Examples of targeted emails

Example one

**Subject: Re: A Cochrane special collection on dementia diagnosis**

Dear…  
  
Hope you are both well.   
  
You may remember we had a chat earlier in the year about the Cochrane Dementia Group.   
(this led to some fruitful PCPI work - and hopefully more to come....)   
  
I thought I would let you know about an upcoming Cochrane publication.  
Cochrane are releasing a Special Collection of reviews, all themed around making the diagnosis of dementia. I have helped curate the collection and hopefully it is a useful reference for researchers and clinicians. There are also lay summaries for all the included reviews and a lay friendly blog that will go live at the same time - so the collection should also be of interest to the wider public.   
  
Katie and the team from Comms & Media at Cochrane will be promoting the Collection, but we are keen to get as much visibility as possible.   
So if you could tweet or re-tweet or like or otherwise give it a mention that would be really useful and much appreciated.  
  
If you have any questions or want a sneak preview of the materials then let XXX or XXX know (cc'd here)  
  
Very best wishes

Example two

**Subject: Antioxidant vitamin and mineral supplements to prevent or slow down the progression of age-related macular degeneration (AMD): two updated Cochrane Reviews**

Dear   
  
Given your interest in eyes and vision research, we wanted to share two new podcasts with you. Based on two updated Cochrane Reviews from July 2017, the podcasts present the evidence for the use of antioxidant vitamin and mineral supplements to prevent it or slow down progression of age-related macular degeneration (AMD). Lead author, xxx xxxxxx from the London School of Hygiene and Tropical Medicine in the UK, discusses the evidence:  
  
Antioxidant vitamin and mineral supplements to slow down the progression of age-related macular degeneration (AMD): <https://urldefense.proofpoint.com/v2/url?u=http-3A__www.cochrane.org_podcasts_10.1002_14651858.CD000254.pub4&d=DwIGaQ&c=jFLf1gqA905BblT07Hv6QVvFkscjmz8nJfMgd3jGDs&r=UQSxDA9OnSwRd1YKTHxN46MDieTWDmngny007MnUxuw&m=lt6-IFltZFgD1v_TgYLLRVVSzXVdVjIu2SS1zVSsrmA&s=q6DeET_3T_nZ7AAItPaDaJOLsHl8LZsEfDUHX_YYQ0s&e=>  
  
  
Antioxidant vitamin and mineral supplements to prevent the development of age-related macular degeneration (AMD):  
  
<https://urldefense.proofpoint.com/v2/url?u=http-3A__www.cochrane.org_podcasts_10.1002_14651858.CD000253.pub4&d=DwIGaQ&c=jFLf1gqA905BblT07Hv6QVvFkscjmz8nJfMgd3jGDs&r=UQSxDA9OnSwRd1YKTHxN46MDieTWDmngny007MnUxuw&m=lt6IFltZFgD1v_TgYLLRVVSzXVdVjIu2SS1zVSsrmA&s=a27y27HpjbExjVxFOON5Kq7KlBjZl6Zt7wZGtowmhlw&e=>  
  
Cochrane is a global independent network of researchers, professionals, patients, carers, and people interested in health.  Cochrane produces reviews which study all of the best available evidence generated through research and make it easier to inform decisions about health. These are called systematic reviews.  Cochrane is a not-for-profit organization with collaborators from more than 130 countries working together to produce credible, accessible health information that is free from commercial sponsorship and other conflicts of interest. Our work is recognized as representing an international gold standard for high quality, trusted information.  
  
  
Any questions, please get in touch. Kind regards,

Example three – a snippet of an email

**Subject: Diagnostic tests for autism spectrum disorder (ASD) in preschool children**

Dear….

I am writing to you given your interest in autism, regarding a new Cochrane review on diagnostic tests. I hope you will find it of interest. Any questions, please get in touch. Many thanks, XXX.

You can read the full review here: <https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.cochranelibrary.com%2fcdsr%2fdoi%2f10.1002%2f14651858.CD009044.pub2%2ffull&c=E,1,4fl-Dc2S5umVXOT1axtudn0gsEfycUqtZwydo1NacBe0T5qUFKUsCcadBrSvoJnwE9K90N-hJPEuB46WdJ7JSfqIrYfYk31Bz_T9edDKtjM,&typo=1>

Below is the plain language summary for ease:

* Ends -