1 CHECKLIST · 5 TEMPLATES

SOURCE-CHECK CHECKLIST

5 TEMPL. EDITABLE

Plus 5 carousel templates for research posts patients trust. Editable version included.

CHECKLIST

Run every research post through this before you publish

1 · The source

- [ ] It answers a real patient question.
- [ ] It's a guideline, systematic review or trial, or I say clearly that it's early evidence.
- [ ] I've read more than the abstract: the methods and the limits.
- [ ] The people studied are like my patients (age, sex, condition).
- [ ] The outcome matters to a patient (how they feel or live), not only a lab number.
- [ ] I know who funded it.
- [ ] It's recent enough, or it's still the current answer.

2 · The translation

- [ ] The finding fits in one sentence a 14-year-old could repeat.
- [ ] Numbers are absolute ("out of 100 people") as well as relative.
- [ ] Every medical term is swapped for plain words or explained on the slide.
- [ ] One slide says what the study doesn't show.

CHECKLIST

Sources and safety

3 · The sourcing

- [ ] Last slide: first author et al., journal, year.
- [ ] Caption: DOI or PubMed ID (links don't click in captions).
- [ ] Every sentence on the slides traces to the source or to standard guidance.
- [ ] Any screenshot of the paper says exactly what the paper says.

4 · The rules

- [ ] No promised results: no "guaranteed", no "you'll get rid of", no "best".
- [ ] No patient faces, names, stories or images without written consent.
- [ ] A line saying this is general information, not medical advice.
- [ ] Any paid relationship or free product is disclosed at the start.
- [ ] It's inside my specialty.
- [ ] I've checked my own regulator's advertising guidance once.

Last check: would I be comfortable if a colleague I respect read this post? If not, fix it or don't post it.

TEMPLATES

5 carousel templates

Slide by slide. The editable version (PowerPoint, opens in Google Slides, Keynote and Canva) is linked in your email.

1 · The study, in plain words

7 SLIDES · PAPER-TO-POST

1 · HOOK
New research on ___: what it means for you

2 · THE QUESTION
The question patients ask: ___?

3 · THE STUDY
Who: ___ people with ___. What they did: ___.

4 · THE FINDING
Out of 100 people, ___ vs ___.

5 · WHAT IT DOESN'T SHOW
It was only in ___. We don't know yet ___.

6 · WHAT TO DO
For now: ___. Talk to your doctor about ___.

7 · SOURCE
First author et al., Journal, Year. PMID ___.

2 · Myth vs fact

6 SLIDES

1 · HOOK
No, ___ doesn't ___.

2 · THE MYTH
What you've heard: ___.

3 · THE FACT
What the evidence shows: ___.

4 · WHY THE MYTH STICKS
It sounds right because ___.

5 · WHAT TO DO INSTEAD
Try ___. See a doctor if ___.

6 · SOURCE
Guideline / review, Year.

Templates 3 to 5

Swap the blanks for your topic. Keep one idea per slide and big type.

3 · 3 signs

5 SLIDES

1 · HOOK
3 signs your ___ needs a check

2 · SIGN 1
___ (with a simple icon)

3 · SIGN 2
___

4 · SIGN 3
___

5 · WHAT TO DO
Any of these: book a visit. Source: ___.

4 · Guess before you swipe

6 SLIDES · INTERACTIVE

1 · HOOK
Guess: how many people ___?

2 · OPTIONS
A) ___ B) ___ C) ___

3 · ANSWER
It's ___. Most people guess ___.

4 · WHY IT MATTERS
That means ___ for you.

5 · WHAT TO DO
___.

6 · SOURCE + ASK
Source: ___. What did you guess? Tell me below.

5 · Before your visit

5 SLIDES · CHECKLIST

1 · HOOK
Bring these 3 things to your ___ visit

2 · THING 1
___ (why it helps)

3 · THING 2
___

4 · THING 3
___

5 · SCREENSHOT THIS
Tick-box list to save.

NEXT STEP

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