



# Dissemination Policy

Cochrane Eyes and Vision (CEV) dissemination policy is guided by the [Cochrane Dissemination Policy](#).

Our key user groups are:

- Clinicians and health care workers, including ophthalmologists, optometrists, orthoptists, ophthalmic nurses, other primary eye health care workers.
- People affected by eye problems and / or visual impairment, patients and carers and their families.
- Researchers and policy-makers, including guideline developers.

Cochrane identifies the guiding principle for dissemination being “*to identify the people who most need to know the information contained within a particular Cochrane review*”. Centrally organised dissemination activities are [here](#) and include press releases, podcasts, social media activity from Cochrane accounts, highlighting on the Cochrane Library home page. CEV aims to work with review author teams to identify those people who need to know the information contained within the review and devise the most appropriate dissemination activities.

## Dissemination Process

Review authors are asked to consider which people most need to know the information contained within their review and identify key dissemination activities at the title registration stage in the [Review Proposal Form](#).

CEV routinely undertakes the following dissemination activities for all our reviews.

- [Blogshot](#). We prepare a short visual summary for dissemination via social media.
- Tweet from @Cochraneeyes
- Include title and link in regular [newsletters](#).

CEV undertakes the following activities tailored to individual reviews.

- Refers potentially high impact reviews onto Cochrane Communications team for preparation of a press release and/or other centrally organised activities such as highlighted reviews, podcasts.
- Highlights reviews in regular [newsletters](#).
- Edits the relevant Wikipedia page.
- Selects reviews of interest for Cochrane Corner in Eye and identify relevant clinical commentators in collaboration with the review author team.
- Identifies reviews relevant to specific guidelines in collaboration with relevant guideline groups (eg WHO/Royal College of Ophthalmologist/American Academy of Ophthalmology etc).

- Prepares further dissemination materials eg slidesets/short videos.

CEV encourages and supports review authors to consider the following:

- Co-publish the review or write editorials in relevant high impact journals highlighting the implications of the review.
- Present protocols and review findings at relevant specialty conferences.