

Summary of the 21 guideline questions and recommendations of the guideline evidence-based health information

Guideline questions		Recommendations	Quality of evidence
Presentation of frequencies			
What effects does the verbal presentation of risks, benefits and harm have in comparison to the numerical presentation?	⇓⇓	The verbal presentation of risks, benefits and harm must not be applied exclusively.	moderate
What effect does the presentation of benefits and harm as absolute risk reduction (ARR) have in comparison to the relative risk reduction (RRR)?	⇑⇑	Benefits and harm must be presented in absolute risk formats.	moderate
What effects does the presentation in natural frequencies have in comparison to the presentation in percentages?	↔	For probabilities >1%, presentation in percentages may be applied instead of presentation in natural frequencies.	high
What effects does the presentation of number needed to treat/screen/harm (NNT, NNS, NNH) have in comparison to the presentation as ARR (percentage or natural frequencies)?	⇓	The presentation as number needed to treat (NNT), number needed to screen (NNS), number needed to harm (NNH) should not be used.	moderate
What effects does the presentation with constant reference parameters (e.g. x in 1000) have in comparison to presentation with differing parameters (e.g. 2 in 100; 5 in 1000)?	⇑	In health information leaflets equivalent reference parameters should be used.	high
Using graphics			
What effects do graphics in health information have when compared with text only?	↔	Graphics may be used to supplement numerical presentations in texts or tables.	low
What effects do the various types of graphics have in comparison with each other?	⇑	If graphics are used as a supplement, then either pictograms or bar charts should be used.	moderate
What effects do sorted or unsorted pictograms have in comparison with each other?	⇑	If pictograms are used as a supplement, then sorted pictograms should be used.	moderate
What effects do animated or static pictograms have in comparison with each other?	↔	Animated pictograms may be used as a supplement instead of static pictograms.	moderate
What effects do the different types of icons have in comparison with each other?	↔	Anthropomorphic icons or geometric icons may be used when pictograms are used as a supplement.	low
What effects do simple risk presentation in graphics have in comparison with combined risk presentation?	↔	Combined presentations or simple risk presentations can be presented in graphic form.	moderate

Guideline questions	Recommendations	Quality of evidence
Using pictures and drawings		
What effects do anatomical images in health information have compared with text only?	↔ Anatomical images may be used to supplement a text.	moderate
What effects do cartoons in health information have compared with text only?	↔ Cartoons may be used to supplement a text.	moderate
What effects do photos in health information have compared with text only?	No recommendation can be made for the use of photos.	moderate
What effects do pictograms in health information have compared with text only?	↔ Pictograms may be used to supplement a text.	moderate
What effects do illustrative drawings in health information have compared with text only?	↔ Illustrative drawings can be used to supplement a text.	moderate
Using Narratives		
What effects do narratives in health information have when compared with factual information only?	↓ Narratives cannot be recommended.	low
Using value clarification tools		
What effects do value clarification tools in health information have?	No recommendation can be made on the use of value clarification tools.	moderate
Health information formats		
What effects does information with interactive elements have when compared with information without interactive elements?	↔ Interactive elements may be used in health information.	moderate
What effects do facts boxes have when compared with other formats?	↔ Health information may be presented as facts boxes.	high
Involvement of the target group in the development process		
What effects does the involvement of the target group in the development process have?	↑ The target groups should be involved in the preparation process of health information.	low