



**Patient
Information
Forum**

Knowledge is Power



Annual

Review

2024

Chair's message: A year of change for PIF



PIF became a charity in the summer of 2023. This review covers our first 15 months in this new structure.

Despite the change, our vision remains the same. In fact, it is ever more critical in an era of misinformation, fuelled by the rapid use of generative AI in online search and on social media.

In 2024, we updated the PIF TICK criteria to ensure our standards kept pace with AI and other developments.

In 2023, we opened up PIF TICK certification to health professionals creating content for social media. By the end of 2024, more than 130 organisations and individuals were PIF TICK certified, helping the public find trusted information. We also started work with NHS England to support signposting of PIF TICK health information in public libraries.

Knowledge is Power, published in November 2024, gave a clear view of how people want to access health information and the barriers they face. It revealed inequities in access which compound health inequality and demonstrated the unequal impact of health misinformation. These findings informed our response to the NHS plan consultation, launched by the government.

In 2025, we look forward to working with our growing membership and to ensure everyone has access to credible health information.

Sue Farrington, Chair, PIF

Our vision

Everyone has access to personalised health information and support to enable them to make informed decisions about their health, wellbeing and care.

Achievements of the year

PIF started work as a charity on 1 October 2023, since then organisations certified by PIF TICK has grown, as has the PIF membership.

An emerging concern was the use of AI in health information. We issued a position statement on AI in April 2024, with a warning on the use of open generative AI.

The review of the PIF TICK criteria focused on managing the risks and benefits of AI.

To support members we published a detailed framework on policy creation for AI use.

At the end of 2024 we published Knowledge is Power, a state of the nation report on access to health information.

12 Training workshops

171 Trainees, plus bespoke in-house training

16 Hot topic webinars and events

1,302 Webinar sign ups



6 Updated guides and posters

- Communicating benefits risks and uncertainties
- Using plain language in health information
- Accessibility matters
- Inclusive language matters
- Translating health information
- Translated health information matters

4 Reports

- AI position statement
- Fair Market Value report with a coalition of charities
- Joint report with PRSB on the use of digital portals
- Knowledge is Power



2,950 members

137 certified PIF TICK members



8 Corporate partners

2 New TICK posters

- Finding trusted health information on social media
- AI and health information

1 website refresh

1 PIF TICK criteria update

Our strategic aims 2022-2024

Quality	Progress in 2024
PIF raises standards in quality health information and certifies trusted health information producers.	The PIF TICK criteria are seen as the definitive standards for trusted health information in an evolving technological landscape.
Integration	Progress in 2024
PIF campaigns for quality health information and support to be an integral part of the patient journey.	Knowledge is Power demonstrates the need for health information to be integrated into the patient journey and makes concrete recommendations for change.
Inclusion	Progress in 2024
PIF advocates for health information to be available to all, meeting health and digital literacy, accessibility and cultural needs.	PIF's guidance and project work continues to raise awareness of how health information can help tackle health inequalities.
Expertise	Progress in 2024
PIF enhances the expertise of people working in the field of health information.	Members are actively engaged in PIF's expertise activities. CPD accredited training, a hot topic webinar series and professional guidance support the achievement of the PIF TICK criteria.
Infrastructure	Progress in 2024
PIF strives to develop and maintain a sustainable, expanding and financially secure organisation.	PIF begins operating as a charitable incorporated organisation (CIO).

Quality – the PIF TICK

The PIF TICK continued to grow in 2023 and 2024 with more than 130 certified trusted information creators. A major review of the PIF TICK criteria responded to the rapid deployment of artificial intelligence tools and growing recognition of the need for translated health information. The review led to the introduction of PIF TICK V3 in November 2024. After a successful pilot, we opened PIF TICK certification to individual content creators. In September, we relaunched our main website, making it easier to access our best practice guidance and showcasing the importance of PIF TICK certification.


Working with libraries

In October, NHS England included the PIF TICK website in its Health Literacy Toolkit for public libraries. The toolkit supports librarians to connect the public with trusted health information. We also relaunched the PIF YouTube channel. The channel hosts new videos to help people spot misinformation and signposts certified PIF TICK creators.

Trusted health content

In September 2023, YouTube opened its UK Health Shelf of trusted sources of information. We worked with the Academy of Medical Royal Colleges to define the standards for the Health Shelf. The AOMRC endorsed the PIF TICK in the published content standard.

Criteria at a glance

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1. Systems
 2. Training
 3. Need
 4. Evidence
 5. Involving users
 6. Health inequalities
 7. Transparency and legal
 8. Feedback
 9. Disseminating
 10. Impact

PIF TICK Steering group



Sion Baldwin-Jones
Health Content Lead,
Parkinsons UK



Tom Bishop
Head of Patient Information,
Anthony Nolan



Selina Corkery
Service Manager (Editorial),
Macmillan Cancer Support



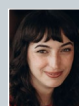
Caroline DeBrun
Knowledge and Evidence
Specialist – South West, UK
Health Security Agency



Sophie Dopierala-Bull
Education and Health
Communications Director,
CoppaFeel!



Elena Fabbrani
Patient and Public
Involvement Manager, Royal
College of Anaesthetists



Imogen Pinnell
Information and Support
Content Manager, Marie
Curie



Emma Rushton
Information and Services
Manager, Multiple System
Atrophy Trust



Julie Smith
Content Director, EIDO
Healthcare



Dr Knut Schroeder
GP and Health Information
App Producer, Founder and
Director of Expert Self Care
Ltd



Dr Alice Wood
GP and Clinical Director

Integration

We commissioned Ipsos to carry out research on health information access across the UK. The resulting report, Knowledge is Power, was published in November. It revealed half of UK adults are struggling to find health information they can trust and there are clear inequalities in access to information.

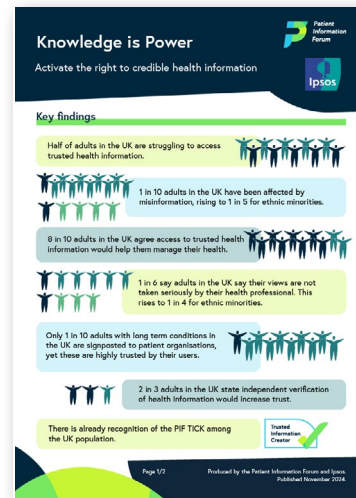
Key findings

- 1 in 5 people with a life-long condition had not received any information from the NHS since diagnosis.
- 1 in 10 people had been impacted by health misinformation, rising to 1 in 5 for ethnic minorities.
- 2 in 3 support verification of health information.
- 1 in 10 young adults are aware of PIF TICK.

Recommendations

1. Providing health information as a core part of patient care.
2. Tackling misinformation through robust standards and effective signposting.
3. Making health information accessible and appropriate for all.
4. Embedding patient experience as a measure of NHS performance.
5. Mandating effective delivery of health information with a named lead in NHS organisations.

Knowledge is Power, and feedback from member consultation, formed the backbone of our response to the 10-year plan consultation. We advocated for better signposting of PIF TICK certified sources of information from NHS services and digital products.



Signposting trusted health information

The PIF TICK website and PDF directory helps healthcare professionals signpost trusted health information and the public find credible sources. The website is updated monthly and the PDF directory is published twice a year, in March and September.

The website also includes helpful advice on how to find trusted information and spot misinformation. Two new posters were added in 2024 – Finding trusted health information on social media and AI and health information.



Inclusion

Our work in 2024 continued to support our strategic aim on inclusion. Early in the year we were commissioned by the Sussex Maternity System to co-produce new health information to tackle inequity in maternal outcomes.

We worked closely with local community and voluntary sector groups to identify the information needs of women from diverse backgrounds and communities. Engagement activities helped shape not just the content but also the tone and style of resources.

Translated resources

The result was the production of five new easy read resources and accompanying short YouTube videos on maternity care. We also produced a timeline of key points in the maternity journey. These resources were translated into 10 languages.

We again worked closely with community groups to ensure the information reached those that needed it most. The resources are signposted on the maternity system website and on its YouTube channel.



Fair Market Value

In September, as part of a coalition of charities, we published a guide to fair payment for partnership work. The guidance, Fair Market Value for Charities in Partnership Work, is based on an extensive consultation with charities and funders.

It is designed to help charities and partners calculate FMV and support patient and public involvement activity.



Health Inequalities Week

In July 2024, we ran our first Health Inequalities Week. Events covered the role of information in tackling inequalities in maternity and cancer care, health literacy and digital inclusion, and disability language in content design.

Expertise

October 2023

Training

- Health and digital literacy
- Editing training

Bespoke training Astra Zeneca

Webinar

Engaging with seldom heard groups

External events

Shared Decision Making project presented at CPOC advisory group

Guidance

Co-production guide update



November 2023

Training

- Writing health information
- Assessing the impact of health information

January 2024

Webinar

Behaviour change and health information

Webinar

AI in health information



February 2024

Webinar

Top tips to streamline your information production process

December 2023

Guidance

Communicating benefits, risks and uncertainties update

Health literacy checklist

March 2024

Training
Writing health information

Webinar
Launch of the individual PIF TICK

PIF TICK directory update
published

Launch of joint survey with
PRSB on patient portals

April 2024

Training
Content Design London
workshop using trauma-
informed principles in your
work

In-person workshop
Member's challenges and
solutions

Webinar

- Updates from the Ipsos knowledge panel
- Data visualisation

AI position statement

May 2024

Webinar
Digital health and NHS Apps

Guidance
Using plain language update

Accessibility matters poster
update

Bespoke training developed for
ABPI staff

External events:

- PIF partners The King's Fund Health Inequalities Conference
- Reading Well for Dementia list launch – PIF on advisory group

Guidance
Working with medical reviewers

Bespoke training CRUK



June 2024

Training
Assessing the impact of health information

First freelance roundtable hosted by PIF

Bespoke training for Ipsen and South Tyneside and Sunderland NHS Foundation Trust

July 2024

PIF hosts Health Inequalities Week

- Webinar: Health inequalities and health information
 - Webinar: How the PIF TICK is improving health information
 - Masterclass: Health literacy with Prof Gill Rowlands
 - Inclusive language matters poster updated
-

Training
Content Design London workshop, disability, language and design

External events
CILIP conference

August 2024

Launch of Knowledge Empowers survey

September 2024

Training

- Writing health information
- Content Design London: Creating content in multiple languages

PIF signs open letter to new health minister Wes Streeting outlining the health issues facing the UK.

PIF Directory update



October 2024

Training
Creating health and digital literacy friendly resources

Fair Market Value report published

Framework for the use of AI in health information published

Joint report with PRSB on the use of digital portals

Webinars

- AI and the PIF TICK criteria update
 - IPSOS: Is oncology care in the UK equitable?
-

External events

- YouTube health creators event
- BluePrint Medicines event for European rare disease charities
- Astra Zeneca lunch and learn

November 2024

Training
Editing health information

Webinars

- Translating health information
 - Knowledge is Power
-

Guidance

Translating health information guide update



Knowledge is Power report published

External events

- EIDO Medico Legal conference
- Royal Society of Medicine's Food and Health Section
- ABPI Strategic Partnerships board



December 2024

Training
Effective facilitation skills

Response to NHS 10-year plan submitted

Knowledge is Power summary of key findings and recommendations

Change in status

PIF began operating as a charitable incorporated organisation (CIO) on 1 October 2023. This report covers the activity for the final quarter of 2023 and 2024.

The change from a not-for-profit company to a CIO helps us to operate more sustainably and offers the potential for new sources of funding.

PIF's income in the final quarter of 2023 and 2024 came from four main sources



In 2023 and 2024 PIF received support from the following corporate organisations:



I would highly recommend using the PIF Ask the Membership service. I had great, really quick responses from members.

PIF member

Our services support our members

[Strategic Co production](#)

The Perfect Patient Information Journey is our validated process for co-producing health information. It has been used in different sectors and a range of medical conditions.

[Resource review](#)

The PIF Sounding Board is a sense-checking and peer-review service for health information for patients and the public.

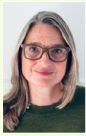
[Bespoke training](#)

PIF delivers CPD certified training in a range of formats to meet the exact needs of organisations.

[Ask the Membership](#) allows PIF members to tap into the expertise of peers.

Infrastructure and governance

Our team



Sophie Randall
Director



Dan Wills
PIF TICK
Manager



Sheena Campbell
Communications
Manager



Eugene Thomas
Website
Manager and
Designer



Klair Bird
PIF Admin



Claire Utting
PIF TICK
Assessor



Susan Smith
PIF TICK
Assessor



Marie Clegg
PIF TICK
Assessor

Our board

PIF is governed by a board of non-executive directors



Sue Farrington
Chair



Anne Ballard
Non-Executive
Director



Graham Parker
Non-Executive
Director



Jacquie White
Non-Executive
Director

Advisory group

PIF is guided by an advisory group of members

Kate Betteridge
Neil Betteridge Associates

Morag Evans
Library and Knowledge
Specialist

Rachael Middle
Isle of Wight NHS Trust

Trishna Bharadia
Owner, The Spark Global

Katrina Glaister
Salisbury NHS Foundation
Trust

Dr Knut Schroeder
Expert Self Care Ltd

Selina Corkery
Macmillan Cancer Support

Lynsey Hawker
The King's Fund

Dr Juhi Tandon
Cognitant Group

Linda Cowie
FCB Health Europe

Louise Jones
Senior Health Information
Writer and Researcher,
Anthony Nolan

Dr Alice Wood
GP and Clinical Director

Joanna Dundon
NHS Wales Informatics
Service

Steph Jury
Guy's and St Thomas' NHS
Foundation Trust

Join us

The Patient Information Forum (PIF) is the membership body for people working in health information and support. We are the independent voice of UK health information. PIF runs the only quality mark for print and digital health information – the PIF TICK.

PIF has promoted access to trusted health information for patients, carers, the public and healthcare professionals for more than 25 years. Extending our influence and impact is only possible with the support of our members and the partnerships we build with like-minded organisations. [Find out about PIF membership.](#)

I think your organisation is brilliant and you are doing a great job. You really care about what you do.

PIF member

Our Partners



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