

2022-24

## Strategy Overview



The Patient Information Forum is the UK membership organisation for people working in health information and support. We are the independent voice of UK health information. We run the only UK-wide quality mark for health information – the PIF TICK.

### Our purpose

The Patient Information Forum promotes access to trusted health information for patients, carers, the public and healthcare professionals. We do this by raising standards for trusted health information, providing training and support, and certifying quality information providers. We advocate for 'access for all' to trusted health information in health and social care.

We believe integrating trusted health information in care pathways empowers patients and carers. It supports shared decision-making and self-management, improving health outcomes.

### Our vision

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

### Strategic aims

**Quality** – PIF raises standards in quality health information and certifies trusted health information producers.

**Integration** – PIF campaigns for quality health information and support to be an integral part of the patient journey.

**Expertise** – PIF enhances the expertise of people working in the field of health information.

**Inclusion** – PIF advocates for health information to be available to all, meeting health and digital literacy, accessibility and cultural needs.

**Infrastructure** – We strive to develop and maintain a sustainable, expanding and financially secure organisation.

## Aim: Quality

PIF raises standards in quality health information and certifies trusted health information producers.

<b>Key objectives</b>	<ol style="list-style-type: none"><li>1. Increase the number of organisations participating in PIF TICK to 220 by 2024</li><li>2. Increase recognition of PIF TICK standards by NICE, CQC, NHSE and equivalent bodies in the four nations, wider bodies like WHO.</li><li>3. Raise patient and public awareness of what high-quality health information and support looks like and where to find it via the PIF TICK website and an ongoing public awareness campaign.</li><li>4. Increase awareness amongst health professionals of the PIF TICK and how to signpost patients and the public to trusted information.</li><li>5. Build links with academic institutions with an interest in trusted health information to demonstrate the impact of PIF TICK (links to expertise)</li><li>6. Establish a transparent process for review and update of the PIF TICK criteria with a panel of members and patients/public.</li></ol>
<b>Key outcome</b>	Patients and the public recognise the PIF TICK, and have access to trusted health information which can be understood and acted upon, to enable them to make informed decisions about their health, wellbeing and care.
<b>What will success look like?</b>	<ul style="list-style-type: none"><li>• The PIF TICK criteria are seen as the definitive standards for trusted health information by members and the wider health economy. The number of PIF TICK member organisations increases to 220 by the end of 2024. This increases named members to 1500 with 90% of website accounts activated. We engage with more than 5,000 people (identified as followers via Twitter and LinkedIn) increasing awareness of the PIF TICK and the 10 criteria.</li><li>• Recognition of PIF TICK standards by NICE, CQC, NHSE and equivalent bodies in the four nations, wider bodies like WHO.</li><li>• PIF TICK website is the go-to-place for the public to find trusted health information, based on referrals from members, ongoing awareness campaigns and endorsements and signposting from national bodies. Traffic builds steadily over the course of three years.</li><li>• PIF has established links with academic institutions with an interest in health information and media and information literacy to demonstrate the impact of PIF TICK.</li><li>• A transparent and expert review process is established for the review of the PIF TICK criteria to ensure the scheme stays up to date with best practice.</li></ul>

## Aim: Integration

PIF campaigns for quality health information and support to be an integral part of the patient journey.

<b>Key objectives</b>	<ol style="list-style-type: none"><li>1. Promote the 'Perfect Patient Information Journey' to identify the information and support needs of patients along the care pathway, which will consider shared decision making and personalisation. Publish final report on measuring impact including St Marks case study.</li><li>2. Deliver PPIJ demonstration projects for PIFU and Shared Decision Making in Nottinghamshire.</li><li>3. Deliver PPIJ demonstration projects in scleroderma and other long term conditions.</li><li>4. Work with key stakeholders, throughout the UK, to develop clear access routes and signposting for patients to high-quality health information and support, so it becomes embedded into digital and face to face care pathways</li><li>5. Lobby for information and support to be embedded in relevant NICE guidelines for example on Shared Decision Making and Vaccination uptake.</li></ol>
<b>Key outcome</b>	Information and support is provided as an integral part of the patient journey, and recognised as a fundamental component of person-centred care and self- management.
<b>What will success look like?</b>	<ul style="list-style-type: none"><li>• Information and support are integrated into care pathways across health and social care, and recognised as a fundamental component of person-centred care and self-management.</li><li>• Professionals are able to clearly signpost patients to trusted health information and support via digital and non digital channels.</li><li>• Decision makers and organisational leaders recognise the value and importance of information and support as a central element of health, and invest in its creation.</li></ul>

## Aim: Expertise

PIF enhances the expertise of people working in the field of health information and support.

<b>Key objectives</b>	<ol style="list-style-type: none"><li>1. Develop and provide accredited, modular, online training, to improve the skills of people involved in health information and support, including how to deliver personalised information and support.</li><li>2. Deliver a range of services, events and networking opportunities which facilitates the sharing of expertise, learning and good practice.</li><li>3. Improve understanding of the skills and expertise required of those involved in health information and support, and the core competencies of this profession.</li></ol>
<b>Key outcome</b>	Health information production and provision is recognised as a highly skilled, core component of all health and support staff's competence.
<b>What will success look like?</b>	<ul style="list-style-type: none"><li>• 50% of PIF members are actively engaged in our professional development opportunities, including new and experienced individuals.</li><li>• People who produce and provide health information and support understand the PIF TICK Criteria, and feel they have the training and skills to be able to deliver against them.</li><li>• PIF members report that their role and skills in delivering high-quality health information and support are more widely acknowledged and valued.</li><li>• Training to become a Health Information Support Professional is a viable and recognised career option.</li><li>• As a result of the training provided the quality of health information and support is improved, and the impact is demonstrated through the positive experience of patients.</li><li>• Recruitment advertisers seeks staff trained/experienced in PIF TICK.</li></ul>

<b>Aim: Inclusion</b>	
PIF advocates for health information to be available to all, meeting health and digital literacy, accessibility and cultural needs.	
<b>Key objectives</b>	<ol style="list-style-type: none"> <li>1. PIF leads development of guidance in this area in response to members' needs, working with key academics and partners including Health Literacy UK and HEE.</li> <li>2. Campaigns on health and digital literacy and accessibility grows the number of organisations signing our health and digital literacy charter and taking part in training.</li> <li>3. Campaigns for a NICE guideline on health literacy.</li> <li>4. Develops a resources hub for quality translated materials with an academic partner.</li> <li>5. Works with other partners to establish whether digital health literacy is 'a vital sign'.</li> </ol>
<b>Key outcome</b>	People have access to health literate information in a variety of accessible and appropriate formats to meet their needs.
<b>What will success look like?</b>	<ul style="list-style-type: none"> <li>• The number of organisations signing the health and digital literacy charter grows years on year.</li> <li>• 50 organisations annually complete PIF's Health and Digital Literacy training.</li> <li>• NHSE maintains current recommendations on reading age within the content manual.</li> <li>• The number of organisations with a health literacy policy/strategy in place doubles from 2018. Number of orgs considering equalities impact of digital tools reaches 75%.</li> <li>• Support for people who are digitally excluded is provided locally and nationally. Digital exclusion is noted as a 'vital sign' equivalent to being housebound.</li> <li>• PIF provides new guidance on health information translation and partners on the development of a translated materials hub.</li> </ul>
<b>Evidence and drivers</b>	
<b>Health and digital literacy survey 2019</b>	Results of Health and Digital Literacy show little improvement in five years.
<b>COVID-19 pandemic</b>	Shows widening health inequality and the pivotal role of health information and support in promoting and maintaining protective behaviours including vaccination. Deaths are highest in deprived and migrant communities and those with long term conditions. Health is part of levelling up agenda.