# Cochrane New Groups Briefing Doc

This document will support planning for launch and announcement of new Cochrane Groups, formally registered and approved as a Cochrane entity. This brief is to be completed by the Group lead contact/Director or staff as named on the Collaboration Agreement.

Cochrane Central Executive are prioritizing new Cochrane Groups for communications planning. It would help us help you if you could let us have as much information, as early as is possible in the registration and ‘route to launch’ process.

Many thanks!

To be sent to Veronica Bonfigli once completed: [vbonfigli@cochrane.org](mailto:vbonfigli@cochrane.org) copied to [groupsupport@cochrane.org](mailto:groupsupport@cochrane.org)

**Your name and role**:

**City and Country (where the group is established**):

**Email of the contact person:**

**Skype name of the contact person:**

**Full name of Cochrane Group (subject to approval):**

**Type of change (e.g. new group or type change):**

**Cochrane Community (colour for website and logo- red, orange, teal, cyan, green, magenta):**   
*Please take a look at our brand guideline located at* [*http://community.cochrane.org/organizational-info/resources/resources-groups/brand-resources/cochrane-community-brand-resources*](http://community.cochrane.org/organizational-info/resources/resources-groups/brand-resources/cochrane-community-brand-resources) *Page 74 starts the Cochrane Community design toolkit and explains that groups use the Cochrane Blue and one colour from the community colour palette and provides examples. Page 81 lists out your colour options. Please have a look and let me know what colour you would like to choose for your group. It should be noted that because of accessibility standards if your group chooses orange, teal, or green your text in some items you create will need to be in Cochrane Blue (page 83).*

**Website URL preference (e.g. full name or acronym.) If you have a website already, please provide the URL:**

**Gmail email for Google Analytics:**

**Name and email of those you wish to edit your website**:

**Name and email of the Superuser for your group (The Superuser will have all the management permissions in the Archie Group and he/she must have an Archie profile already; it is the Superuser’s responsibility to create all the relevant people’s profile in Archie).**

**Name, email, and role of the main contacts/staff of the Group:**

**Full scope of Group (e.g. region or topic areas):**

**What communication channels do you foresee yourself using? (e.g. Twitter, MailChimp/newsletter, Facebook, etc.):**

**What is your expected date of launch/opening?**

**Is the launch tied to something specific? (e.g. global awareness day or event):**

**Who is your main Audience? (e.gs Patients, clinicians, policymakers, carers. Who do you want to know about your launch?) List your top 3 Audiences:**

**What are the main functions of this Group?**

**If there’s one thing you could tell your audience about your work, what would it be?**

**Any other comments which will help us support your communications planning prior to launch:**