

## How consumers can be involved in the dissemination of Cochrane covid-19 rapid reviews

### What is dissemination?

Cochrane defines “Knowledge Translation” (KT) as the process of supporting the use of health evidence from our high quality, trusted Cochrane Reviews by those who need it to make health decisions. “Dissemination” is a large part of Cochrane’s KT work. Dissemination means sharing Cochrane evidence accurately, both when the review is published and afterwards when the topic is discussed, in multiple formats, so that people and organizations making decisions about health can easily understand and use it. It is also sometimes called “packaging and push”.

### What does dissemination look like of covid-19 rapid reviews?

Once the review is finished being conducted, it is handed over to people who can help with dissemination. These people either work within Cochrane’s Central Executive team, or are involved in Cochrane in other ways (such as the review authors, editorial teams around each review, or Cochrane Geographic groups situated around the world). Within the Central Executive team, two main groups work together to arrange for dissemination of reviews, the Knowledge Translation and the Editorial and Methods Departments. There are two ways to look at dissemination of COVID-19 rapid reviews:

1. How to present the results of the review in a different way to make the results easier to access, understand and use. Examples include creating a press release that shares the research results with the media, writing a blog or news item on a website, or creating visual abstracts, infographics or blogshots to present the review results in a short and easily understandable way.
2. How to share either the products in step 1 above, or share the original review, so that the right people know this review exists and can access it. This might include a short promotional video that can be shared on social media, a tweet on Twitter, targeted email to organizations who might find the information useful or ensuring the review is mentioned and linked to on the right websites

We decide which dissemination product or communication strategy to use by considering what the main messages are of the review, how much current evidence exists on the topic, whether the topic is controversial, who can best benefit from receiving this information, and how those groups or people prefer to receive information about health research. One of the key factors that influences our decisions on how to disseminate is our ability and resources (such as time and skills) to create certain types of dissemination products.

### What will I do?

You will be able to discuss and agree on your role with the team at the outset. This should take into account your interests, skills, experience, availability and preferences, and the review team’s requirements.

As a consumer, you may be asked to contribute to dissemination one or more of the following ways:

- Help decide which reviews are most important to disseminate to consumers, and which messages in those reviews should be emphasized
- Suggest the best format to disseminate review information to consumers, including what communications channels would be best to reach consumers
- Help actively disseminate reviews through your own social media channels, contacts, and communities
- Provide feedback on dissemination products that are created for consumers, including giving plain language advice
- Be involved in creating and sharing dissemination products – from beginning to end

Each group that creates dissemination products and communicates out about Cochrane Reviews operates on a different timeline, with differing resources. So, your involvement options might be different depending on who you are working with. No matter how you are involved, we value your feedback on your experience working with us for dissemination, so we can improve our processes for engaging with consumers in the future!

### What support will I receive?

You should expect to receive open and clear communication around roles, expectations and timelines from the people you are working with on dissemination. If you would like more information on dissemination at Cochrane, you can access our learning resources [here](#).

You can also read more generally about what Knowledge Translation looks like at Cochrane (outside of just dissemination) [here](#).

### Next steps?

To get started please visit the Consumer website [here](#) and if you have any other questions contact [consumers@cochrane.org](mailto:consumers@cochrane.org).