Blogging about mental health research

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No bias, no misinformation, no spin
Just what you need!
National Elf Service methodology

• Independent
• Evidence-based
  – Selection
  – Appraisal
  – Conflicts of interest
  – Core editorial team
  – Network of expert bloggers
• Open and inclusive (shared values)
• Partnership working
• Crowd-source our peer review
Blog structure

- Introduction
- Methods
- Results
- Conclusions
- Strengths and limitations
- Implications for practice
Extend your reach with social media
Mindfulness: digital case study
Effectiveness and cost-effectiveness of mindfulness-based cognitive therapy compared with maintenance antidepressant treatment in the prevention of depressive relapse or recurrence (PREVENT): a randomised controlled trial


- PREVENT RCT
- Published in The Lancet, 21/04/15
- Significant findings
- Impact on clinical practice?
Who needs to know?

• People with recurrent depression & their carers
• Health & social care professionals
  – GPs
  – Mental health professionals
  – Mindfulness practitioners
• Commissioners
• Policy makers
• Researchers
• App developers
What the paper concludes

“We found no evidence that MBCT-TS is superior to maintenance antidepressant treatment for the prevention of depressive relapse in individuals at risk for depressive relapse or recurrence.”
Important!

- Well conducted and well reported RCT
- A non-inferiority trial, not an equivalence trial
- No usual care or attention control group
- Quite specific population, may limit applicability
  - At high risk of depressive relapse or recurrence
  - Currently taking antidepressants
  - Predominantly white and female
  - Open to stopping their drug therapy and starting a group psychosocial treatment
On 20 Apr 2015, at 09:29, Lancet, Press Office <pressoffice@lancet.com> wrote:

*The Lancet*: Mindfulness-based therapy could offer an alternative to antidepressants for preventing depression relapse

**Note short embargo: 00:01 (UK time) Tuesday 21 April, 2015**

Mindfulness-based cognitive therapy (MBCT) could provide an alternative non-drug treatment for people who do not wish to continue long-term antidepressant treatment, suggests new research published in *The Lancet*.

The results come from the first ever large study to compare MBCT – structured training for the mind and body which aims to change the way people think and feel about their experiences – with maintenance antidepressant medication for reducing the risk of relapse in depression.

The study aimed to establish whether MBCT is superior to maintenance antidepressant treatment in terms of preventing relapse of depression. Although the findings show that MBCT isn’t any more effective than maintenance antidepressant treatment in preventing relapse of depression, the results, combined with those of previous trials, suggest that MCBT may offer similar protection against depressive relapse or recurrence for people who have experienced multiple episodes of depression, with no significant difference in cost.
Media headlines

• Mindfulness as effective as pills for treating recurrent depression
  The Guardian

• Mindfulness 'as good as anti-depressants for tackling depression'.
  The Daily Telegraph

• Depression: 'Mindfulness-based therapy shows promise'.
  BBC News
"This RCT does not establish equivalence between mindfulness-based cognitive therapy (MBCT) and antidepressants for recurrent depression, but it does show MBCT in a positive light for preventing depression."
Mindfulness: putting the marketing cart before the evidence horse?
Digital dissemination

• Blog
• Social media stuff
• Podcast
• Webinar
I fell into an avalanche,
it covered up my soul
Mindfulness-based cognitive therapy to prevent depression

Mindfulness-based cognitive therapy (MBCT) and mindfulness in general have been pretty hot topics in the woodland over the last couple of years. A growing number of reliable studies have been published that show the benefits of this approach for a wide range of mental health conditions.
The social media stuff:
Extensive dissemination and democratic conversation.

Plus #WeCats critical appraisal training
The podcast: interview with lead researcher, detailed discussion of mindfulness practice and mindfulness-based interventions.
The webinar: live streamed EBMH hangout supported by Twitter
BLOG
• >12,000 unique visits
• >3m30s per visit

PODCAST
• >2,500 downloads

WEBINAR
• >900 views

SOCIAL MEDIA
• 15 initial tweets
  – 130k impressions
  – 6k total engagement
• Tweet chat:
  – 72 people
  – 500 tweets
  – 5m reach
Digital engagement opens doors!
Hi ho, hi ho. It’s evidence we know!
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