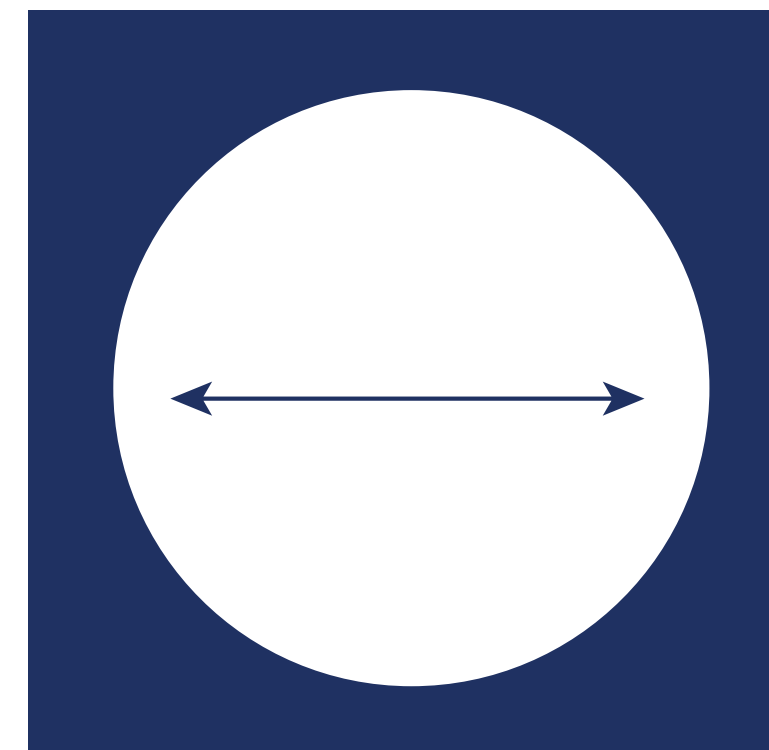


What do we mean by a **strong** or **conditional** recommendation?

Health recommendations will have a **strength** and **direction**.



The **strength** can be either **strong** or **conditional (weak)**



The **direction** is about whether the recommendation is **for** or **against** an option

For example:

“The guideline group recommends **Drug A** to treat the common cold.”

This is a **strong** recommendation **for** the intervention.

Financial contribution:

What are the four different options for recommendation strength?

Strong recommendation **for** an option

Strong recommendation **against**
an option

Conditional recommendation **for** an option

Conditional recommendation **against**
an option

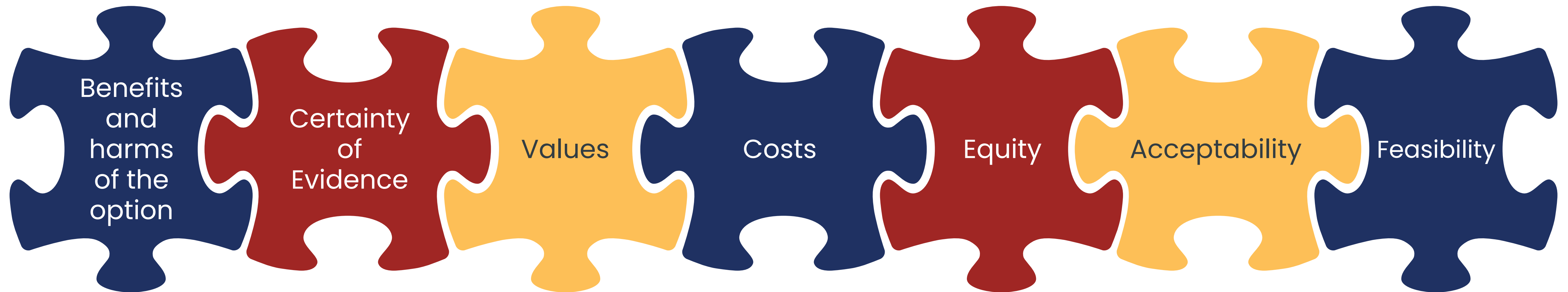
Financial contribution:



Public Health
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What factors do we need to think about when **deciding on the recommendation strength?**



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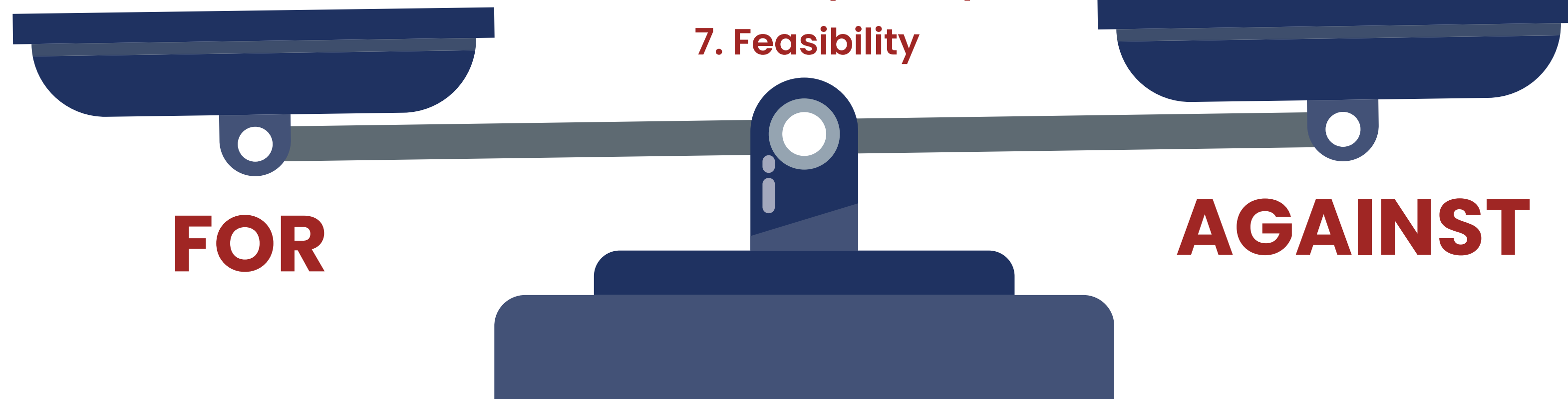
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Should we recommend **Drug A to treat the common cold?**

The factors below are considered for lots of different options (or interventions).

Here is an example of how we use the factors to determine recommendation strength using a drug.

1. Benefits and harms
2. Certainty of Evidence
3. Values
4. Costs
5. Equity
6. Acceptability
7. Feasibility



**Think of a
balancing scale**

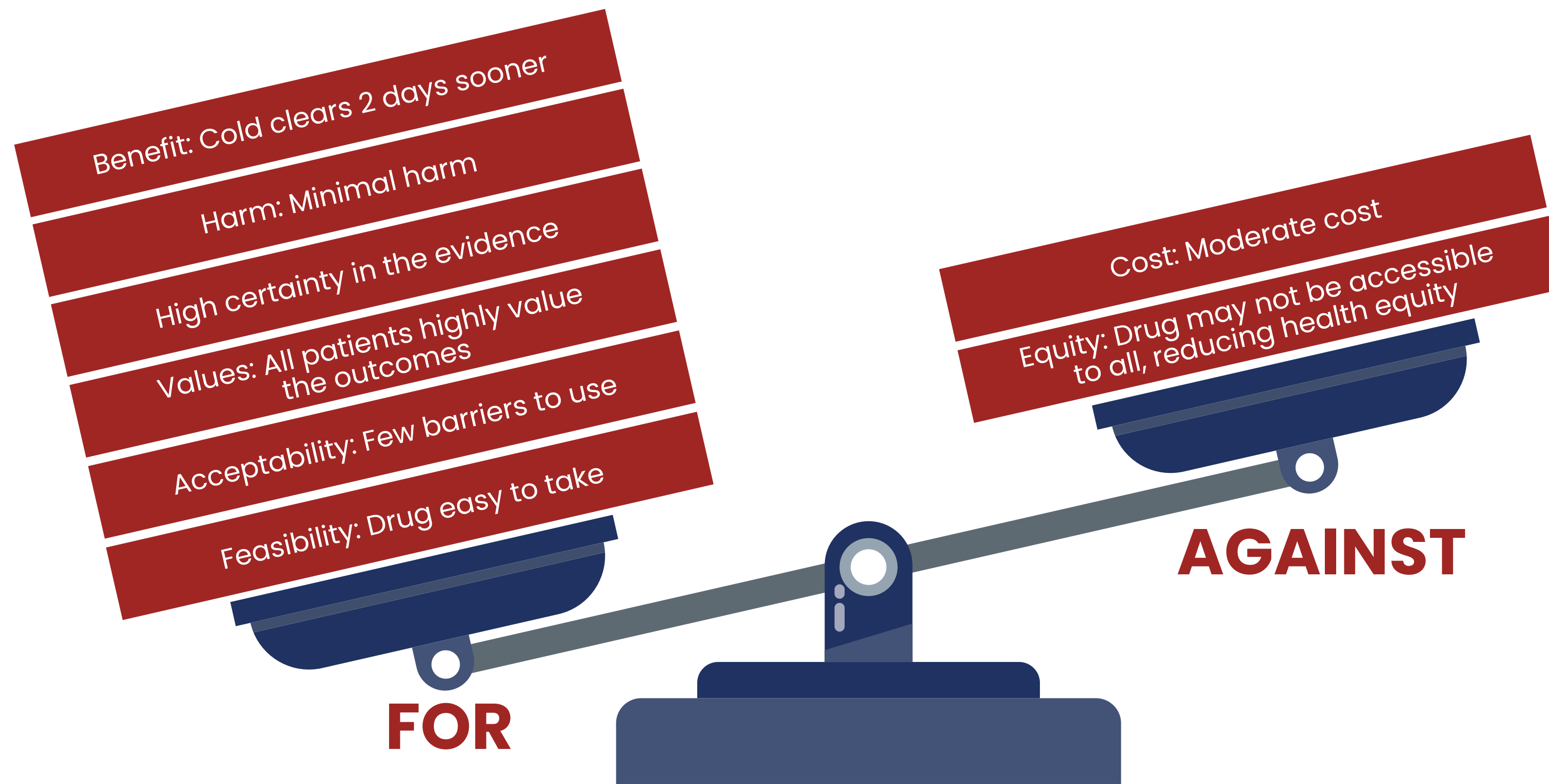
The scale will tip in one direction based on these factors.

Financial contribution:

Should we recommend Drug A to treat the common cold?

More factors clearly favour Drug A.

This is a **strong** recommendation **for** the option.



When a recommendation is strong:

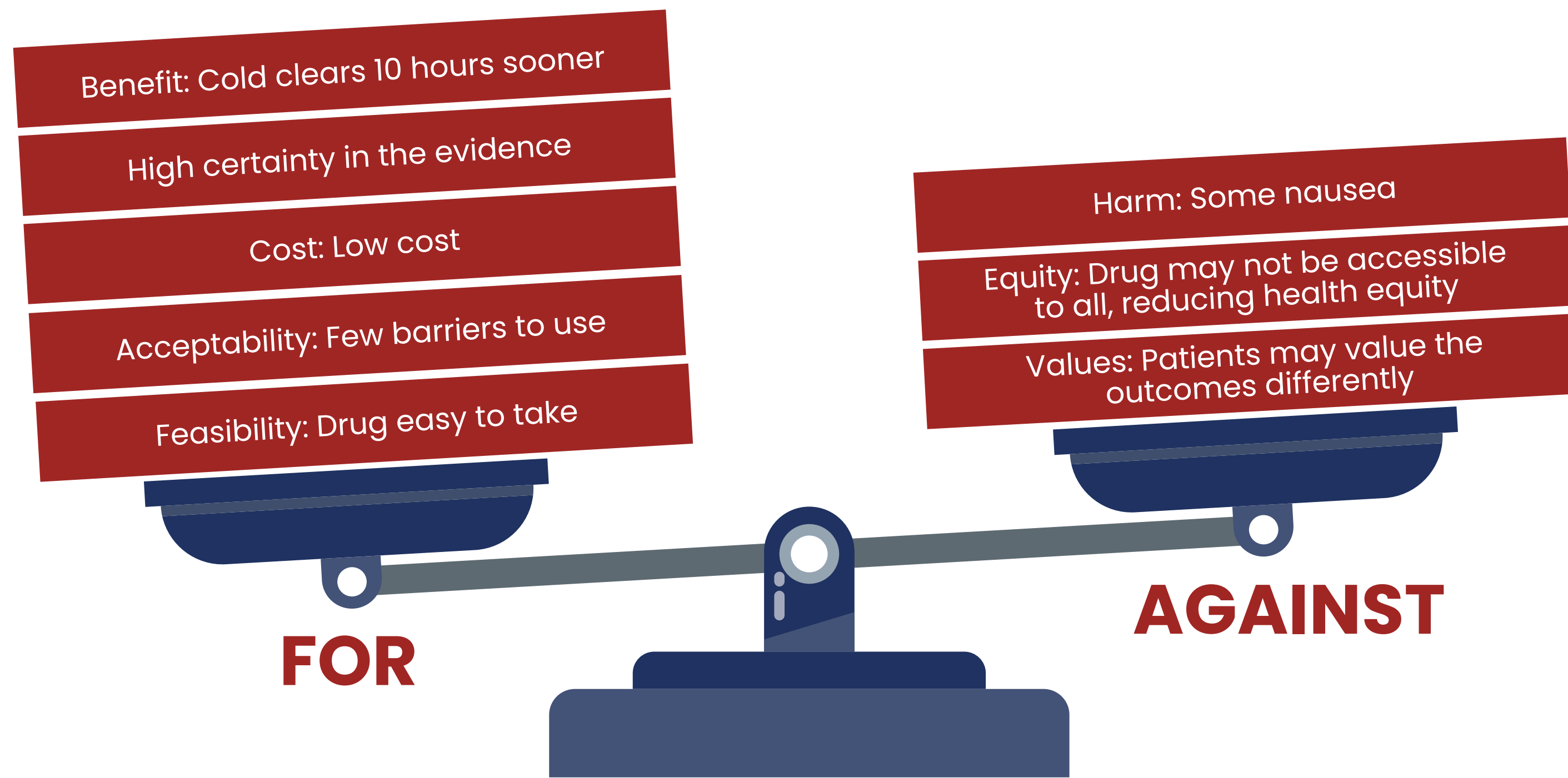
- People will want to **follow it**
- Physicians will want to **prescribe it**
- Policymakers will want to **adopt it**

Financial contribution:

Should we recommend Drug B to treat the common cold?

There are some factors that favour Drug B, but some factors do not.

In this case, the scale only slightly tips and this is a **conditional** recommendation **for** the option. Clinicians and their patients will need to consider the conditions for using the option and if it is right for them.



When a recommendation is conditional

- The majority of people will want to **follow it** but they may want to talk with a healthcare professional first
- The majority of physicians will want to **prescribe it** but they may want to review all factors first
- Most policymakers will want to **adopt it** but they may want to review all factors first

Financial contribution: