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

フ

PIF TICK criteria

1. Systems

Information is created using a consistent and documented process.

2. Training

Staff receive ongoing training and support.

3. Need

Resources meet a genuine need.

4. Evidence

Information is based on reliable, up-to-date evidence which is communicated clearly.

5. Involving users

Users are involved in the development of information.

10. Impact

The impact of information is measured.

1

9.

Disseminating

Information is promoted to maximise reach.

7

8. Feedback

There is a clear process for users to provide feedback.

7. Content and design

Information is clearly communicated, easy to access and navigate.

6. Health inequalities

Information is written to meet literacy, language and accessibility needs.

۷

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 <u>pifonline.org.uk</u> Published June 2022. Review date June 2024.