



PIF TICK

Criteria at a glance

1. How does your organisation produce information?

The organisation produces health information in a consistent and systematic manner.

Criteria to be met

- It is within someone's job description to oversee the quality of health information.
 - A written document/manual is in place which describes the information production process and how quality is controlled.
 - Evidence there is a version control process in place and it is being used for electronic and/or hard copies of documents.
 - Conflicts of interest are recorded and action taken noted.
 - The information production process is reviewed annually.
 - A resource review schedule is in place which records review dates for information resources.
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2. How are staff trained and supported to produce high-quality information?

Staff involved in the information production process receive ongoing training and support.

Criteria to be met

- A process is in place to ensure new staff involved in the production of information are inducted into the information production process.
 - Communication takes place with staff to inform them of changes to the information production process and to assess how well it is working.
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3. How do you identify genuine information need?

Resources are produced to meet a genuine need.

Criteria to be met

- A resource proposal has been produced
 - Associated departments are consulted at the outset when creating information resources so impact can be maximised through marketing and communication routes.
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4. What evidence are you using to produce high-quality health information?

Evidence used is relevant, up to date and from a reputable source.

Criteria to be met

- There is an approved list of agreed types and sources of evidence or agreed criteria for writers to follow.
- At least one appropriate expert/clinical or health professional has been involved in the development of the resource.
- When evidence is used to demonstrate risks and benefits it must be shown in a way users can understand.

5. How are users involved in the development of health information?

Users have been involved in the development of information resources.

Criteria to be met

- The target audience/end-users are consulted at appropriate stages of the information production process.
- The target audience/users test the final product to make sure it meets their needs.

6. How do you ensure information is clearly communicated to users?

Resources are written to meet the health literacy needs of the target audience and use appropriate language and tone.

Criteria to be met

The organisation must be able to demonstrate:

- It has addressed the health literacy needs of the target audience.
- Resources are free from spelling or grammatical errors.
- Consent has been recorded for use of case studies.
- Signposting is provided to other appropriate, quality resources.
- The authoring organisation is clearly identifiable on the resource.

7. Is your information easy to access and use?

Resources are easy to access and navigate.

Criteria to be met

- Resources are accessible by the target audience.
- Information should be easy for the user to find and be divided into appropriate sections, with clear headings and subheadings.
- Contrast between any text and the background or images ensures the information is easily readable.
- Where it is appropriate for the size and format of the resource, there is a summary of the main or key points, which brings together the most important information from the resource together.
- A contents list or index is included. For websites, clear user journeys can be identified.
- Illustrations and photographs used should be appropriate for the audience the resource is intended for. For example, photographs should reflect the diversity of the target audience and the subject matter of the resource.

8. How can users give feedback on your information?

There is a clear mechanism for users to give feedback.

Criteria to be met

- There is a clear mechanism for end-users to give feedback on each resource.

9. How do people find your information?

Information resources have been promoted to maximise their reach.

Criteria to be met

- Appropriate channels have been used to disseminate the resource to target audiences.

10. Does your information make a difference?

The impact of the resource has been measured.

Criteria to be met

- Clear aims set for each piece of information.
- Feedback reviewed and compared against aims.
- Key measurable outcomes identified and the information portfolio tracked against these.