The dissemination checklist: 1-page overview

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

2. Have you used plain language?

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

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

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

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

7. Have you shown that the evidence involves real people?

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

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

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

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

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

13. Have you described the certainty of the evidence?

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

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

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

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

18. Have you avoided giving recommendations?