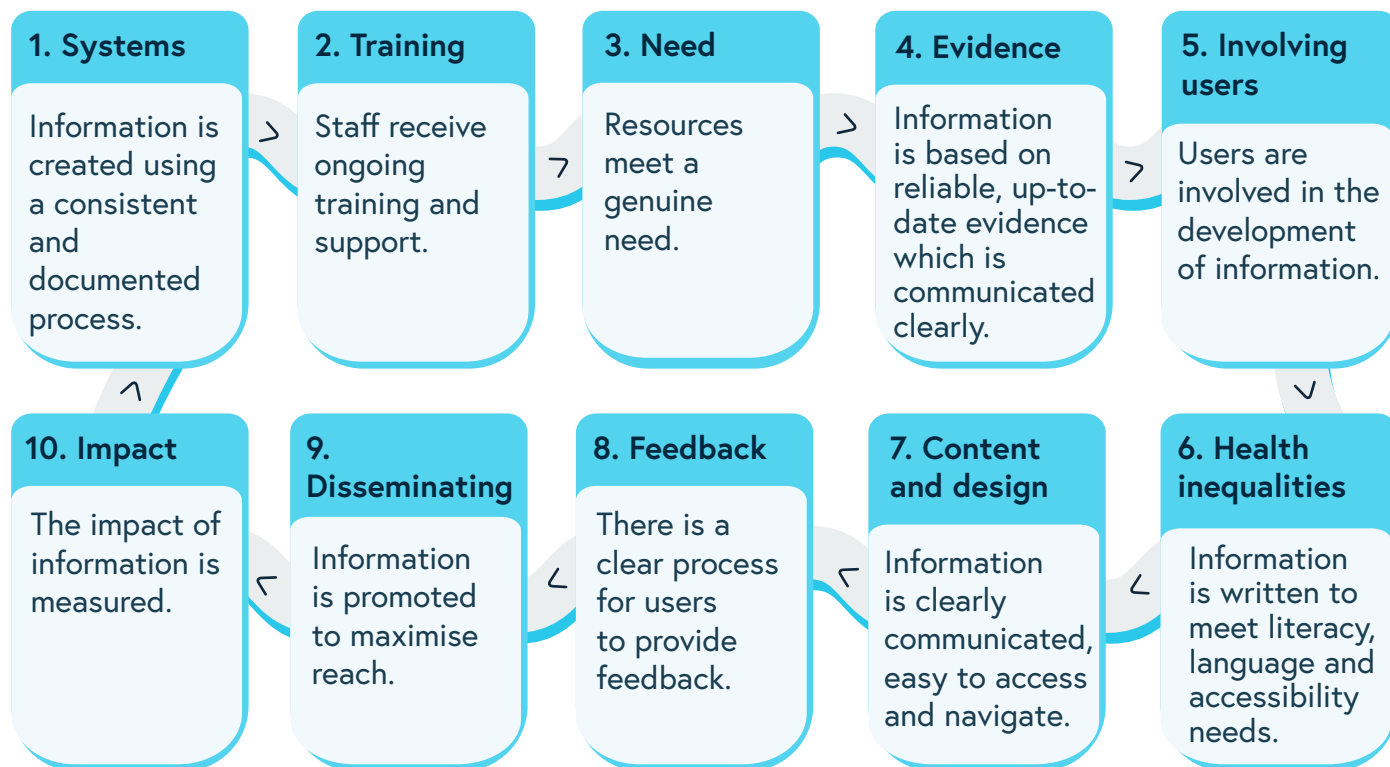


The PIF TICK raises standards in health information and directs the public to trusted health information. It is underpinned by 10 criteria and a robust annual assessment.

Trusted
Information
Creator

PIF TICK criteria



PIF TICK annual assessment process

Application and criteria mapping

Information producers work with the support of PIF to review and update their processes where required.

Review

After 9 months PIF starts the assessment and support process again, this time looking for areas of change or improvement.

Guidance and support

PIF supports members to improve their processes.

Certification

Once the action plan has been implemented, members can start to use the PIF TICK logo.

Assessment and action plan

PIF conducts an initial PIF TICK assessment and provides an action plan for improvement.

For more information about PIF or to join us visit pifonline.org.uk
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