



The Cochrane Library's First Editor-in-Chief

The Cochrane Collaboration recently announced the appointment of its first Editor-in-Chief.

Dr David Tovey will take up the reins at the head of *The Cochrane Library* at an exciting time for the Collaboration and for *The Library*, which this year received its first impact factor. At 4.654, this places *The Cochrane Library* in 14th place in the mainstream category 'Medicine, General and Internal'.

David joins The Cochrane Collaboration from his current role as Editorial Director of the BMJ Group's 'Knowledge' division, responsible for BMJ Clinical Evidence and its sister product BestTreatments.

Professor Adrian Grant, Co-Chair of The Cochrane Collaboration, stated that, "This is a key appointment for the Collaboration. We were extremely fortunate to have an exceptionally strong group of candidates for the post and I am confident that David Tovey is the right person for this role and for the Collaboration".



Dr. David Tovey, Editor-in-Chief of The Cochrane Library

Looking forward to his new role, David said, "The Cochrane Collaboration has been enormously influential in changing healthcare practice through systematically reviewing the evidence for treatment interventions.

The Cochrane Library is a key resource in bringing this evidence to the attention of practitioners, policy-makers and patients. I look forward to working with the Collaboration's many supporters to ensure that *The Library* remains relevant to its users, that its quality and coverage continue to grow, and that it remains at the core of healthcare decision-making."

David graduated from Bristol University in 1983. After completing vocational General Physician training, he was senior partner in a large, inner-city practice in South London, and a postgraduate Continuing Professional Development tutor until 2003, when he joined the BMJ Group. He is a Fellow of the Royal College of General Practitioners.

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Cochrane Strategic Review

Thank you one and all who contributed their feedback to the Strategic Review of The Cochrane Collaboration! We made great headway during the Freiburg Colloquium, October 3 - 7. The Review team took advantage of many opportunities to inform people of what we have heard to date and to gather input from the broad range of 'Cochranites' who attended this Colloquium.

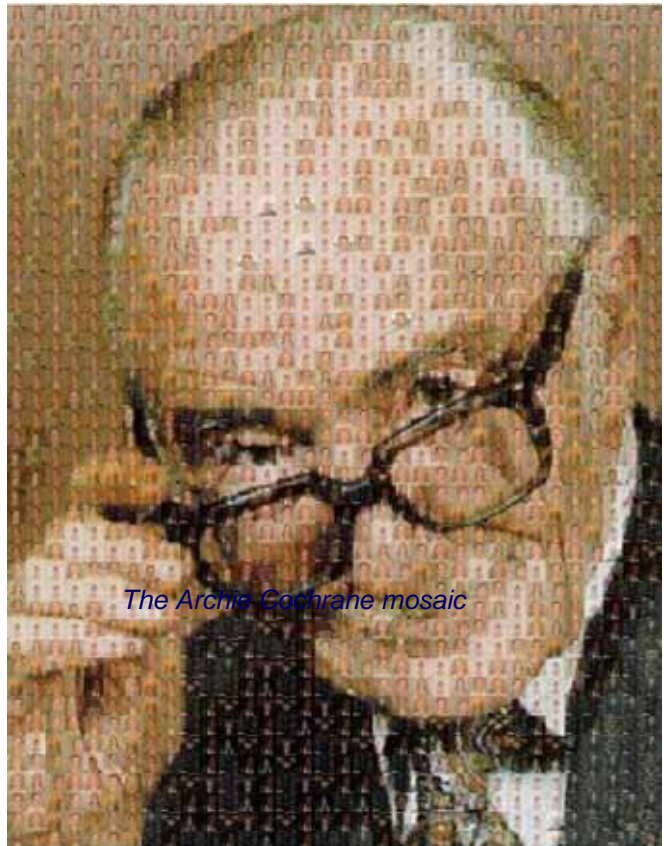
The Strategic Review information exchange and consultation at the Colloquium included:

1. A large interactive booth to which anyone could come and read one or all seven posters describing what we know so far, ask probing questions to clarify things less well understood, and talk to Strategic Review team members and volunteers.
2. 57 people took the time to stop, reflect and write down their thoughts about the purpose of the Collaboration, its 'Brand and Glue', competitors, financial viability and its organisational culture.
3. We handed out 475 pins that people proudly wore, saying that they were "A face of The Cochrane Collaboration".
4. Photos of nearly 300 people were put into a rolling presentation that we called, "The Faces of the Cochrane Collaboration" at the front of the booth.
5. Five volunteers helped us at the booth to talk about the Review with people in other languages – French, Spanish, Dutch, German and Chinese, and three other people talked with their colleagues about the booth, in their own language, during interactions at the Colloquium.
6. We had signage in 25 different languages welcoming input into the Strategic Review.
7. 29 people left their business cards to receive regular updates on information about the Review.

Jeremy Grimshaw presented at nine entity meetings and at the Annual General Meeting (AGM). At least 500 people heard about what we know so far from our interviews and surveys, and had the opportunity to provide their feedback.

We distributed cards at the meetings with specific questions for feedback. We received 136 meeting cards at the booth and 76 response cards from the AGM small group work.

Please go to the Strategic Review website (www.cochrane.org/ccsg/review) where you will find the input we received from you at Freiburg. It is anonymous and it is unedited. We thought it was important for you to see what people think *in their own words*, so we did not summarize the input we received, but posted it as we received it from you. There are also web opportunities for you to respond to what you read – to agree, disagree or voice a new opinion.



The Archie Cochrane mosaic

Mary Ellen Schaafsma,
Canadian Cochrane Network and Centre

Co-Eds-Methods Working Group

The Co-ordinating Editors executive, Methods Groups and the Handbook Advisory Group have recently been meeting to try and improve the methodological quality of Cochrane Reviews. This effort has been encouraged by the Collaboration's Steering Group, who have agreed to a new group within the Collaboration, named the 'Co-Eds-Methods Working Group'. The remit and structure of the group may change once the Editor-in-Chief begins work.

There are three key terms of reference for this new group:

1. To identify strategies to assist Cochrane Review Groups (CRGs) to implement the advice in the Handbook, principally through consultation between the Working Group and CRGs;
2. To monitor methodological quality and set priorities for improving it, principally through consultation between the Working Group and Methods Groups; and
3. To serve as a forum for discussing implementation of future methodological developments and the impact on CRGs.

The immediate priority will be assisting Review Groups to implement advice in the Handbook. For example, work has begun with a survey of Co-Eds and Review Group Co-ordinators (RGCs) of the opportunities and barriers to implementing the new Handbook.

For the future, where updates of methodological approaches to Cochrane reviews are being considered, the Working Group will discuss them at an early stage to enable improved Review Group input and planning for their dissemination.

Members of the Group are drawn from the Co-Eds' executive, Methods Group Co-Convenors, Handbook editors, the RGCs' executive, and the Centres' training activities.

*Jon Deeks and Jonathan Craig,
CoEds-Methods Working Group*



Cochrane Colloquium 2008



Evidence in the era of globalisation

The Cochrane Colloquium 2008 offered an outstanding opportunity for over 1,000 participants from 50 countries to interact with central players in evidence-based health care, global knowledge management and systematic reviews. It was also a chance to catch up on current international developments and perspectives and to attend workshops. Freiburg, located in the Rhine valley at the edge of the Black Forest, also offered excellent recreational activities, including wine tasting, hiking and mountain biking.

Some of this year's themes included:

- Health care and globalisation
- Consumer issues and shared decision-making
- Global knowledge translation
- Information technology (Web 2.0, etc.)

- Methodological issues of systematic reviews and clinical trials
- Health economics and equity

Highlights of the event included:

- Plenary presentations with representatives from the World Health Organization (WHO) and leading medical journals
- Methods workshops, satellite events and special sessions

For the full programme with links to 'Virtual Colloquium' offerings (podcasts, slidecasts of the plenary sessions and the virtual poster session) visit www.colloquium.info.

Interesting figures:

1019 participants came from 50 countries (more women than men).

United Kingdom	239
Germany	178
United States	76
Canada	64
Australia	49
Italy	48
Netherlands	38
Denmark	31
Norway	29
Switzerland	28



Edwin Chan, host of Singapore Colloquium 2009

Freiburg, Germany

The Colloquium offered plenary presentations (8), oral sessions (19), invited parallel sessions (4), satellite events (16), workshops (72), accepted posters (172), meetings (108), and oral presentations (76). Through the support of The Cochrane Collaboration, sponsorship and donations, it was possible to give stipends to consumers (11) and to participants from developing countries (18).

This year, for the first time, the Colloquium featured:

- A virtual poster session
- The electronic message board
- Podcasts and slidecasts of all plenary sessions, opening and closing sessions
- Wifi access at all venue locations
- Three social events free of charge
- A special day on patients and research
- Free access to *The Cochrane Library* during the complete Colloquium



Gerd Antes and the German Cochrane Centre Team



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Prizes awarded at the 16th Cochrane Colloquium

Our most recent Colloquium, held in Freiburg, was an opportunity to recognize the excellent work done in the past year by Cochrane contributors.



Rasmus Moustgaard, recipient of the Chris Silagy Prize

The recipient of the Chris Silagy Prize is Rasmus Moustgaard of the Nordic Cochrane Centre for his “extraordinary contribution “ to the Collaboration.

The recipient of the Kenneth Warren Prize is Martin Meremikwu of the University of Calabar, Nigeria for MM Meremikwu, S Donegan, E Esu, *Chemoprophylaxis and intermittent treatment for preventing malaria in children.*

The Bill Silverman Prize was awarded to Katharina Biester, Institute for Quality and Efficiency in Health Care (IQWiG), Cologne, Germany, for the oral presentation at the Dublin Colloquium in 2006, entitled *High dropout rates in trials included in Cochrane reviews.*

The Thomas C. Chalmers Award for Best Poster Presentation went to Britta Tendal for *The data extraction challenge: observer variation when extracting data for the calculation of a standardised mean difference.*

The Thomas C. Chalmers Award for Best Oral Presentation was awarded jointly to Richrad Riley for *Meta-analysis of diagnostic test studies using individual patient data and aggregate data*, and Judith Anzures et al for *Expressing meta-analyses of continuous outcomes in terms of risks.*



Martin Meremikwu, recipient of the Kenneth Warren Prize 2008 (centre), his wife Anne (left) and Gerd Antes, Freiburg Colloquium host (right)



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CCNet video tops in Freiburg

Early starts are the norm at Cochrane Colloquia; and so is being asked to be present at three early-morning Consumer Network (CCNet) meetings.

Each of the CCNet meetings had very different content. In the first, Tim Keneally of the Primary Health Care Field talked with us about the PEARLs (www.cochraneprimarycare.org), summaries taken from Cochrane reviews that are of particular interest to general physicians – an important context for consumers, patients and their carers.

The second meeting was taken up by business and Jeremy Grimshaw talked about the Strategic Review of The Cochrane Collaboration – asking consumers to give their input into important questions such as, what is the primary purpose of The Cochrane Collaboration and is the tension between scientific rigour and relevance of reviews, efficiency and equity, being handled well?

The third meeting on the last day of the Colloquium topped the lot. On this day we viewed the video made by Richard Davis and Barbara Warren. The recording was done at last year's Brazil Cochrane Colloquium in São Paulo – with a lot of extra work put in to make it a very worthwhile, powerful document of how consumers work within the Collaboration and why they are involved. The video shows how members of CCNet are using and promoting the use of Cochrane reviews in their homes and communities – be it UK, Australia, Brazil, Mexico or Nigeria.

Review topics that were mentioned included the use of insecticide-treated bed nets and curtains to prevent malaria, and childbirth techniques and information that reduce the high incidence of caesareans in healthy women. The video expertly captures the enthusiasm of Cochrane people at an annual Colloquium and the involvement of people within their geographic location. Richard's ability to communicate well in English, Spanish and Portuguese helped to capture the dynamism of the Colloquium held in Latin America.

In Freiburg the predominant languages were different but the same enthusiasm was there. Consumers left comments such as: I'm encouraged and empowered to continue my activities; I have renewed commitment, new friends; the motivation to move forward.

*Janet Wale,
Cochrane Consumer Network*



Godwin Aja, Cochrane Consumer Network member from Nigeria

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Clinical trials in Brazil

Health professionals from the Southeastern part of Brazil had a good opportunity to hear about randomized clinical trials (RCTs) on 5 July 2008. The event 'Planning and conducting clinical trials of high scientific evidence' was held at the Ribeirão Preto Medical School (RPMS). Issues such as: the need for RCTs, basic concepts, trial registration, the CONSORT recommendations and quality assessment scales were discussed. It was a nine-hour series of lectures with time for discussion, started by a video-conference held by Dr Gordon Guyatt (McMaster University) titled 'Randomized trials: why we need them, and why we need them done right'. After the introduction of the central issue, speakers from the University of São Paulo spoke in more detail about what is an RCT and how to find them (Dr Raphael de Souza, Ribeirão Preto Dental School); the CONSORT statement (Dr Jaqueline Martins and Dr Letícia de Sousa, RPMS); and associated statistical aspects (Dr Edson Zangiacomi Martinez, RPMS). The last half of the afternoon was rounded out by Dr Verônica Abdala (BIREME) speaking about a register of RCTs, and by group activities that were based on Cochrane material.

The event was an initiative of the graduate students of physical therapy from the RPMS, under the supervision of Dr Anamaria Siriani de Oliveira. As an outcome of the event, attendees expressed satisfaction with the contents and were much interested in the topics discussed. Furthermore, contact among different health areas was made possible, as was interdisciplinary debate about health practice. We hope that the event can be followed by other initiatives for the diffusion of evidence-based health care.

The event was organized by the RPMS' Laboratory of Analyses of Posture and Human Movement (LAPOMH). LAPOMH was established on 1 February 2003 by a group of researchers and both graduate and undergraduate students. The members dedicate their efforts to researching the biomechanics of human movement and the effect of physical therapy interventions on different muscular and skeletal conditions. More information can be obtained at www.fmrp.usp.br/lapomh

*Raphael Freitas de Souza,
Oral Health Group
Ribeirão Preto Dental School*

*Jaqueline Martins,
Ribeirão Preto Medical School*



Members of the Laboratory of Analyses of Posture and Human Movement

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Cochrane Qualitative Research Methods Group

It has been a busy year for the Cochrane Qualitative Research Methods Group (CQRMG). In August, The Joanna Briggs Institute (JBI) funded an antipodean retreat to South Australia. The idea was to spend four days of intensive discussion and debate on framing conceptual guidance that would inform a position for Cochrane Review Groups seeking advice on how to use qualitative evidence in Cochrane reviews of effects. Four colleagues from the northern hemisphere gave up their summer to spend some wintry days in JBI Headquarters in Adelaide (although it was probably sunnier here!!). Each day's discussion was accompanied by a series of presentations and much note-taking, revision and review of concepts and ideas.

After four days, we had a complete framework for the guidance, including illustrated schema for structuring the guidance using a toolbox approach as per Cochrane reviews. The four-day retreat was immediately followed by a two-day Oceania symposium where the elements of the guidance were presented.

The symposium was well attended, with Professor Sally Green delivering the opening keynote address. Professor Alison Kitson provided some engaging debate throughout the first day as presentations highlighted the emerging guidance on question development, inclusion criteria, searching, critical appraisal, data extraction, data synthesis and data presentation. Andrew Booth, Karin Hannes, Janet Harris, Simon Lewin, Craig Lockwood and Nathan Manning all presented on the work they had been developing for the four-day retreat. Day two was taken up by workshops on approaches to synthesis espoused by the group.



From left to right: Simon Lewin, Karin Hannes, Craig Lockwood, Nathan Manning, Alan Pearson, Andrew Booth, Janet Harris

The recent Colloquium in Freiburg was another opportunity to present the developing guidance and promote discussion. The workshop registrations were full, showing the extent of interest that is building for qualitative evidence and how it can be used in systematic ways within Cochrane reviews.

We are planning to complete the first full draft, and open the guidance to discussion in the first quarter of 2009. If you would like to find out more, visit our website www.joannabriggs.edu.au/cqrmg/about.html, and register for the CQRMG newsletter, or join the mailing list to get regular updates and email alerts of methodology papers related to qualitative synthesis: www.jiscmail.ac.uk/cgi-bin/webadmin?A0=asqus

As for 2009, there will be more to tell, with training opportunities being co-ordinated across both northern and southern hemispheres. These will be promoted via the Asqus email list, and the CQRMG website and newsletter.

*Craig Lockwood,
The Joanna Briggs Institute*

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Cochrane training meeting in Cambridge

The combined release of the *Cochrane Handbook for Systematic Reviews of Interventions*, the rollout of RevMan 5 and the introduction of new types of reviews has presented significant training and implementation challenges for the Collaboration. In response to these challenges that have affected both authors and Review Group editorial teams this year, a three-day meeting was convened in July at Cambridge. Training topped the agenda at the meeting where participants discussed the implications for training and support resulting from the major changes.

Acknowledging that a co-ordinated approach to training and support is needed to ensure quality and consistency across the Collaboration, the Steering Group had earlier approved a proposal to convene a strategic planning meeting. Thirty people attended the Cambridge meeting, representing Centres, Methods Groups, editorial teams (including Review Group Co-ordinators, Trials Search Co-ordinators and Co-ordinating Editors), authors and the Information Management System (IMS) team.

The meeting combined training in new methods from authors of several Handbook chapters with discussions focused on current training and support, identification of gaps and suggested strategies to address these gaps. A report of the meeting was part of the Steering Group agenda in Freiburg and proposals included:

- ways to improve communication and collaboration between Centres and Review Groups to co-ordinate author training
- a strategic approach to providing training and support to editorial teams
- development of approved centralised training resources to promote consistency and quality in training provided across the Collaboration
- use of alternative methods for delivering training and support to address current limitations of face-to-face delivery
- development of online training and support to promote wider access to training resources across the Collaboration

A Training Working Group is being formed as an outcome of the Cambridge meeting. An open forum was held at the Freiburg Colloquium to discuss the remit, terms of reference, membership, structure and operation of this Group.

Thank you to all those who attended the Cambridge meeting, to Julian Higgins for hosting the event, and to others who have contributed their thoughts and ideas thus far.

Veronica Pitt and Steve McDonald
Training Working Group



Participants at Cambridge meeting

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Sexually Transmitted Disease Group news

For those of you who may not know yet, we are re-establishing the Sexually Transmitted Diseases (STD) Group in Porto Alegre, Brazil.

Our Group was first registered in November 1998. After facing some difficulties it was adopted in 2006 as a satellite of the HIV/AIDS Group, which has been our big brother ever since. The current editorial team is formed by four people: Mauro Ramos (Co-ordinator Editor), Fernanda Carvalho (Review Group Co-ordinator), Tonantzin Ribeiro (Trials Search Co-ordinator) and Michele Savaris (Assistant Review Group Co-ordinator).



Mauro, Fernanda and Tonantzin writing home about all the Colloquium news!

It was a happy coincidence that the first Colloquium that Mauro and Fernanda attended was in São Paulo, Brazil, last year. Although we had little Brazilian funding, this year was a thrilling Colloquium as well because we could take Tonantzin with us. It was her first trip abroad!



HIV and STD Group meeting

We were so amazed at all the knowledge we acquired at the Colloquium. Our goal for next year is to take our full editorial team to the Singapore Colloquium.

We'd like to thank everyone for the help we've been receiving, especially from the HIV/AIDS and Infectious Diseases Groups. Thank you for all your support!

*Michele Savaris,
Cochrane Sexually Transmitted Diseases Group*

Cochrane Web 2.0: You can help shape our path!

The Cochrane Collaboration has pioneered the methods of systematic reviewing and is widely considered to provide the 'bottom line' on many healthcare topics. Discussions, further literature and practical guidelines in many fields centre on our reviews. We've become one of the larger resources on the web, with millions of visitors each year, from over 200 countries, engaged in thousands of online discussions.

Web 2.0 technologies now bring us opportunities to involve our authors and groups in these discussions. The web also gives us better ways to engage researchers and the public in idea generation, review production and publicity support through blog article propagation, social book-marking and networking, professional content linking, literature availability alerts, mobile search aids, virtual workgroup support, and much more.

We within the Web Team hope to harness some of these technologies as we develop new features on the Cochrane website as part of an exciting new information architecture (I.A.) redesign process. Evolving in parallel with the current 'Strategic Review' initiative, this redesign aims to position you, whether you are a review author, policymaker, physician, or healthcare user, at the centre of your Cochrane web, surrounded by the resources you need. (*cont'd on p.12*)

Cochrane podcasts and new hardcover Handbook



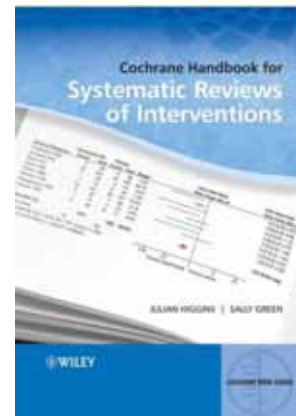
Listen to Cochrane podcasts!

Cochrane podcasts, hosted on www.cochrane.org/podcasts, are freely available and provide a two-to-four-minute audio summary of selected reviews. They are published simultaneously with each issue of *The Cochrane Library* and are widely accessed with approximately 45 new subscribers each day. There are now over 50 podcasts available. If you are interested in submitting a podcast of your review, please contact Laura Sampson lsampson@wiley.com to find out more about the processes.

Cochrane Handbook now in print

The Cochrane Handbook for Systematic Reviews of Interventions is now available in print format. Published by John Wiley for The Cochrane Collaboration. Editors: Julian P. T. Higgins MRC Biostatistics Unit, Cambridge, UK Sally Green Australasian Cochrane Centre, Monash University, Melbourne, Australia.

There is a 25% discount for Cochrane Review authors. Information and online ordering are available at: <http://eu.wiley.com/WileyCDA/WileyTitle/productCd-0470699515.html> ; you will be prompted to enter your discount code when ordering online.



*Fabienne Reynolds,
John Wiley and Sons Ltd.*

Cochrane Web 2.0 (cont'd)

(cont'd from p.11)

Here is how you can get involved:

- *Contribute your ideas – At cochrane.org/ideas you can share your own designs, favourite sites and suggested features, and discuss your ideas with others.*
- *Talk to us – at web@cochrane.org or +49 761 203 6713*

*Dave Booker and Chris Mavergames,
The Cochrane Collaboration Web Team*

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The Cochrane Library issue 4 highlights

In [Issue 4, 2008](#) of *The Cochrane Library* there are 84 new reviews and 130 updated reviews as well as new and updated protocols. The Library now contains more than 3800 full Cochrane Reviews covering a wide range of healthcare interventions.

Some of these reviews have been highlighted in Evidence Pods at: www.cochrane.org/podcasts.

This issue also sees many records added to The Cochrane Central Register of Controlled Trials (CENTRAL).

Please see the [Release Notes](#) for a summary of the updates in this issue.

Users can also access our [Highlights PDF](#) to learn more about the findings of new and updated Cochrane Reviews.

Free Training and user guides:

- **NEW:** [Cochrane User Guides in Malay, Indonesian and Thai are now available](#)
- Instructor-led virtual training sessions in *The Cochrane Library* - interscience.wiley.com/training
- Self-paced online tutorials - interscience.wiley.com/tutorials.
- User guides and PowerPoint presentations at the Help page on - www.thecochranelibrary.com

Submission deadlines for *The Cochrane Library*

Issue 2, 2009

*Copy-edit support deadline**:

28 January 2009

*Module/CENTRAL submission deadline***:

07:00 UTC/GMT, 19 February 2009

Publication date:

15 April 2009

Issue 3, 2009

Copy-edit support deadline:

22 April 2009

Module/CENTRAL submission deadline:

07:00 UTC/GMT, 14 May 2009

Publication date:

8 July 2009

Issue 4, 2009

Copy-edit support deadline:

22 July 2009

Module/CENTRAL submission deadline:

07:00 UTC/GMT, 13 August 2009

Publication date:

7 October 2009

Issue 1, 2010

Copy-edit support deadline:

21 October 2009

Module/CENTRAL submission deadline:

07:00 UTC/GMT, 12 November 2009

Publication date:

20 January 2010

* For Review Group Co-ordinators to submit Cochrane reviews to Wiley for copy-editing

** For Review Group Co-ordinators to submit their Group's articles for CDSR, and for Trials Search Co-ordinators to submit their specialised registers and handsearch results for CENTRAL

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Publicity for *The Cochrane Library*

How we promote Cochrane reviews

The key objective of Wiley's proactive publicity strategy is to raise the profile of *The Cochrane Library* through international media. Before the publication of each issue, new and updated reviews are selected for publicity activity by our in-house public relations team and a freelance medical journalist. Selected reviews benefit from either a dedicated press release or inclusion within a news alert or cluster (group of related press releases). These are then circulated to the primary and secondary market of professional health/medical media and consumer health/medical media respectively. We also work with the Health Behavior News Service in the USA, a newswire run by the not-for-profit Center For the Advancement of Health, who help us to publicise *The Cochrane Library*.

#	Publicity between 07/2007 and 06/2008	Review Title	Full text downloads
1	No	Interventions for preventing falls in elderly people (2003)	8,095
2	No	Interventions for preventing obesity in children (2005)	6,470
3	Yes	Low glycaemic index, or low glycaemic load, diets for overweight and obesity (2007)	4,260
4	Yes	Cranberries for preventing urinary tract infections (2008)	4,201
5	No	Interventions for helping patients to follow prescriptions for medications (2008)	3,843

Table 1 – Five most downloaded Cochrane reviews July 2007-June 2008 (year of latest publication in brackets).

Reviews are selected for publicity when we feel that they have the potential to generate interest in the media. Unfortunately we have little control over what journalists will write about and the angle they will take. Often reviews on important topics, but which don't have a particularly clear or surprising result, have little uptake. Our selection is purely based on which reviews are likely to gather momentum and be covered in the mainstream and subject media. This exposes *The Cochrane Library* to as wide an audience as possible, which in turn encourages both consumers and medical practitioners to investigate it. The publicity strategy aims to increase awareness of *The Cochrane Library* as a whole, rather than to focus on particular issues. The stories which tend to be most successful are those on everyday treatments which can provide advice to consumers, or those that show a treatment does not work (Table 1).

#	Countries with CLib media coverage	Languages used	Stories covered	Media outlets
1	USA (36.6%)	English (89.1%)	Antioxidant supplements, 2/08 (10.2%)	Science Daily, USA (2.1%)
2	UK (12.3%)	Spanish (3.2%)	Vitamin C for the common cold, 3/07 (9.0%)	Medical News Today, UK (2.0%)
3	India (6.1%)	German (2.5%)	Asthma and dustmites, 2/08 (5.1%)	News-Medical.net, Australia (1.9%)
4	Australia (3.5%)	Russia (1.0%)	Insoles for back pain, 4/07 (5.0%)	Medilexicon, UK (1.1%)
5	Canada (2.4%)	Chinese (0.5%)	Chinese herbs for menstrual pain, 4/07 (4.5%)	United Press International, USA (1.1%)

Table 2 – Media coverage of top five reviews reported (July 2007 – June 2008, shown with % share of all coverage)

(cont'd p.15)

Increasing Awareness and Usage

(cont'd from page 14)

Publicity Results

In the 12-month period July 2007 to June 2008 (Issue 3 2007 to Issue 2 2008), publicised Cochrane reviews received almost 2,400 'hits' (unique stories) in online, broadcast or print media. Coverage was in 22 different languages, and in at least 73 different countries compared to only 36 in the same time frame one year earlier. Looking at the populations of the top 20 countries this gives over half the world's population the potential to have heard about *The Cochrane Library* through the media. (Table 2)

Figure 1 illustrates the impact that publicity can have on usage. The review which received the most media coverage, *Antioxidant supplements for prevention of mortality in healthy participants and patients with various diseases* published in April 2008 (Issue 2, 2008), received the third highest number of visits in a one-month period (3,616) of all reviews between July 2007 and June 2008. The two reviews which had the most visits in a one-month period were *Stretching to prevent or reduce muscle soreness after exercise* (4,836 in November 2007) and *Cranberries for preventing urinary tract infections* (3,727 in February 2008). Every month the most visited review had been included in the publicity programme,

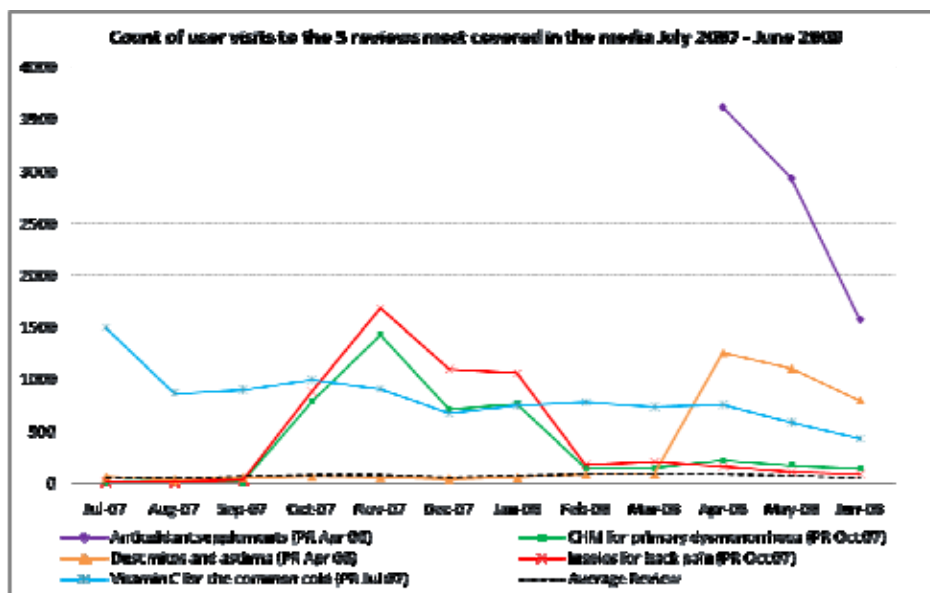


Figure 1: Number of individual visits (counted by abstract views) to the five reviews most covered by the media, June 2007 to July 2008

Conclusion

Media coverage of reviews has consistently helped to raise the awareness and extend the reach of *The Cochrane Library* into new regions and audiences. The extensive range of languages used to report Cochrane reviews illustrates the range of media that are now trusting it as a resource and sharing this with their audiences. More healthcare professionals and consumers will be encouraged to turn to The Cochrane Collaboration for their healthcare answers, education and discussions.

Jennifer Beal,
Wiley-Blackwell Public Relations

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Cochrane News is the international newsletter of The Cochrane Collaboration (UK Registered Charity No. 1045921 registered in England No. 3044323). The views expressed are those of the authors, and are not necessarily shared by The Cochrane Collaboration, the Editor, or the Advisory Committee.

Cochrane Opportunities Fund

The Opportunities Fund will be opened for a third round in 2009. Guideline and deadline to follow. The Fund will favour proposals that address the Collaboration's Strategic Plan (www.cochrane.org/admin/stratplan.htm). Contact Lucie Jones (ljones@cochrane.org; Tel: +44 (0)1865 310138)

The Cochrane Discretionary Fund

Applications to the Discretionary Fund are invited year-round. Maximum of GBP 3,000 per project and GBP 15,000 per financial year. Criteria for the fund are at: www.cochrane.org/admin/cc_funding_initiatives.htm#oppfund. Send brief applications to: jhetherington@cochrane.org

BMJ awards

The BMJ Group is introducing a new initiative – the BMJ Awards. Please see the website for more details on award categories: <http://group.bmj.com/awards> Deadline is 12 pm Friday 19 December 2008.

Outstanding Achievement in Evidence-Based Health Care

This award recognises those who have successfully introduced evidence into practice in ways that have improved patient care. To be voted upon by BMJ readers. <http://group.bmj.com/awards>

IMS team replenished

Three new colleagues have joined the IMS development team at the Nordic Cochrane Centre: Olga Ahtirski, Test and Documentation Officer; Irfan Dawood, System Developer; and Paolo Rosati, System Administrator.

No more RevMan 4 reviews

With the publication of Issue 1, 2009 of *The Cochrane Library*, all published reviews will be in RevMan 5 format.

14th annual meeting of UK and Ireland-based contributors to The Cochrane Collaboration

18 and 19 March 2009
Edinburgh Conference Centre
More information at www.cochrane.co.uk

Fifth annual Cochrane Collaboration in Ireland Conference

29 January 2009
Queen's University, Belfast
Further details available at: www.qub.ac.uk/schools/SchoolofNursingandMidwifery/Research/Cochrane
Abstract deadline: 12 December 2008.
Contact: j.mcgaughey@qub.ac.uk
Email queries to cochrane@qub.ac.uk or contact Theresa at the Nursing & Midwifery Research Unit on 0289 097 6569 .

7th annual Canadian Cochrane Symposium: Wave to the Future

11-12 March 2009
Halifax, Nova Scotia
www.wavetothefuture.ca/core/public_page.php?page_id=9