



PIF TICK

Updates to the criteria

The following document outlines the main updates to the PIF TICK criteria made in June 2022. PIF members will be supported to reach the updated criteria at their next assessment.

You can see the support PIF offers to meet each criteria [here](#).

Key additions to the criteria

1.7 There is a process for reviewing and updating health and care information within appropriate timeframes.

Minimum requirement: A resource review schedule is in place, together with a process which explains the different ways you will review information based on information type, last review date, updates in evidence and feedback.

Some level of review must take place every three years.

What's changed?

Different levels of review are encouraged in the updated criteria instead of a standard review every three years.

3.1 It is clear why a NEW information resource is being created, who the resource should be reaching and what their needs are.

Minimum requirement: A resource proposal has been produced which clearly outlines:

- The need for the information resource. This may be from surveys, helpline requests, etc
- The purpose of the resource
- The target audience for the resource, including health and digital literacy needs, inclusive language and accessibility requirements.

What's changed?

A greater emphasis on the need to consider health and digital literacy needs, inclusive language and accessibility.

3.2 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.

Minimum requirement: Evidence that different types of media have been discussed and all relevant media types have been used to suit the target audience.

What's changed?

Health information is about more than just printed materials. All appropriate media should be considered.

4.1 The organisation has obtained, recorded and referenced up to date, relevant and trustworthy evidence sources.

Desirable:

- Preferred list of evidence sources
- Details of how searches are structured
- Referencing guide
- Use of patient data to demonstrate or support your evidence sources

What's changed?

The inclusion of patient data has been added as a desirable criteria.

5.2 User testing has been undertaken with all those who may be using the resource, including patients, carers and healthcare professionals.

Minimum requirement: Users must test a new resource to make sure it meets their needs.

This must include:

- Health literacy testing
- Digital literacy testing
- Accessibility testing
- Images
- Language
- Numeracy
- Understanding

What's changed?

The updated criteria includes more detail on what we expect from user testing.

New sections

6.1 The health literacy needs of the reader have been considered.

Minimum requirement: The organisation can demonstrate how they have addressed the health literacy needs of their target audience. Staff are trained to be health literate aware. Approaches are used that do not make assumptions about levels of health literacy.

Desirable: Setting a clear reading age for the information resource and testing this has been met. The organisation makes health literacy a permanent part of its mission and structure.

6.2 The digital literacy needs of the reader have been considered.

Minimum requirement: The organisation can demonstrate how they have addressed the digital literacy needs of their target audience. Approaches are used that do not make assumptions about levels of digital literacy.

Desirable: Resources are designed to include features which address accessibility requirements.

6.3 The accessible information needs of the user have been considered.

Minimum requirement: The organisation can demonstrate how they have addressed the accessible information needs of their target audience e.g. considered alternative languages, leaflets are available in plain text, videos have subtitles included, website fonts can be enlarged, etc.

Desirable: The organisation uses a range of technologies and skilled professionals to aid accessibility.

6.4 Inclusive language has been used throughout the resources.

Minimum requirement: Inclusive language has been considered and used where appropriate.
