Why did we want PIF TICK?

We believe good health information should be available to everyone. We want:

✓ people to feel confident to use our health information – greater transparency in sources of evidence, to know it's produced by clinical experts

✓ amount of work we do to produce high quality, trusted health information for people affected by heart and circulatory diseases to be recognised

✓ to change perceptions internally of what accessible information is and why it's important

✓ shows our colleagues what it takes to make sure health content is easy to understand and accessible to as many people as possible.

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Starting the PIF TICK process – what did we learn?
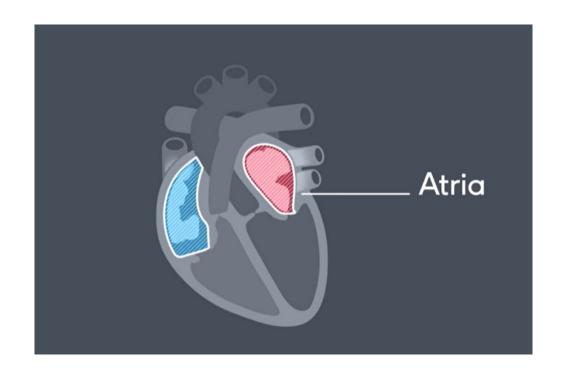
✓ Support at BHF for us to join the scheme, especially from senior medical colleagues.

✓ Big challenge to review all our ways of working - took several months, needs to be a key objective of someone's role.

✓ Overall, we hit all the PIF TICK criteria, but we didn't have it written down in a clear process.

✓ Not everyone was working to the same standards in the same way.

✓ Some criteria sat with other teams (such as promotion) so the activity wasn't always happening.

✓ To get everyone to be working to the same standards in the same way, I needed to develop a new process.   As a busy team, this had to be something that people could and would want to do.

An easy way to get colleagues onboard

Q – what is atrial fibrillation?

What did we need to do to get PIF TICK?

- ✓ Created an easy eight-step process map for people to follow.

- ✓ Developed a detailed 'How to create accessible and trustworthy content' supporting document (90+ slides). It's designed to be useful for all different types of content. You just need to work through the steps and use the sections relevant to you.

- ✓ It includes top tips and links to further reading and support whether you're a beginner or a content expert.

- ✓ Tested this with colleagues, asked for feedback and made changes.

- ✓ We created a new shared document storage hub. We now have a clearer audit trail of the production process.

We had several meeting with Dan to sense check our process. He offered very helpful advice, boosted our confidence to know we were on the right track!

What's the benefits of PIF TICK?

✓ Clear processes make it much easier to induct new staff, upskill existing colleagues.

✓ It's recognised what goes into creating high-quality health content, interest from other teams, readability tools a big hit!

✓ New proposed areas of work coming to our team – it helps us ask the question where is the user need?

✓ Easier conversations around medical sign off vs accessibility, helps with difficult conversations too – solid process and policy to fall back on.

✓ Easier to prioritise three year review cycle – colleagues better understand why this is so important.

✓ Set up reference list of approved sources of information – cut down on rounds of amends.

✓ Setting up surveys as user feedback, we now have great results to share!

My top 5 tips

1. Developing the process can feel overwhelming at the start, but approach it like any piece of content – allow yourself lots of time, just work through the steps.

2. Use PIF TICK colleagues for guidance and support. Tap into PIF TICK community for help and questions, Mind were very helpful to us.

3. Some colleagues will struggle – they feel their way of working is being questioned, or no time follow the process. Helping them understanding why we are doing this is key. Work together to build up their confidence in trying something new.

4. Bring in expert colleagues to help you – PIF TICK is a team effort, one person doesn't have to do it all.

5. Enjoy the process – it's hard work but I learnt so much about content creation, built up my skills, developed a passion for accessible content. It's a huge achievement to be proud of.

What's next?

✓ Rolling out the PIF TICK logo on our webpages

✓ Developing new printed leaflets with PIF TICK

✓ Exploring new accessible formats – Easy Read

✓ Continue to test and learn from the process

✓ Understand the impact of PIF TICK on our users.

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