

# Knowledge Empowers

## The impact of credible health information

Only 1 in 10 people with long term conditions are signposted to health information from NHS services, according to research by Ipsos and PIF<sup>1</sup>. In 2024, Asthma and Lung UK, Anthony Nolan, Cognitant Group, CoppaFeel, Macmillan Cancer Support, National Rheumatoid Arthritis Society, Royal College of Anaesthetists, Scleroderma and Raynaud's UK, and Tommy's shared a survey on the impact of health information with their users. It had 209 responses.

**8 in 10** agreed information provided by the organisation helped them manage their health



'I've used Asthma and Lung UK's online Breathing Class since I recovered from Covid. It helped me physically and mentally to deal with my asthma. It is very supportive.'

### Credible information empowers patients

**9 in 10** seek health information before making a GP appointment or hospital appointment



'I always see if I can find an answer myself rather than take up GP time.'

**8 in 10** feel confident in their knowledge to discuss their treatment with their care team



'The detailed information has given me a broader insight into my condition and enabled me to ask more pertinent questions at my hospital appointments.'

**9 in 10** go to appointments with questions prepared. **6 in 10** say their views are taken seriously by health professionals.



'Some are very good at listening, but on the whole I have to be very direct and forceful to get what I need from the appointment.'

### Knowledge is Power

**2 in 3** UK adults say independent verification of health information would increase trust.<sup>1</sup>

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### People actively seek health information

1 in 2 people had searched for health information in the last week. 1 in 3 in the last month. People want to be signposted to trusted sources of information from the NHS and by health professionals.



#### Preferred sources

- Credible health websites
- NHS App
- Text or email from doctor
- Leaflet from doctor

'I tend to use trusted websites or apps to look something up. What is really useful however, is information from the GP following an appointment. It makes the patient feel that they are being listened to and their issues being considered even after leaving the consultation.'

### Health charities make people feel less alone

Reduced isolation was a theme in 12,000 words of free text comments<sup>2</sup>.

'Realising lots of people suffer with my condition, I don't feel so alone with this.'

'I don't feel so isolated and I know I can contact them if I need to.'

'I don't feel alone and the effect on my life is recognised.'



There are more than 150 trusted information creators certified by PIF TICK – helping everyone find credible sources of health information and support.

View the directory at [piftick.org.uk](https://piftick.org.uk)

### References

1. Knowledge is Power, PIF and Ipsos 2024.  
[pifonline.org.uk/resources/knowledge-is-power](https://pifonline.org.uk/resources/knowledge-is-power)
2. I am not alone – A qualitative survey of the impact of patient support groups using corpus linguistics, Dr Emma McClaughlin, University of Nottingham 2025.  
[pifonline.org.uk/resources/webinar-tackling-health-misinformation-and-understanding-health-literacy](https://pifonline.org.uk/resources/webinar-tackling-health-misinformation-and-understanding-health-literacy)