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The Bliss cluster randomised control trial on the Effects of Active Dissemination of Information

Submission date	Recruitment status	[_] Prospectively registered
14/05/2007	No longer recruiting	[X] Protocol
Registration date	**Overall study status**	[_] Statistical analysis plan
05/06/2007	Completed	[X] Results
Last Edited	**Condition category**	[_] Individual participant data
05/12/2017	Pregnancy and Childbirth	

Plain English summary of protocol
Not provided at time of registration

Contact information

Type(s)
Scientific

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Additional identifiers

Protocol serial number
05/Q0605/180

Study information

Scientific Title
The Bliss cluster randomised control trial on the Effects of Active Dissemination of Information

Acronym
BEADI

Study objectives
The aim of BEADI is to assess whether an innovative active strategy for the dissemination of neonatal research findings, recommendations and national neonatal guidelines is more likely to lead to changes in policy and practice than the traditional (more passive) forms of dissemination in the UK.

Ethics approval required
Old ethics approval format

Ethics approval(s)
East London and The City HA Local Research Ethics Committee 3. Ref 05/Q0605/180

Study design
Cluster randomised control trial.

Primary study design
Interventional

Study type(s)
Not Specified

Health condition(s) or problem(s) studied
Premature babies

Interventions
Of the 181 units recruited, 87 and 94 units were randomised into the active group and the control group, respectively.

The key methods involved in the Active Dissemination of Information strategy are:
1. Audit, feedback and benchmarking of units in active arm
2. Active arm lead clinicians participating in workshops with opinion leaders lectures on evidence based practice around each outcome and consensus process
3. Implementation of changes at units level with reinforcement by regional leaders trained in organisation of changes

The duration of the intervention was 3 months (October - December 2006).

Intervention Type
Other

Phase
Not Specified

Primary outcome(s)
Outcome measures involve detecting whether there has been a change in any of the following four indicators after the active educational intervention has taken place:
1. Experienced resuscitation team present at birth
2. Surfactant administration in labour ward and timing of intubation

3. Temperature on admission to the neonatal unit and timing of first measurement of temperature
4. Use of plastic bag to prevent heat loss at birth

The four indicators will be measured at baseline and three months after the intervention.

Key secondary outcome(s))
No secondary outcome measures

Completion date
01/10/2008

Eligibility

Key inclusion criteria
Hospital staff : Lead neonatologist for clinical governance in each maternity hospital in England.
Babies born in England before 27 weeks gestation between January 2006 - 31st March 2007.

Participant type(s)
Patient

Healthy volunteers allowed
No

Age group
Adult

Sex
All

Key exclusion criteria
None

Date of first enrolment
01/10/2005

Date of final enrolment
01/10/2008

Locations

Countries of recruitment
United Kingdom

England

Study participating centre

The Confidential Enquiry into Maternal and Child Health
London
United Kingdom
NW1 5SD

Sponsor information

Organisation
The Confidential Enquiry into Maternal and Child Health (UK)

Funder(s)

Funder type
Charity

Funder Name
BLISS - The premature baby charity (UK)

Results and Publications

Individual participant data (IPD) sharing plan

IPD sharing plan summary
Not provided at time of registration

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article	results	01/11/2011		Yes	No
Protocol article	protocol	08/10/2007		Yes	No
Participant information sheet	Participant information sheet	11/11/2025	11/11/2025	No	Yes