WE HAVE THE POWER TO MAKE INFORMED CHOICES

CLAIMS

ASSUMPTIONS
Do not assume interventions are safe, effective, or certain

LOGIC
Check that claims are based on sound logic

TRUST
Check that claims are based on more than personal experience

COMPARISONS

FAIR
Don’t be misled by unfair comparisons

RELIABLE
Check that summaries of studies are reliable

EFFECTS
Don’t be misled by how effects are described

PROS AND CONS
Expected pros should outweigh cons

CHOICES

OPTIONS
Problems, goals and options should be clearly defined

RELEVANCE
Check that the available evidence is relevant

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