

PIF TICK

Criteria at a glance

1. **Systems:** Information is created using a consistent and documented process

How does your organisation produce health and care information?

Criteria to be met

- There is a designated person accountable for the overall quality of health and care information production.
 - There is a defined and documented process for producing health and care information.
 - There is a process for version control and archiving, during production and for final versions.
 - Conflicts of interest including funding and advertising are identified.
 - A sign off process has been followed to ensure the final resource has adhered to quality control procedures.
 - The information production process is reviewed regularly, but at least annually.
 - There is a process for reviewing and updating health and care information within appropriate timeframes.
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2. **Training:** Staff receive ongoing training and support

How are staff trained and supported to produce high-quality health and care information?

Criteria to be met

- New staff are trained to understand and follow the health and care information production process.
 - Staff are updated on changes to the information production procedure.
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3. **Need:** Resources meet a genuine need

How do you identify a genuine health and care information need?

Criteria to be met

- It is clear why a new information resource is being created, who the resource should be reaching and what their needs are.
 - The media (print, digital, audio visual, social media, video, podcast, etc) for the resource has been considered and chosen based on the needs of the audience.
 - Colleagues/departments within the organisation have been consulted on the development of the information resource so it aligns with organisational objectives.
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4. Evidence: Information is based on reliable, up-to-date evidence which is communicated clearly

What evidence are you using within your health and care information and how are risks and benefits explained?

Criteria to be met

- The organisation has obtained, recorded and referenced up to date, relevant and trustworthy evidence sources.
- Appropriate experts/health professionals are involved in the information production process.
- Risks and benefits have been communicated in an accurate, balanced, unbiased way so the target audience can understand.
- There is signposting to relevant information within the resource e.g further reading, other organisation's websites, local services.

5. Involving users: Users are involved in the development of information

How are users involved in the development of health and care information?

Criteria to be met

- Users are involved at appropriate stages of the information production process and kept informed throughout. Steps should be taken to ensure seldom -heard groups are proactively included in the process.
- User testing has been undertaken with all those who may be using the resource, including patients, carers and healthcare professionals.

6. Health inequalities: Information is written to meet health and digital literacy, language and accessibility needs of the target audience

How do you meet the communication needs of users?

Criteria to be met

- The health literacy needs of the reader have been considered.
- The digital literacy needs of the reader have been considered.
- The accessible information needs of the reader have been considered.
- Inclusive language has been used throughout the resources.

7. Content and design: Information is clearly communicated, easy to access and navigate How do you ensure health and care information is clearly communicated, easy to access and use?

Criteria to be met

- The authoring organisation should be clearly identifiable on the resource and contact details provided.
- Font size and style of typeface selected is easy to read.
- Contrast between the text and the background ensures resources are easy to read.
- Headings, bullet points and colour have been used to help users navigate the resource.
- The resource has been checked for spelling, grammar and hyperlinks.
- A summary of important points has been provided within the resource.
- Navigational aids have been provided within the resource e.g contents list.
- Where illustrations, photographs or video have been used these should be appropriate for the target audience and of high resolution. Consent should be obtained for use.
- Consent has been obtained from patients for case studies, personal stories and/or quotes which have been included in the resource.

8. Feedback: There is a clear process for users to provide feedback How can users give feedback on your health and care information?

Criteria to be met

- A process is in place to seek, record and act upon feedback, complaints or inaccuracies received about resources.

9. Disseminating: Information is promoted to maximise reach How do people find your health and care information?

Criteria to be met

- A plan is in place for the dissemination of health and care information.

10. Impact: The impact of information is measured Does your health and care information make a difference?

Criteria to be met

- A process is in place to monitor and evaluate whether the information resource has achieved its objectives and had a measurable impact on users.