

# The dissemination checklist: 1-page overview

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- 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, recognize, 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 shown 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?

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