Is it time to replace publish or perish with get visible or vanish?

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Disclosures

Teach courses related to running and knee injury management
I was dragged kicking and screaming to social media

Not-for-profit initiatives knowledge translation initiatives
• GLA:D® Australia
• TREK (Translating Research Evidence and Knowledge)

Associate Editor, Deputy Editor for Social Media
1. Why did I get pulled to care about this area?

2. The looming cliff for academic journals?

3. Embracing digital and social media innovation

4. Can digital and social media to facilitate research impact?
The ‘Best Practice Guide to Conservative Management of Patellofemoral Pain’: incorporating level 1 evidence with expert clinical reasoning

Christian John Barton,1,2,3,4 Simon Lack,1 Steph Hemmings,1 Saad Tufail,1 Dylan Morrissey1,5

'patellofemoral' publications
The ‘Best Practice Guide to Conservative Management of Patellofemoral Pain’: incorporating level 1 evidence with expert clinical reasoning

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- Tailored multimodal intervention
- Hip and knee exercise
- Patellar taping and foot orthoses considered
- Emphasis on education and activity modification (no evidence)

“We provide a ‘Best Practice Guide to Conservative Management of Patellofemoral Pain’ outlining key considerations.”
The ‘Best Practice Guide to Conservative Management of Patellofemoral Pain’: incorporating level 1 evidence with expert clinical reasoning

Christian John Barton,1,2,3,4 Simon Lack,3 Steph Hemmings,1 Saad Tufail,1 Dylan Morissey1,5

Public Policy
- Cultural values, norms

Community
- Cultural values, norms

Organizational
- Environment, ethos

Interpersonal
- Social network

Individual
- Knowledge, attitude, skills

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“I’ve been told that I’ve got bone on bone and I do need a new knee.”

“I mean if the x-ray is really bad and showing bone-on-bone, I don’t think physio is going to be able to do very much except keep the muscle strong and then joint replacement has be considered.”

– GP
Some context

“There are lots of things that I need at the moment. Yes financial considerations do matter.”

“Parking around any hospital, not just [Hospital], is a nightmare”

“‘Well, the main thing will be cost for a lot of patients.’ - surgeon
"They seem to be able to rebuild or recreate something you’ve lost."

"There's no down time. You don’t have to spend time in hospital, you don’t have to have physiotherapy because you’ve had a knee replacement. You just go in, you have the injection, then you get up and you walk out, and you just get on with it."
Current journal model

Research completion
• Develop question and design
• Complete research (study or review)
• Analyse results

Journal publication
• Write manuscript
• Submit to journal
• Peer review
• Address concerns
• Finalise paper and sign over copyright

350 years old
45% created to advertise products of services
22% recommended knee surgery
**High K-index** = researcher may have built their public profile on shaky foundations

**Low K-index** = scientist is being undervalued

\[
K\text{-index} = \frac{F(a)}{F(c)}
\]
We wrote a paper

“I enjoyed reading your article, although reading the abstract as a journal editor, I couldn’t help thinking that it would be like the turkey voting for a hot Christmas dinner.” – anonymous editor

$35 billion + Industry
Opportunities

1. Embrace social media
2. Embrace different written formats
3. Podcasts
4. Visual engaging summaries (e.g. infographics)
5. Video
THE CONFLICT

Document & citation trends

Analyze author output  Citation overview
Patellofemoral Pain

Clinical Practice Guidelines Linked to the International Classification of Functioning, Disability and Health
From the Academy of Orthopaedic Physical Therapy of the American Physical Therapy Association


How can a physical therapist work with you and your knee pain?

- Hip and knee exercises are the best thing for people with knee pain.
- Knee taping or inexpensive shoe inserts can be helpful, but should be combined with an exercise program.
- There are no quick fixes: Exercise is the best treatment option over other options.
- Improving the way a person runs, jumps, or adjusting a training routine often helps reduce knee pain.

Prevention of knee pain is challenging, based on the Clinical Practice Guidelines by the Academy of Orthopaedic Physical Therapy*, here are some suggestions:

- Gradually increase the amount of activity you are doing.
- Do a variety of activities: Adolescents who specialize in a single sport have greater risk of knee pain.
- Maximizing knee strength may reduce the risk of developing knee pain.


Dr. Christian Barton, Senior Post-Doctoral Researcher, La Trobe University's Sport and Exercise Medicine Research Centre, Australia; Dr. Richard Willy, Assistant Professor, School of Physical Therapy and Rehabilitation Sciences, University of Montana.

The information provided in this infographic is for informational purposes and not a substitution for seeking proper health care to diagnose and treat this condition. Please consult a physical therapist or other health care provider specializing in musculoskeletal disorders for more information on managing this condition.
“Golf can provide moderate intensity physical activity and is associated with physical health benefits.”
PLAYING GOLF CAN MAKE YOU HEALTHIER & HAPPIER

HERE'S ARE SOME TOP TIPS TO MAXIMISE THESE BENEFITS

PLAY REGULARLY
Aim to play golf or other physical activities at least 150 minutes per week, helping you meet global exercise guidelines.

WALK THE COURSE
Walk the course, opposite to the cart, if possible, and bring a water bottle.

WARM UP
Do some aerobic exercise, stretching, mobility exercises, then practice swings to maximise performance and minimise injury risk.

HELP OTHERS
To feel welcome, and encourage others to play golf or take part in other physical activities.

PROTECT YOUR SKIN
Using sunscreen and appropriate clothing (golf hat, etc.), avoid exposure to sunlight.

FIT FOR GOLF
Appropriate strength and conditioning exercises can decrease injury and illness risk, and improve performance.

BE SAFE
Follow approved golf cart and lighting safety guidelines.

PLAY REGULARLY
The benefits of regular physical activity should be communicated and promoted regularly for persons of all ages, genders, and socioeconomic backgrounds.

WALK THE COURSE
Golf can provide health-enhancing physical activity to persons of all ages, genders, and socioeconomic backgrounds.

WARM UP
Policy makers should support play by diverse geographical, and socioeconomic participants, of all genders, ages and abilities.

HELP OTHERS
Policy makers should promote multi-functionality of facilities in addition to golf, diversity of facilities where possible, and sustainable practices.

PROTECT YOUR SKIN
Policy documents, frameworks and actions can where relevant usefully acknowledge green space, health and well-being, nature connection, social and community, as well as economic benefits of golf.

FIT FOR GOLF
Policy makers should work collaboratively with the golf industry and national associations to promote increased participation in physical activity/golf, particularly in groups with low levels of physical activity.

BE SAFE

WHAT CAN THE GOLF FACILITIES DO TO MAXIMISE HEALTH BENEFITS OF GOLF?

RD
Promote inclusivity by encouraging increased participation by developing environments & price structures that are welcoming to all, including beginners.

WOMEN & GIRLS
Women and girls to play golf, and retain their participation in the game.

PROVIDE
Warm up facilities, & stock sunscreen, water & healthy food.

AVOID
Mandatory golf cart use, & encourage players to walk the course.

WITH OVERALL HEALTH BENEFITS, BY TAKING THESE GOLF INDUSTRY & FACILITIES CAN MAKE A BIG CONTRIBUTION TO MAXIMISING THIS.

Golf & Health- key actions for policy/decision makers

Video content for broad reach

Podcast with more detail

Infographics series

www.golfandhealth.org/consensus

www.bjsm.bmj.com
• Twitter, Facebook, Instagram, and blogs
• Email, Press release distribution
• Direct communications targeting relevant stakeholders

Statistics from Altmetric.com

Picked up by 87 news outlets
Blogged by 1
Tweeted by 868
On 28 Facebook pages
Mentioned in 3 Google+ posts
On 1 videos
131 readers on Mendeley
2 readers on CiteULike

See more details
Controlled Media

Top Posts for all days ending 2020-05-21 (Summarized)

7 Days | 30 Days | Quarter | Year | All time

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<th>Title</th>
<th>Views</th>
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<td>5 tips to help treat your knee cap pain</td>
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<td>10 things not to do if you have lower limb tendon pain</td>
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<td>4 simple functional tests after ACL injury that predict the future</td>
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<td>“Time to stop meniscectomy”</td>
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<td>Sport and exercise medicine research blog</td>
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<td>GLAD – Best first treatment for hip and knee OA</td>
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<td>Kneecap (patellofemoral) pain?</td>
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Exercise is medicine for knee pain – Rhys’s story

“I don’t see myself having to need knee surgery for a very long time. I don’t think I would have ever needed surgery in the first place if it could have been managed prior with a proper exercise regime”
I lived on pretty much any pain medication I could get my hands on'

By the time he was 31, Rhys has had 11 knee surgeries. He explains how he went from severe depression due to the extreme pain, to hiking the Inca Trail.
MYTH BUSTED: Exercise isn't harmful for people with knee osteoarthritis

Advice to rest and avoid pain is commonly provided to people with knee and other joint pains - advice that is often wrong, and harmful.

Uncontrolled Media

Recommended

11 JUL 2018 - 11:19PM
First footage of Thai boys after traumatic cave ordeal

13 JUL 2018 - 7:19AM
New 'exercise pill' could be a game changer in fight against obesity

13 JUL 2018 - 8:33AM
High carb diet worse than high fat: study

12 JUL 2018 - 1:46PM
What does it take to be a survivor?

12 JUL 2018 - 6:25PM
In Baby Teeth, Links Between Chemical Exposure in Pregnancy and Autism

12 JUL 2018 - 3:04PM
Attention!
1. We are inherently poor at communicating research – incentives?

2. **ALL** need to embrace digital innovation

3. Multimedia/online resources are powerful

4. Knowledge translation is not simple

Patellofemoral pain: www.patellofemoral.trekeducation.org
www.mykneecap.trekeducation.org