

“Backed by Cochrane”

Who exactly are they?

IT'S OFTEN CITED IN STUDIES, PUBLIC
HEALTH CAMPAIGNS, AND MEDICAL
JOURNALS.

BUT WHAT DOES IT ACTUALLY MEAN
WHEN SOMETHING IS “ENDORSED” BY
COCHRANE?



Cochrane



“It is not a commercial laboratory”

COCHRANE IS NEITHER A COMPANY NOR A COMMERCIAL LABORATORY.

IT IS AN INTERNATIONAL NON-PROFIT ORGANIZATION UNITING RESEARCHERS, HEALTH PROFESSIONALS, PATIENTS, AND CAREGIVERS.

ITS MISSION IS TO GENERATE AND DISSEMINATE TRUSTWORTHY SCIENTIFIC EVIDENCE TO SUPPORT BETTER HEALTH DECISIONS.

WWW.COCHRANE.ORG



**Tobacco Harm Reduction
Scholarship Programme**

Why are they considered reliable?

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- THEY DON'T ACCEPT FUNDING FROM THE PHARMACEUTICAL INDUSTRY OR FROM GROUPS WITH COMMERCIAL INTERESTS.
- THEY PUBLISH THEIR REVIEWS IN THE COCHRANE LIBRARY, AN INTERNATIONAL, PUBLICLY ACCESSIBLE DATABASE.
- THEIR REPORTS ARE USED BY ORGANIZATIONS SUCH AS THE WHO, MINISTRIES OF HEALTH, AND UNIVERSITIES AROUND THE WORLD.



What exactly do they do?

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COCHRANE REVIEWS GLOBAL RESEARCH ON VARIOUS HEALTH TOPICS AND SUMMARIZES IT RIGOROUSLY.

THE RESULT IS CALLED A “COCHRANE SYSTEMATIC REVIEW,” CONSIDERED THE GOLD STANDARD IN EVIDENCE-BASED MEDICINE.



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How do they operate?

THEIR TEAMS APPLY SOPHISTICATED AND TRANSPARENT METHODS TO COMPARE STUDIES, ANALYZE RESULTS, AND DETECT BIASES. THEY DON'T CONDUCT NEW EXPERIMENTS; INSTEAD, THEY SYNTHESIZE EXISTING RESEARCH USING STRICT QUALITY CRITERIA. EACH REVIEW CAN INCLUDE DOZENS OR EVEN HUNDREDS OF STUDIES.

Why is it so important?

COCHRANE REVIEWS GUIDE HEALTH POLICIES AND CLINICAL GUIDELINES WORLDWIDE.

ORGANIZATIONS SUCH AS THE WHO OR NICE (UK) USE THEM TO MAKE DECISIONS ABOUT TREATMENTS AND PUBLIC HEALTH RECOMMENDATIONS.

THEY DESCRIBE IT FROM THEIR OWN EXPERIENCE:

"OUR EVIDENCE HAS HELPED CHANGE POLICIES AND SAVE LIVES."





To summarize

COCHRANE IS A SCIENTIFIC NETWORK, NOT A MARKETING LABEL. ITS STRENGTH LIES IN METHODOLOGY, TRANSPARENCY, AND GLOBAL COLLABORATIVE WORK. IT IS A NETWORK OF CERTIFIED AND RESPECTED SCIENTISTS AND PROFESSIONALS WORKING FOR UNBIASED, EVIDENCE-BASED MEDICINE. THEIR "SEAL" ISN'T MAGIC IT'S METHODOLOGY AND RIGOR.



**UNDERSTANDING WHO THEY ARE
HELPS US READ THE PHRASE
“ENDORSED BY COCHRANE” WITH
A CRITICAL EYE.**

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Evidence must also be seen in context.

UNDERSTANDING WHO STANDS BEHIND EVERY CLAIM IS A KEY PART OF CRITICAL THINKING.
THE NEXT TIME YOU SEE “BACKED BY COCHRANE,” YOU’LL KNOW WHAT IT TRULY MEANS.



Not every report tells the truth: follow the evidence, not the interests.

THE USE OF NICOTINE THROUGH SAFER, HARM-REDUCTION METHODS IS SUPPORTED BY RELIABLE SCIENTIFIC EVIDENCE.

DON'T BE MISLED BY BIASED REPORTS OR STUDIES FUNDED BY GROUPS WITH CONFLICTS OF INTEREST, SUCH AS BLOOMBERG PHILANTHROPIES, WHICH PROMOTE NARRATIVES THAT DIVERGE FROM THE ACTUAL EVIDENCE.

