

Principles for final review by the Packaging WG
(Last updated 21 May 2020)

- 1) **Recognize the unique evidence needs of four distinct target audiences (patients /citizens, providers, policymakers and managers, and researchers) and relevant intermediaries (e.g., media and guideline developers), and recognize that for now with COVID-19 the two key ones are policymakers and providers**
- 2) **Before starting a new evidence-packaging initiative, identify existing initiatives that are already reaching a given target audience in a given language and context and consider whether to contribute to an existing initiative or complement existing initiatives in a coordinated way that will make sense to the target audience**
- 3) **Package only high-quality and timely evidence syntheses, HTAs and guidelines (with primary attention given to COVID-focused evidence and secondary attention to broader COVID-relevant evidence)**
- 4) **Package the evidence in ways that can be understood (e.g., plain language and multiple languages) and used easily (e.g., graded-entry formats that provide a bottom-line message followed by more detail for those who want to more) by the target audience and in the context for which it was prepared**
- 5) **Disseminate the packaged evidence as quickly as possible and ideally through existing channels that are already being used by key target audiences**