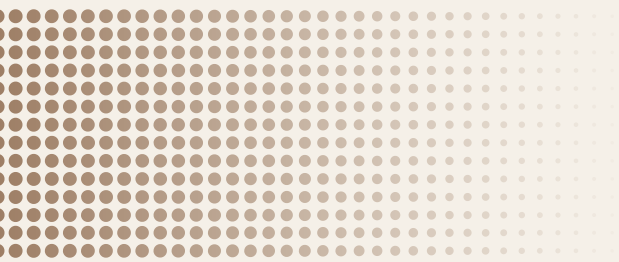




CONTENT CHECKLIST

Prepared By :

Laura Bilbao Broch



Clinical Scientist in
Neuropathology
Science & Health Writer
www.laurabilbaobroch.com

IS YOUR SCIENCE CONTENT ACCURATE ENOUGH?

Getting science wrong isn't just embarrassing. It erodes trust, attracts criticism and can attract regulatory scrutiny.

Use this checklist to audit your current science content and identify where the gaps are before your audience (or a neuroscientist) does it for you.



YOUR CLAIMS CITE PEER-REVIEWED RESEARCH

Primary sources matter. News articles simplify, omit caveats and sometimes misrepresent findings. Your content should trace back to the original study.



CORRELATION IS NOT CAUSATION

Your content distinguishes them. "X is linked to Y" is very different from "X causes Y." Conflating the two is one of the most common and damaging errors in science communication.



NO QUALIFIED PROFESSIONAL REVIEWED IT

If your content makes claims about the brain, behaviour or mental health and has not been reviewed by someone with a relevant scientific background, you are taking a significant credibility risk.



YOU DON'T MAKE DIAGNOSTIC OR TREATMENT CLAIMS

Statements like "this helps with anxiety" or "boosts cognitive function" can constitute medical claims depending on your jurisdiction. These require careful, precise language.



YOUR CONTENT IS CLINICALLY SENSITIVE

Reductive, stigmatising or oversimplified mental health content causes real harm and damages brand reputation. This requires specialist knowledge, not just good writing.