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PIF TICK benefits

Lauren Lakritz, Lymphoma Action



PIF TICK benefits

These are 'multi-way': for the organisation, the public and the wider PIF community.

- How we produce information: checking, revising and honing of our information production processes.
- Being part of the PIF TICK community: seeking guidance from PIF TICK assessors and counterparts across the sector.



PIF TICK benefits

A quick method of communication to others that we are a trustworthy source of health information



- Enhancing public perception of our work, which includes health professionals and other organisations (including the NHS) who might want to signpost to us or work with us.
- 'At a glance' reassurance – particularly important when there is so much information 'out there' that is of varying quality.
- Cross-referral – the above also applies in helping us to identify others as trustworthy sources for us to signpost to.



PIF TICK benefits

New for us – considering what CAN be included in scope



- From “what’s out?” to “what’s in?” – adapting to consider what we **can** include (in contrast to the Information Standard scheme).
- Further enhancing our reputation more **broadly** – in seeing us as a trustworthy information provider, we hope that even more people affected by lymphoma will find out about our range of support services, so that no one faces lymphoma alone.



PIF TICK benefits

A development point for us – consideration of ‘success’



- **What does success look like?** – PIF criteria is making us think more about possible measures of success, so that we can focus our resources on producing content that is genuinely useful to people affected by lymphoma.