in Canada



ACTIONABLE MESSAGE

Motivational interviews for smoking cessation delivered by GPs have greater effects vs. delivery by counsellors & nurses



RESULTS

Adult smokers receiving motivational interviews are 1.53 - 7.94 times more likely to quit smoking compared to those not exposed to the intervention



appears effective



effectiveness unclear



appears ineffective

REVIEW: Lindson-Hawley, N., Thompson, T.P., & Begh, R. (2015). Motivational interviewing for smoking cessation. Cochrane Database of Systematic Reviews, 2015(3), Art. No.: CD006936.

SOURCES: Canadian Cancer Society. (2015). Smoking and cancer. Retrieved from <http://www.cancer.ca/en/prevention-and-screening/live-well/smoking-and-tobacco/smoking-and-cancer/?region=on>

Motivational interviewing for smoking cessation

Review Quality Rating: 10 (strong) [View Quality Assessment](#)

Citation: Lindson-Hawley, N., Thompson, T.P., & Begh, R. (2015). Motivational interviewing for smoking cessation. *Systematic Reviews*, 2015(3), Art. No.: CD006936.

Canadian relevance & importance of the topic/issue

Actionable systematic review findings

Supporting systematic review results

Easily identifiable graphics of intervention effectiveness

Infographic Analytics

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

Impressions

Media views

Total engagements

Link clicks

Retweets

Detail expands

Likes

Hashtag clicks

Tweet Scheduling: Hootsuite



- Tweets scheduled via Hootsuite and linked to Google Analytics

Infographic tweet here |

?utm_source=Twitter&utm_medium=ow.ly

ow.ly

Add custom URL parameters

HE infographic NEW Delete Preset

Parameter	Value
utm_source	Twitter
utm_medium	
utm_campaign	HE_info

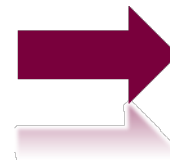
Always apply when creating shortened links

Add another parameter

Apply Parameters

118

Clear Save Send Now



Google Analytics

AUDIENCE

ACQUISITION

Overview

All Traffic

AdWords

Search Console NEW

Social

Campaigns

All Campaigns

Paid Keywords

Organic Keywords

Cost Analysis

10

5

Feb 8 Feb 1

Primary Dimension: Campaign Source Medium Source /

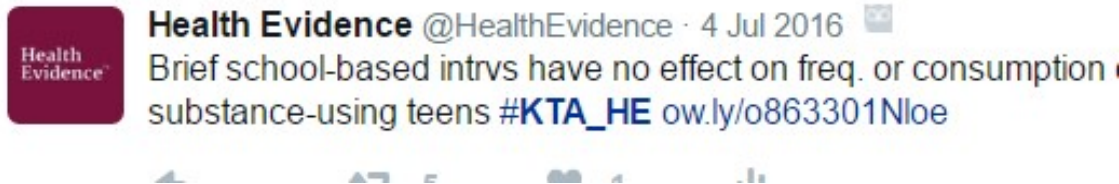
Plot Rows Secondary dimension Sort Type: Default

Campaign	Acquis	Sess
1. HE_info		

Infographic: Twitter Analytics

Compared to text only posts, infographics:

- ↑ impressions by **65%**
- ↑ total engagements by **578%**



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Brief school-based alcohol interventions

IMPORTANCE
The number of Canadians 12-19 y/o that have 5 or more drinks on one occasion at least once per month (1)

336,839

Long term alcohol consumption as low as 1 or 2 drinks per day are linked to 8 types of cancer (2)

ACTIONABLE MESSAGE
Brief school-based interventions do not appear to have a significant impact on frequency or consumption of alcohol in substance-using teens 19 y/o and younger

RESULTS
Brief school-based interventions do not change alcohol frequency vs information provision

appears effective effectiveness unclear appears ineffective

REVIEW: Carney T, Myers RJ, Louw J, & Okunribu CI. (2016). Brief school-based interventions and behavioural outcomes for substance-using adolescents. Cochrane Database of Systematic Reviews, 2016(1). CD008969.

SOURCES:
1. Statistics Canada. (2016). Heavy Drinking. <http://www.statcan.gc.ca/tables-tableaux/sum-som/01100011/health/91a-eng.htm>
2. Burt, P. et al. (2011) Alcohol and Health in Canada. <http://www.ccsa.ca/Resource%20Library/2011-Summary-of-Evidence-and-Guidelines-for-Low-Risk%20Drinking-en.pdf>

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Infographic: Twitter Analytics

Detailed engagement analytics:

- ↑ ReTweets by **388%**
- ↑ link clicks by **486%**
- ↑ likes by **214%**

Infographics only:

- 17 hashtag clicks
- 108 media engagements



Health Evidence @HealthEvidence · 4 Jul 2016
Brief school-based intrvs have no effect on freq. or consumption of substance-using teens #KTA_HE ow.ly/o863301Nloe

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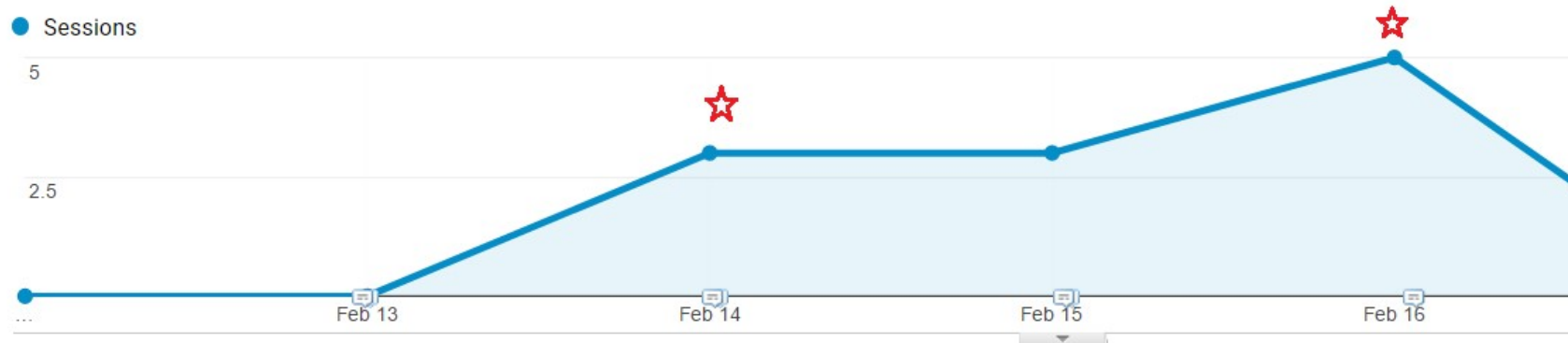
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Infographic: Google Analytics

- Compared to text only, infographics increase # of pages users visit on healthevidence.org by **145%**
- No change in number of sessions with infographics and text only tweets
 - No need to access full results?



Primary Dimension: Source / Medium Other ▾

Acquisition		Behavior				
Source / Medium ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?

Resources

- **Creating infographics is time intensive!**
 - Review selection, interpreting results, creating content (2-3+ hrs)
 - Review for accuracy, quality by senior staff; edits (1+ hr)
 - Create interactive infographics (1-2 hrs)
 - Data collection

Take away messages

- Users linked to healthevidence.org **124** times from 16 Infographics during the 8-wk campaign, visiting nearly 6 pages during each session
- Interactive use of social media allows for reaching large international audience
 - Increase engagement and web traffic to review evidence
- Increase broad collective awareness of review evidence

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Questions?

Contact Us:

info@healthevidence.org