

# The first 4 years of the Austrian Cochrane Branch - challenges, achievements, and lessons learned

Gerald Gartlehner, Pécs, October 16, 2014

Austrian Cochrane Branch  
Danube University Krems



Austrian  
Cochrane Branch  
The Cochrane Collaboration

# The Austrian Cochrane Team



Gerald Gartlehner, MD, MPH  
Director



Kylie Thaler, MD, MPH  
Associate Director



Ursula Griebler, PhD, MPH



Julia Schober  
Assistant



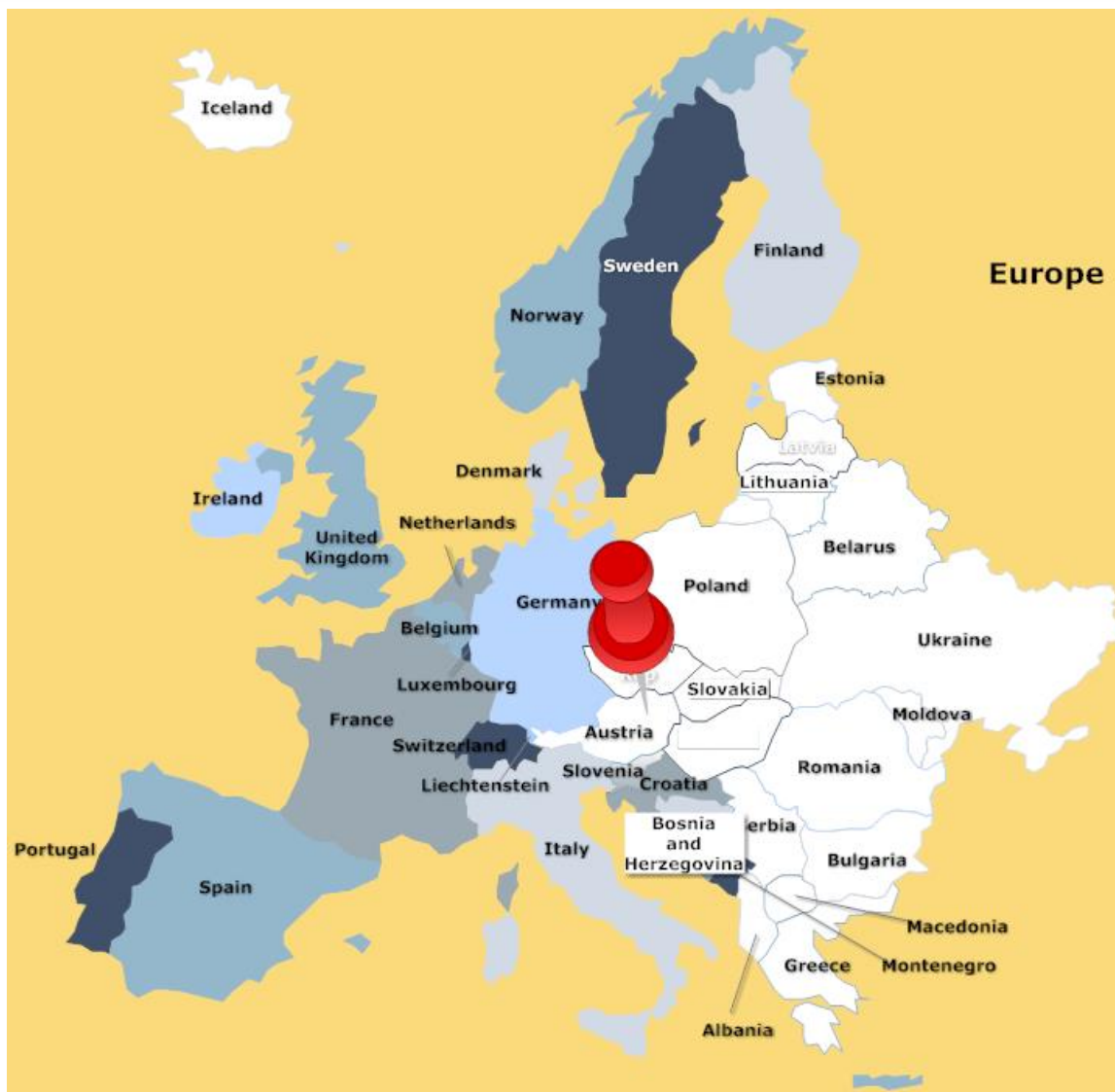
Peter Mahlkecht; MD

# Wachau and the Danube Valley



# Danube University, Krems





# Archibald Leman Cochrane



# December 14, 2010



## The Cochrane Collaboration

Trusted evidence. Informed decisions. Better health.

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Multimedia > Cochrane Colloquia and meetings multimedia > Opening of the Austrian Cochrane Branch, December 2010

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## Opening of the Austrian Cochrane Branch, December 2010

In December 2010, the Austrian Branch of the German Cochrane Centre opened in Krems, Austria. Below are selected presentations from the event.

# Opening of the Austrian Cochrane Branch





- Providing information to decision-makers
- Supporting authors
- Offering training / workshops

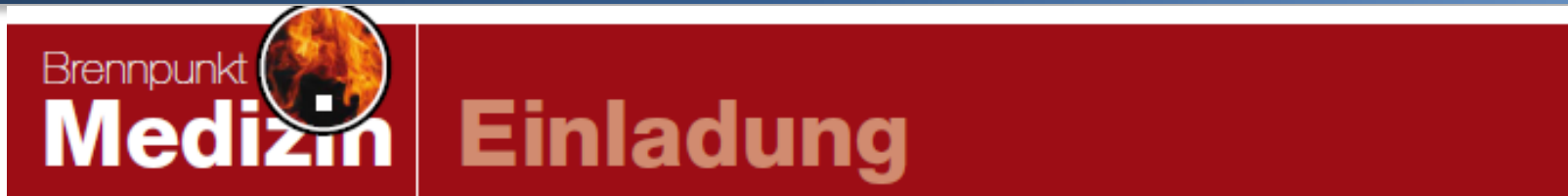


# Challenges

- Securing sustainable funding
- Reaching consumers and patients
- Dealing with opponents who have strong commercial interests and are not open to rational arguments



# Evidence-based medicine can harm your health!



## **Evidenzbasierte Medizin kann Ihrer Gesundheit schaden!**

Oder: Präoperative Diagnostik und Physikalische Medizin – Wie Wissenschaft als Rationierungsinstrument missbraucht werden kann.  
am Montag, 15. September 2014, 20.00 Uhr, Dachsaaal der Urania, 1010 Wien, Uraniastraße 1

Austrian Medical Chamber represents the interests  
of Austrian physicians.....

....which are not necessarily those of patients and  
evidence-based health care

# Achievements

# In 2010, we started from scratch...

- 7 Cochrane reviews
- 16 workshops
- > 50 presentations about evidence-based medicine and the Cochrane Collaboration
- > 60 media reports (TV, radio, newspapers)




- **Launching 2015 in Austria!!**



**THE COCHRANE  
COLLABORATION®**  
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GROUP

- **Cochrane Austria**
- University Bremen (Leibniz Institute for Prevention Research and Epidemiology BIPS & University of Bremen)
- University Munich (Ludwig-Maximilians University)
- University Lausanne (Cochrane Swiss)

# 23rd Cochrane Colloquium



The poster features a central image of a glass funnel with a narrow neck, placed on a reflective surface. The funnel is filled with a cloud of grey, semi-transparent text terms that appear to be falling into it. The terms include: UNPUBLISHED STUDIES, UNPUBLISHED TRIALS, UNPUBLISHED DATA, UNPUBLISHED RESULTS, UNPUBLISHED PAPERS, UNPUBLISHED ABSTRACTS, UNPUBLISHED PRESENTATIONS, UNPUBLISHED CONFERENCE ABSTRACTS, UNPUBLISHED THESIS ABSTRACTS, UNPUBLISHED BOOK ABSTRACTS, UNPUBLISHED JOURNAL ABSTRACTS, UNPUBLISHED CONFERENCE PAPERS, UNPUBLISHED THESIS PAPERS, UNPUBLISHED BOOK PAPERS, UNPUBLISHED JOURNAL PAPERS, UNPUBLISHED CONFERENCE ABSTRACTS, UNPUBLISHED THESIS ABSTRACTS, UNPUBLISHED BOOK ABSTRACTS, UNPUBLISHED JOURNAL ABSTRACTS, UNPUBLISHED CONFERENCE PAPERS, UNPUBLISHED THESIS PAPERS, UNPUBLISHED BOOK PAPERS, UNPUBLISHED JOURNAL PAPERS. Other terms visible include: BIG DATA, EVIDENCE, KNOWLEDGE, COMPLEX, INTERVENTIONS, HEALTH, SYSTEMS, TRIALS, DATA, COCHRANE, COLLOQUIUM, VIENNA, OCT 3-7, 2015, www.cochrane.at, www.cochrane.org. The Cochrane logo is visible on the funnel's neck and in the bottom right corner of the poster.

23rd  
Cochrane  
Colloquium

Austrian  
Cochrane Branch  
The Cochrane Collaboration

Filtering the  
information overload  
for better decisions

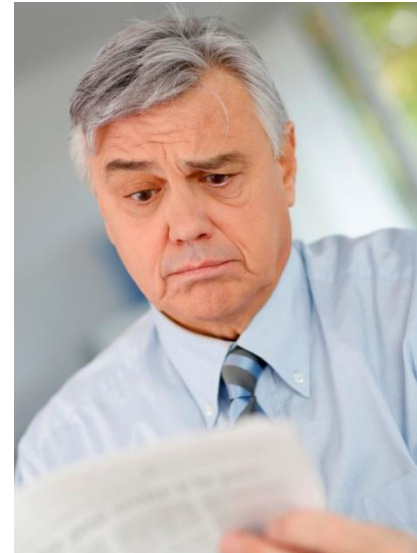
Vienna /  
Oct 3-7, 2015  
[www.cochrane.at](http://www.cochrane.at)  
[www.cochrane.org](http://www.cochrane.org)

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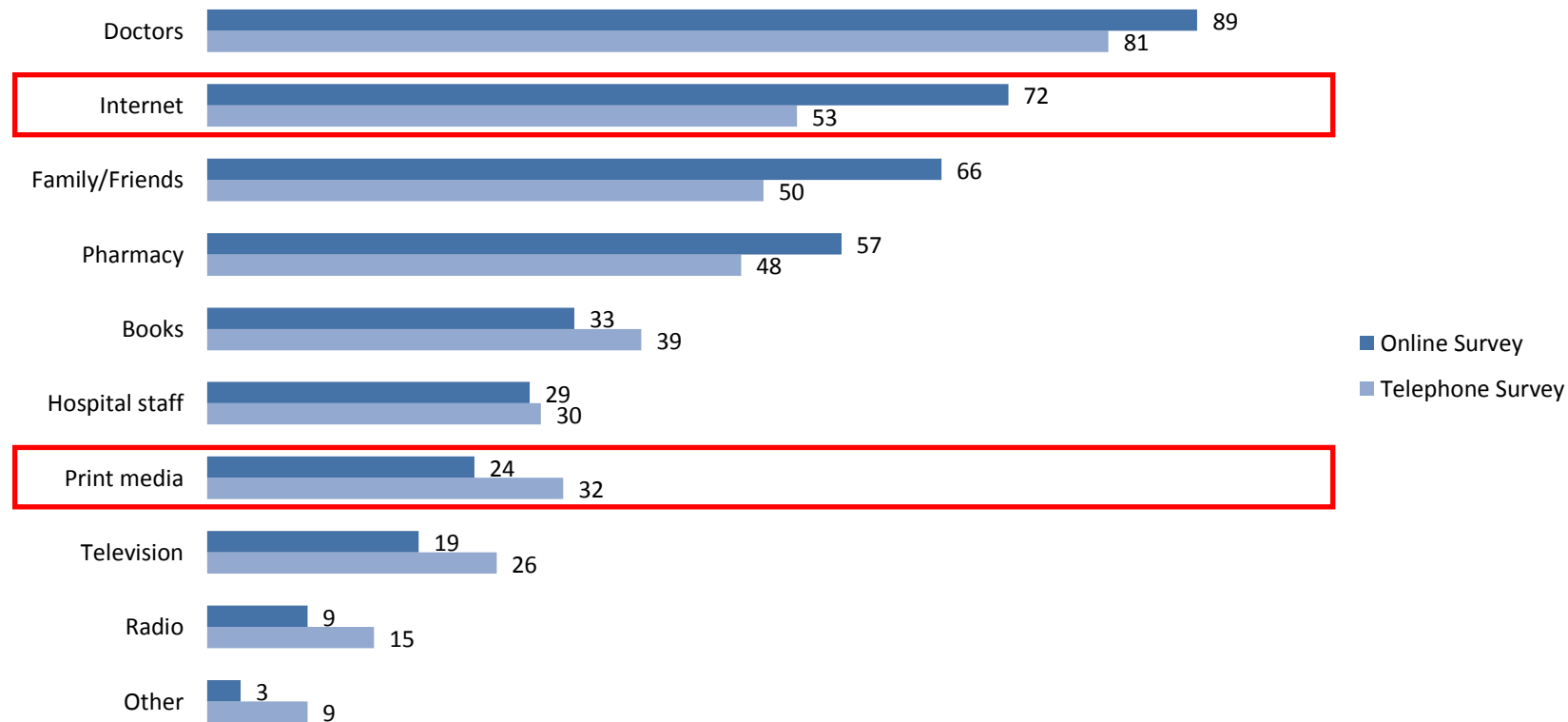




- A project to reach consumers and patients
- 999,000,000 Google hits for “Health”
- Trustworthiness of information is difficult to determine for consumers
- Industry tries to manipulate media



# Information about health in Austria



Source: INTEGRAL Survey, April 2012, (n=500)

## Krebsvorsorge: Was der HPV-Test kann

6. Dezember 2013



Zuverlässige Krebs-Früherkennung?

Der HPV-Test soll bei der Vorbeugung von Gebärmutterhalskrebs effektiver sein als der übliche Krebsabstrich, schreibt der [Kurier](#). Ob der Test allerdings vermehrt zu Überdiagnosen und unnötigen Behandlungen führt, bleibt offen.

Zeitungsartikel: [HPV-Test effektiver als Krebs-Abstrich \(4. 11. 2013, Kurier\)](#)

Suchbegriff ...



### SIE FRAGEN, WIR ANTWORTEN

Sie haben einen Zeitungsartikel, den wir bearbeiten sollen?

[Jetzt Anfragen ...](#)

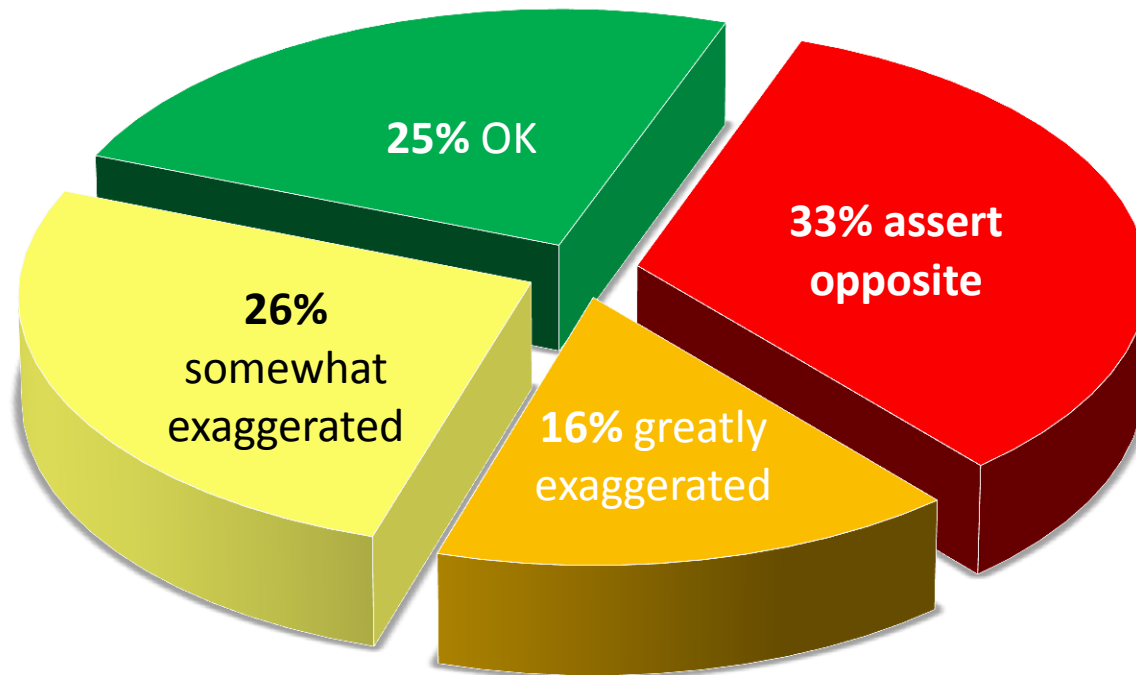


### FÖRDERGEBER

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# The first 60 checks: most articles exaggerated

Only 25% of newspaper articles reported evidence correctly



41 RCTs

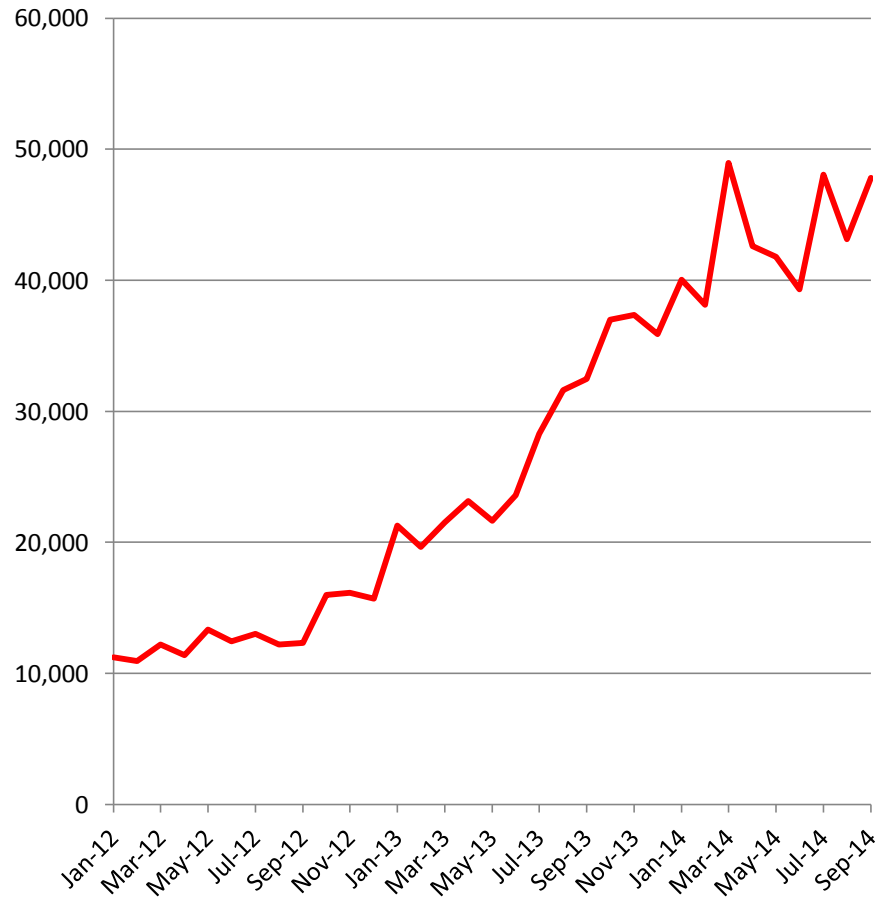
→ More than half was presented too positive in media reports

**Reason:** Misleading press releases

Source: Yavchitz et al. (2012) PLOS Medicine



### Visitors per month



Lessons learned (our advice to you)

- Get involved!
- Be open for participation of people from outside the network and foster their enthusiasm

***“Being part of The Cochrane Collaboration is more than a publication or a job. It's a network of colleagues, advisors and friends that spans the globe - an incomparable opportunity to learn, collaborate and share with some amazing people.”***

Miranda Cumpston, Collaboration Training Co-ordinator, based at the Australasian Cochrane Centre



- Use the Cochrane brand to position yourself as an authority for evidence-based medicine in Hungary
- Become the go-to place for questions about evidence
- Work with and establish relationships with the media – they are usually your friends and strive to be objective
- Work with decision-makers - listen to their needs and concerns

Use the Cochrane network. Cochrane provides a fantastic global network for learning and cooperation.



# Let's work together!



# Cochrane Colloquium Vienna, Austria

October 3-7, 2015

