



PIF TICK

Individual PIF TICK Criteria at a glance

The PIF TICK for individuals is equivalent to the PIF TICK for organisations. The 10 criteria have been adjusted to account for an individual creating content on their own.

- 1. Systems and processes:** You must have a written method for producing content
 - 2. Training:** Anyone producing content must have the appropriate skills and knowledge
 - 3. Need:** There must be a genuine need for the content
 - 4. Evidence:** You must use up-to-date trusted evidence sources and explain any risks and uncertainties to your audience
 - 5. User involvement:** Your audience must be considered in the creation of your content
 - 6. Health inequalities and accessibility needs:** You must create content that meets the needs of your audience
 - 7. Transparency and legal:** You must comply with GDPR, conflicts of interest, promotion of medicines and other regulations
 - 8. Feedback and comments:** Feedback and comments are dealt with appropriately
 - 9. Dissemination:** Information is promoted to maximise reach
 - 10. Measuring impact:** You must be able to measure the impact of your content
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1. Systems and processes: You must have a written method for producing content

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: Anyone producing content must have the appropriate skills and knowledge

Criteria to be met

- Explain how you remain up to date on current practices and topical areas including subject matter, health literacy, digital literacy, accessibility, and inclusive language.

3. Need: There must be a genuine need for the content

Criteria to be met

- How do you decide which NEW content to create, who it is for and how their needs are being met?
Examples of need include: addressing misinformation or a request from your audience.
- If content is being recreated to meet a specific need, it must be additive, not plagiarised, and link back to the original source.

4. Evidence: You must use up-to-date trusted evidence sources and explain any risks and uncertainties to users

Criteria to be met

- You must demonstrate how you have established and maintained a list of approved types and sources of evidence, and criteria to define subject matter expertise, including your own expert knowledge.
- All evidence must be up to date, relevant, accurately referenced, and balanced to reflect the weight and quality of evidence available.
- At least one appropriate expert, clinical or health professional has been involved in the development of the resource. You may be classed as an expert yourself (see guidance).
- Experts are qualified to a recognised standard or are registered with the appropriate professional body.
- There must be a process explaining how you will present risks and numbers.
- If you signpost to further information, sources should be of high quality and useful to your audience. You must have a process for vetting the sources.



5. User involvement: Your audience must be considered in the creation of your content

Criteria to be met

- Steps should be taken to ensure seldom-heard groups are proactively included in the process. You must demonstrate how you understand your users and consider health literacy and numeracy levels, language, accessibility needs.
- Information should be helpful to a wide range of people.

6. Health inequalities and accessibility needs: Content must be created to meet the needs of the audience

Criteria to be met

- Testing the information for understanding, ensuring it is accessible and inclusive.
- Being aware of literacy and numeracy levels of the general population other health literacy challenges.
- There is a process for reviewing and updating health and care information within appropriate timeframes.

7. Transparency and legal: You must comply with GDPR, conflicts of interest, promotion of medicines and other regulations

Criteria to be met

- If the content includes a named case study or personal story, consent must be obtained for use. The length of time the consent is valid for should be recorded.
- It is essential you maintain patient confidentiality if using anonymised case studies.
- You must understand and comply with local regulations about medicine promotion.
- Declaration and disclaimers can be used and internal conflict of interest policies maintained.
- Make your audience aware if your content is sponsored. The PIF TICK cannot be used on promotional content.



8. Feedback and comments: Feedback and comments are dealt with appropriately

Criteria to be met

- Feedback must be considered and recorded.
- Not all feedback is useful but you must review feedback and consider if updates are required.
- If a platform like YouTube is used, the comments are stored against the video so there is no need to log these again.

9. Dissemination: Information is promoted to maximise reach

Criteria to be met

- You must have a plan in place to maximise the reach of your content and be clear the content will be packaged so your audience can access it.

10. Measuring impact: The impact of your content must be measured

Criteria to be met

- Set clear aims for each piece of information at the outset of development.
 - Review feedback and compare it against your aims.
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