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

Gerald Gartlehner, Pécs, October 16, 2014
The Austrian Cochrane Team

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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
The Austrian Cochrane Branch

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

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)
European Public Health Satellite

- Launching 2015 in Austria!!

- 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

Filtering the information overload for better decisions

Vienna / Oct 3–7, 2015
www.cochrane.at
www.cochrane.org
Medizin Transparent

- 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

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.

Zuverlässige Krebs-Früherkennung?

**Zeitungsartikel:** HPV-Test effektiver als Krebs-Abstrich (4. 11. 2013, Kurier)
The first 60 checks: most articles exaggerated

Only 25% of newspaper articles reported evidence correctly
Exaggerated Results in Media

41 RCTs

→ More than half was presented too positive in media reports

Reason: Misleading press releases

Source: Yavchitz et al. (2012) PLOS Medicine
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