

## New Dissemination Checklist and Guidance

### Do you want to get word out about your Cochrane Reviews?

Cochrane's new Dissemination Checklist can help create a higher quality dissemination product.

It's an **18-item checklist** with indepth guidance and examples, for anyone creating dissemination products that present findings of Cochrane intervention reviews.

So, if you're creating content such as **review summaries, podcasts, press releases** and **social media posts** for patients, health practitioners, policy-makers, guideline developers, journalists or other researchers, **this checklist can help you!**

Turn over to see **a short version** of the checklist and find out more at: **[cochrane.org](http://cochrane.org)**



# Cochrane's Dissemination Checklist and Guidance



1. Have you **involved your target audience** or sought their feedback?

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2. Have you used **plain language**?

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3. Have you used words in your **title** that your target audience is likely to search for, recognise and find relevant?

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4. Have you communicated to your target audience that this product is **relevant for them**?

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5. Have you **structured the content** so people can find key messages, then access more detail if they want?

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6. Have you made the content **easy for people to quickly scan and read**?

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7. Have you showed that the evidence involves **real people**?

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8. Have you specified the **populations, interventions, comparisons** and **outcomes**?

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9. Have you stated that this information is from a **systematic review**?

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10. Have you specified how **up-to-date** the review is?

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11. Have you avoided **misleading** presentations and interpretations of the effects?

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12. If you have used numbers to present the findings, have you used **absolute numbers**, and **labelled numbers** clearly?

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13. Have you described the **certainty** of the evidence?

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14. Have you presented the findings in **more than one way**?

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15. Where the topic or findings may be **upsetting, controversial, or disappointing**, have you handled this sensitively?

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16. Have you made it clear (a) that the review was prepared by **Cochrane** and (b) **who prepared** the dissemination product?

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17. Is it easy for people to find information about who the review authors are, how they were **funded**, and any **conflicts of interest**?

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18. Have you **avoided giving recommendations**?

To see the full checklist and guidance visit:

[cochrane.org](https://www.cochrane.org)