

## An open-access airway resource

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A #FOAM ("Free, Open-Access Meducation") website was created to accompany the development of a fellowship training program in Airway & Thoracic anaesthesia ([www.OpenAirway.org](http://www.OpenAirway.org)). The guiding ethos established is that "***the only way to truly take ownership of knowledge is to freely give it away.*** To promote reproducibility and cost containment, a free hosting service and free WordPress blogging interface was used. Content was created and uploaded by a single author from approximately 6 months before the commencement of the fellowship program, and for the two year duration. Content types included course materials, links to other online #FOAM resources, video material already online, new video material created specifically for the site, clinical and skills laboratory images, and written content. User metrics were tracked using built-in WordPress interface ('JetPack'). The platform automatically provides optimization for use on mobile devices as well as traditional web browsers.

Usage of the resource increased steadily over the period of activity, with clear increases when linked material was presented on courses and at congresses, to a current average of 80-100 users per day. The single most successful method of increasing traffic to the site was automatic linking to a Twitter account to the WordPress interface, which automatically posts links to new content. Penetration into Africa was achieved with success in many areas but consistently lacking in Francophone countries, due to all content being in English. Usage in areas typically associated with #FOAM usage (USA, Western Europe and Australia) is very high. Despite inbuilt capability for content discussion in the site, more contemporaneous discourse about the material was undertaken in the Twitter #FOAMed community than on the site itself. This reflects a desire for fluent access to content generators and opinion leaders.