

Examples of good layering shown in the webinar

Basic level...

Include a reference or link to the full review so that people can find more detailed information.

Consider

- Full Cochrane Reviews are often not available for free (unlike the plain language summary and abstract).
- The full review is not written for a non-expert audience.
- Not everyone has reliable internet access, or knows how to search for a reference.

Example of layering by including a reference:

<https://www.youtube.com/watch?v=TGfiZtrxHrM>

The image shows a screenshot of a YouTube video player. The video content includes a world map with several colored dots indicating locations. Below the map, the video title is partially visible: "Behavioural activation therapy for depression in...". The main text in the video reads: "Behavioural activation therapy for depression in adults. Uphoff E, Ekers D, Robertson L, Dawson S, Sanger E, South E, Samaan Z, Richards D, Meader N, Churchill R. Behavioural activation therapy for depression in adults. Cochrane Database of Systematic Reviews 2020, Issue 7. Art. No.: CD013305. DOI: 10.1002/14651858.CD013305.pub2." Below this text, there is a funding acknowledgment: "The production of this animation was supported by the National Institute for Health Research, via Cochrane Infrastructure funding to the Common Mental Disorders Cochrane Review Group." and a disclaimer: "The views expressed are those of the author(s) and not necessarily those of the NIHR or the Department of Health and Social Care." At the bottom, there are logos for "NIHR National Institute for Health Research" and "Cochrane Common Mental Disorders". The video player interface shows a progress bar at 0:29 / 1:55 and a second progress bar at 1:48 / 1:55.

Example of layering by including a link to the full review:

<https://www.cochrane.org/news/are-laboratory-made-covid-19-specific-monoclonal-antibodies-effective-treatment-covid-19-0>

The screenshot shows the Cochrane website header with the logo and tagline "Trusted evidence. Informed decisions. Better health." and a search bar. Below the header is a navigation menu with links for "Our evidence", "About us", "Join Cochrane", "News and jobs", and "Cochrane Library". A dark blue banner highlights "Coronavirus (COVID-19) resources". The main content area features the article title "Are laboratory-made, COVID-19-specific monoclonal antibodies an effective treatment for COVID-19?". Below the title, a small text block states: "'SARS-CoV-2-neutralising monoclonal for treatment of COVID-19' from [Cochrane Haematology](#) published today in the Library." To the right of this text are three prominent purple links, each with a right-pointing arrow icon: "Read the full review", "Visit the Cochrane Haematology website", and "See all the Cochrane COVID-19 resources".

Even better...

Prepare different layers of information e.g. layers within one product – e.g. starting with a summary and then offering more detail, or layers across a series of linked products.

Consider:

- Different preferences about what the 'most important' information is.
- Repetition: could this be off-putting? Be consistent.

Examples of layering within a product:

<https://www.cochrane.org/news/cochrane-review-informs-who-drowning-prevention-guideline>

(scroll to see the visual abstract which has key messages at the top and a reference provided to see more)

Can day care programs reduce drowning risk in children in low- to middle-income countries (LMICs)?

KEY MESSAGE

Day care programs with extra features (i.e. community-based education, parent education, and provision of playpens to parents outside the day care facility) **probably reduce the risk of death by drowning** for children under 6 years living in areas where large numbers of children drown each year

BACKGROUND

Drowning

- 320,000 deaths/year
- Mostly children aged 1-4 years
- 90% of deaths occur in LMICs, mainly in rural areas

Day care

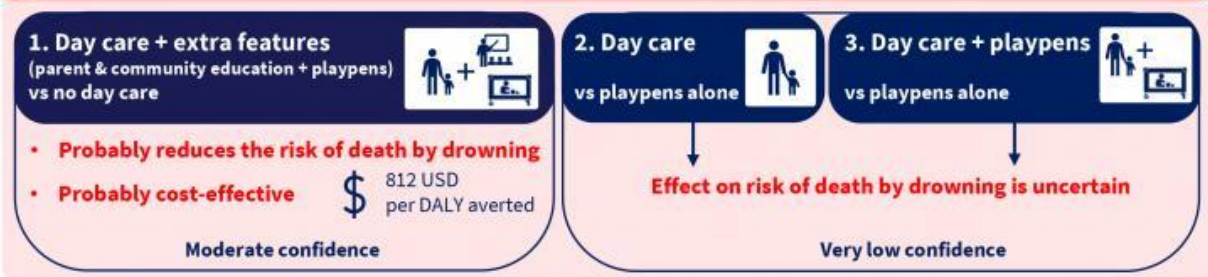
- Trained caregivers supervising a group of preschool children outside of children's home (e.g. crèche, nursery)
- Attendance in LMICs thought to be low, possibly due to high costs

EVIDENCE

2 observational studies

- Rural Bangladesh
- 252,631 children

FINDINGS



De Buck E, Vanhove A-C, O D, Veys K, Lang E, Vandekerckhove P. Day care as a strategy for drowning prevention in children under 6 years of age in low- and middle-income countries. Cochrane Database of Systematic Reviews 2021, Issue 4. Art. No.: CD014955. DOI: 10.1002/14651858.CD014955.



From page 32 of the Dissemination Checklist:
<https://training.cochrane.org/sites/training.cochrane.org/files/public/uploads/Checklist%20FINAL%20version%201.0.pdf> (shows key messages/ executive summary, full summary, then Cochrane review)



Layer 1
Key messages
(First page)

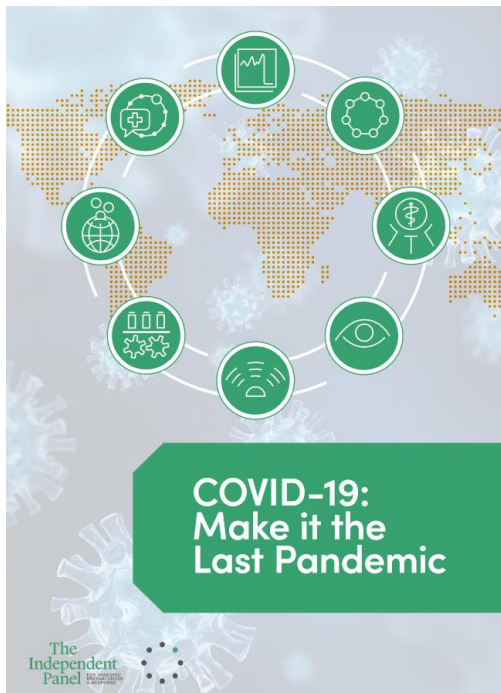


Layer 2
Full Summary



Layer 3
Cochrane Review

Report about COVID-19 pandemic: <https://theindependentpanel.org/mainreport/>



The Panel's recommendations in summary

The recommendations are in two sets. There are immediate recommendations which are aimed at curbing COVID-19 transmission; and there are recommendations which if adopted as a package will transform the international system for pandemic preparedness and response and enable it to prevent a future infectious disease outbreak from becoming a pandemic.

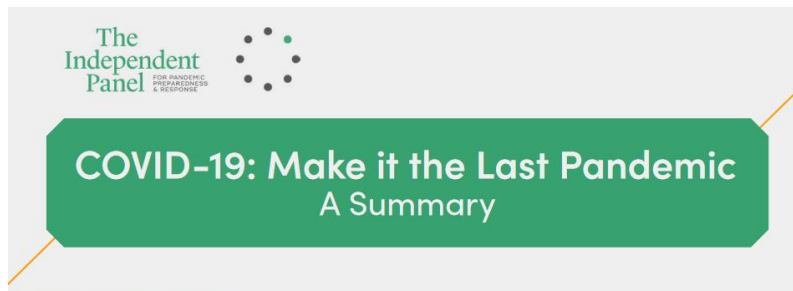
The Panel calls for these immediate actions to end the COVID-19 pandemic:

- High income countries with a vaccine pipeline for adequate coverage should, alongside their own scale up, commit to provide to the 92 low- and middle-income countries of the COVAX Gavi Advance Market Commitment at least one billion vaccine doses no later than 1 September 2021 and more than two billion doses by mid-2022.
- The World Trade Organization (WTO) and WHO should convene major vaccine-producing countries and manufacturers to agree to voluntary licensing and technology transfer for COVID-19 vaccines. If actions do not occur within three months, a waiver of intellectual property rights under the Agreement on Trade-Related Aspects of Intellectual Property Rights should come into force immediately.
- G7 countries should immediately commit to provide 60% of the US\$19 billion required for ACT-A in 2021 for vaccines, diagnostics, therapeutics, and strengthening of health systems, with the remainder being mobilised by others in the G20 and other high-income countries, and a formula based on ability to pay should be adopted to fund such global public goods on an ongoing basis.
- Every country should apply non-pharmaceutical public health measures systematically and rigorously at the scale the epidemiological situation requires, with an explicit evidence-based strategy agreed at the highest level of government to curb COVID-19 transmission.
- WHO to immediately develop a roadmap with clear goals, targets, and milestones to guide and monitor the implementation of country and global efforts towards ending the pandemic.



Full report – 86 pages

7-page summary



COVID-19 remains a global disaster. Worse, it was a preventable disaster. That is why the recommendations of the Independent Panel for Pandemic Preparedness and Response are urgent and vital. The world needs a new international system for pandemic preparedness and response, and it needs one fast, to stop future infectious disease outbreaks from becoming catastrophic pandemics.

The Independent Panel has found weak links at every point in the chain of preparedness and response. Preparation was inconsistent and underfunded. The alert system was too slow – and too meek. The World Health Organization was under-powered. The response has exacerbated inequalities. Global political leadership was absent.

Now a priority is to end illness and deaths from COVID-19. Current

Shorter, executive summary

Examples of layered dissemination products linked to a single review (except the policy brief!)

News item: <https://www.cochrane.org/news/updated-cochrane-rapid-review-assesses-effectiveness-quarantine-during-covid-19-pandemic>.

Policy brief:

https://epoc.cochrane.org/sites/epoc.cochrane.org/files/public/uploads/PDF_summaries/brief_2_effects-of-digital-interventions-for-promoting-vaccination-uptake.pdf

Tweet: https://twitter.com/Cochrane_FA/status/1257232914615599104

Facebook post:

https://www.facebook.com/permalink.php?story_fbid=10158629763404153&id=281844749152