



Patient
Information
Forum



PIF TICK directory

Your guide to producers of
trusted health information

February 2025

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Your guide to trusted health information

Trusted health information helps people play a more active role in their health.

"Health information should be easy to understand, be available and reliable for everyone."

The PIF TICK is the only independently assessed quality mark for print and online health information.

It is operated by the Patient Information Forum (PIF), a charity set up more than 25 years ago to develop best practice in health information.

Certified PIF TICK information creators have an annual assessment proving they meet 10 criteria. This ensures information is evidence-based, easy-to-understand and meets people's needs.



Dr Knut Schroeder
GP and founder of PIF TICK certified
Expert Self Care



Dr Nighat Arif
GP, PIF TICK certified Ambassador,
Broadcaster and Information
Creator

"The PIF TICK makes it easy to spot certified producers of reliable health information."

This directory is a quick and easy way to find certified PIF TICK creators. It is updated every six months.

Look for the PIF TICK

Everyone can use the PIF TICK. Look for the PIF TICK to find trustworthy health information and avoid misinformation.

To find out more visit: piftick.org.uk

PIF TICK certified organisations

More than 180 organisations have joined the PIF TICK to help the public find trusted health information. More than 150 have completed the robust assessment and can display the PIF TICK logo on their information. They are part of the solution to health misinformation.



PIF TICK certified organisations (continued)



National and international recognition for PIF TICK

NHS England, the Academy of Medical Royal Colleges (AoMRC) and YouTube Health use the PIF TICK criteria as the basis for their own self assessed content standards.

Trip Database, Healthinote and Health and Care Innovations (HCI) video library use the PIF TICK as a marker of information quality.

"Any organisation meeting the thorough requirements of the PIF TICK could easily and perhaps automatically meet these requirements."

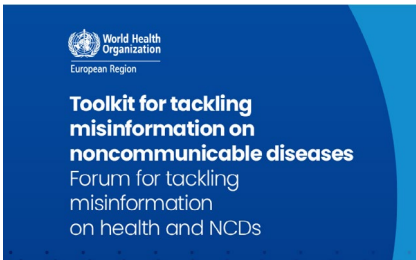
Academy of Medical Royal Colleges

9 in 11 winners of the British Medical Association's Health Information Awards 2024 were PIF TICK certified.

The overall winner was PIF TICK founding member Marie Curie.

The World Health Organization misinformation toolkit features PIF TICK as a case study:

who.int/europe/publications/i/item/WHO-EURO-2022-6260-46025-66542



Meet the new PIF TICK ambassadors

Two PIF TICK ambassadors are helping to raise public awareness of the scheme.

GPs Dr Nighat Arif and Dr Aziza Sesay, who both have high public profiles, are the first creators to be chosen as ambassadors.

Dr Nighat is recognised for her work raising awareness of women's health. She is a bestselling author, medical broadcaster, online content creator and honorary fellow of the Royal College of Obstetrics and Gynaecology.

Dr Aziza is vice chair of Black Female Doctors UK and serves as an ambassador for multiple health charities. She runs "Talks with Dr. Sesay" – a platform sharing evidence-based health information, with a focus on women's health, cancer awareness, mental health and health inequity. She has been recognised for her work addressing health inequalities.

Both ambassadors will support PIF's mission to help everyone access health information they can understand and use.



PIF TICK certified individuals

Individual PIF TICK creators produce accessible and evidence-based information. They are part of the solution to health misinformation.

Certified individuals



Dr Nighat Arif
General Practitioner,
Medical Broadcaster,
Video Content Creator

[Linktree](#)

A GP specialising in women's health, working with the BBC and ITV. A content creator with YouTube Health and the WHO Fides network. Author of The Knowledge, a best-selling book on women's health.



Virginia Chachati
Pharmacist, Medical
Writer, Social Media and
Video Content Creator

[Linktree](#)

Health information videos. NHS.UK evidence checker. Video coach and digital course creator. Member of CHAIN and WHO Fides network. Founder of Write Clinic.

PIF TICK certified individuals (continued)

Certified individuals



Dr Azmain Chowdhury
Doctor, Social Media and
Video Content Creator

[Linktree](#)

Video content creator on YouTube and other channels. Passionate about making health education fun! Member of CHAIN and WHO Fides network.



Dr Sylvia Kama-Kieghe
General Practitioner,
Video Content Creator

[Website](#)

At Askawayhealth.org, our priority is to provide the most effective and relatable information to help you reach your health goals.



Gaynor Leech
Patient Advocate

[Website](#)

Promoting emotional wellness, lymphatic health and self-care for those living with lymphoedema.



Dr Sophie Newton
GP, Social Media and
Video Content Creator

[Linktree](#)

Evidence-based guidance on conditions through YouTube videos to support patient self-care and clinician efficiency.



Dr Liz O'Riordan
Doctor, Social Media and
Video Content Creator

[Linktree](#)

A breast surgeon with breast cancer. My aim is to help you understand everything you need to know about breast cancer.



Dr Aziza Sesay
GP, Host, Speaker,
Educator, Social Media,
Video Content Creator

[Website](#)

A GP sharing evidence-based health information. Vice Chair and Creative Director of Black Female Doctors UK. Member of the WHO Fides group and YouTube Health Partner Programme.

PIF TICK certified organisation by health topic

This directory is updated every six months. Certified creators are also added to the PIF TICK website monthly: piftick.org.uk/members/tick-members.

Allergies



Allergy UK
allergyuk.org

Allergy UK is the leading national charity providing support for people living with all kinds of allergic disease.



Anaphylaxis UK
anaphylaxis.org.uk

Support and information for people with serious allergies, their families, healthcare, businesses and schools.

Bereavement support



Marie Curie
mariecurie.org.uk

Marie Curie is the UK's leading end-of-life charity.

Blood



Anthony Nolan
anthodynolan.org

A charity providing information and support to patients and their families going through a stem cell transplant or CAR T-cell therapy.



Terrence Higgins Trust
tht.org.uk

The UK's leading HIV and sexual health charity, supporting people living with HIV and improving sexual health.



WMUK
wmuk.org.uk

The only charity in the UK focused solely on Waldenstrom's macroglobulinaemia (WM), a rare type of blood cancer.

Brain and nervous system



Brainstrust
brainstrust.org.uk

Personalised support and resources to help people with a brain tumour and their loved ones live the life they want after diagnosis.



Cerebra
cerebra.org.uk

Offering services that enrich the lives of children with brain conditions and support their families and carers.



**Chest Heart & Stroke
Scotland**
chss.org.uk

Scottish health charity supporting people with chest, heart and stroke conditions and Long Covid live life to the full.



Encephalitis International
encephalitis.info

A global resource for people affected directly or indirectly by encephalitis, an inflammation of the brain.



Epilepsy Action
epilepsy.org.uk

Improving the lives of everyone affected by epilepsy through raising awareness and providing information and support.



Meningitis Now
meningitisnow.org

The UK's largest meningitis charity offering support, funding research, and raising awareness.



Mikaere Foundation
mikaerefoundation.org

Supporting children living with Nonketotic Hyperglycinemia (NKH), a rare and terminal neurometabolic disorder.



The Migraine Trust
migrainetrust.org

Information about migraine and its management is available via its website, support service and events.



**Motor Neurone Disease
Association (MND)**
mndassociation.org

Providing help to people with motor neurone disease (MND), their families and carers.



**Multiple System Atrophy
(MSA) Trust**
msatrust.org.uk

Support for people affected by MSA, including email and telephone support and regional support groups.

Brain and nervous system (continued)



MS Society
mssociety.org.uk

Information and support for anyone affected by multiple sclerosis (MS), including information for carers.



Neurotastic
neurotastic.org.uk

A charity for children with complex neurodevelopmental conditions and their families.



Parkinson's UK
parkinsons.org.uk

Parkinson's UK supports people living with Parkinson's, their family, friends and carers, and funds vital research.



Pituitary Foundation
pituitary.org.uk

UK patient support organisation offering expert medical support and information on a range of diseases.



PoTS UK
potsuk.org

Help and support for those affected by postural tachycardia syndrome, including information for healthcare professionals.



Spinal Muscular Atrophy (SMA) UK
smauk.org.uk

Information about Spinal Muscular Atrophy (SMA) care, management, treatments and daily living, alongside support.



Young Epilepsy
youngepilepsy.org.uk

Transforming the lives of children and young people with epilepsy.

Cancers



ALK Positive UK
alkpositive.org.uk

A patient focus charity that supports, empowers and advocates for patients with ALK-positive lung cancer.



Blood Cancer UK
bloodcancer.org.uk

Blood Cancer UK provides information and support to people with leukaemia, lymphoma, myeloma, MDS and MPNs.



Bone Cancer Research Trust
bcrt.org.uk

A leading charity dedicated to saving lives and improving outcomes for primary bone cancer patients.

Cancers (continued)



Bowel Cancer UK
bowelcanceruk.org.uk

Information about bowel cancer including symptoms, diagnosis, treatment and living with and beyond the disease.



Brainstrust
brainstrust.org.uk

Personalised support and resources to help people with a brain tumour and their loved ones live the life they want after diagnosis.



Breast Cancer Now
breastcancernow.org

Information for anyone affected by breast cancer, including Moving Forward courses, support groups and a helpline.



Breast Cancer UK
breastcanceruk.org.uk

Practical advice to help everybody reduce their risk of breast cancer.



Cancer Research UK
cancerresearchuk.org

Practical information on everything from symptoms and screening, to coping after treatment, plus the latest treatment news.



Children's Cancer and Leukaemia Group (CCLG)
cclg.org.uk

Experts in childhood cancer, including information for patients, families and healthcare professionals.



CoppaFeel!
coppafeel.org

The only breast cancer charity educating young people on the importance of checking your chest.



Future Dreams
coppafeel.org

Providing practical and emotional support for those diagnosed with breast cancer.



Grace Kelly Childhood Cancer Trust
gkcct.org

Educational resources for parents and clinicians. Research and support for families affected by childhood cancer.



Leukaemia Care
leukaemiacare.org.uk

Leukaemia Care exists to improve the lives of everyone affected by leukaemia, MDS and MPNs.

Cancers (continued)



Lymphoma Action
lymphoma-action.org.uk

Information on diagnosis, treatment and living with lymphoma, plus helpline services and online support groups.



Macmillan
macmillan.org.uk

Information about all types of cancer, diagnosis, treatments and drugs, and advice on how to cope with the impact.



Melanoma Focus
melanomafocus.org

Providing resources, conferences and support to patients and professionals, as well as raising awareness of melanoma.



Mesothelioma UK
mesothelioma.uk.com

Support for all UK mesothelioma patients and their families, including help with benefits and compensation.



Myeloma UK
myeloma.org.uk

Information on options, treatment, care and living well with myeloma, plus specialist support.



OcuMel
ocumeluk.org

Providing support and information to anyone affected by ocular melanoma while raising awareness of this rare cancer.



Ovacome
ovacome.org.uk

Ovacome offers patient information booklets on ovarian cancer symptoms, diagnosis and treatment.



NHS Digital (National Disease Registry)
digital.nhs.uk/services/national-disease-registration-service

Data on cancer, rare diseases and congenital anomalies for use by the NHS, researchers and others including charities.



Pancreatic Cancer Action
pancreaticcanceraction.org

For people affected by pancreatic cancer including translated information, symptom awareness and the patient pathway.



Penny Brohn UK
pennybrohn.org.uk

Helping people feel better in mind, body and spirit by offering everybody with cancer personalised cancer care.

Cancers (continued)



Prostate Cancer Research
pccr.org.uk

Prostate Cancer Research funds research into Prostate Cancer and supports patients with the infopool: theinfopool.co.uk.



Prostate Cancer UK
prostatecanceruk.org

Information and support on the risks, signs and treatment options for those diagnosed with prostate cancer.



Radiotherapy UK
radiotherapy.org.uk

Saving lives by ensuring everyone in the UK has access to high quality radiotherapy treatment and support.



Sarcoma UK
sarcoma.org.uk

Information for people affected by bone and soft tissue cancer, including how to get emotional and practical support.



Solving Kids Cancer
solvingkidscancer.org.uk

Solving Kids Cancer is fighting for a future where no child dies of neuroblastoma or suffers due to the treatment they receive.



Target Ovarian Cancer
targetovariancancer.org.uk

Information and support on ovarian cancer, healthcare professional resources and life-saving research.



Teenage Cancer Trust
teenagecancertrust.org

Support from specialist nurses, youth support coordinators and tailored information for young people with cancer.

Children and young people



Cerebra
cerebra.org.uk

Offering services that enrich the lives of children with brain conditions and support their families and carers.



**The Congenital
Diaphragmatic Hernia
Support Charity
(CDH UK)**
cdhuk.org.uk

CDH UK provides support and help to families affected by the medical condition Congenital Diaphragmatic Hernia (CDH).



**Children's Cancer and
Leukaemia Group (CCLG)**
cclg.org.uk

Experts in childhood cancer, including information for patients, families and healthcare professionals.



**Children's Liver Disease
Foundation**
childliverdisease.org

Fighting childhood liver disease by providing information, emotional support and research.



EasyPeasy app
easypeasyapp.com

EasyPeasy is an app-based parenting programme for parents and carers of children from birth to five.



**ERIC The Children's
Bowel & Bladder Charity**
eric.org.uk

The UK's leading charity supporting all children and teenagers with a bowel or bladder problem.



**Grace Kelly Childhood
Cancer Trust**
gkcct.org

Information resources for families affected by childhood cancer and educational resources for professionals.



Little Hearts Matter
lhm.org.uk

Specialises in support and information for anyone affected by the diagnosis of a congenital single ventricle heart condition.



Mikaere Foundation
mikaerefoundation.org

Supporting children living with Nonketotic Hyperglycinemia (NKH), a rare and terminal neurometabolic disorder.



Neurotastic
neurotastic.org.uk

A charity for children with complex neurodevelopmental conditions and their families.

Children and young people (continued)



**Royal College of
Anaesthetists**
rcoa.ac.uk

Information for adults and children on anaesthesia, preparing for surgery and risks associated with anaesthetics.



Solving Kids Cancer
solvingkidscancer.org.uk

Solving Kids Cancer is fighting for a future where no child dies of neuroblastoma or suffers due to the treatment they receive.



Teenage Cancer Trust
teenagecancertrust.org

Support from specialist nurses, youth support coordinators and tailored information for young people with cancer.



Young Epilepsy
youngepilepsy.org.uk

Transforming the lives of children and young people with epilepsy.



YoungMinds
youngminds.org.uk

YoungMinds is the UK's leading charity fighting for children and young people's mental health.

Dementia and Alzheimer's



Alzheimer's Research UK
alzheimersresearchuk.org

Information about dementia, including translated materials and updates about dementia research.



Alzheimer's Society
alzheimers.org.uk

A vital source of support and a powerful force for change for everyone affected by dementia.

Diabetes



Diabetes Research and Wellness Foundation
drwf.org.uk

Funding research in the UK and around the world to better understand diabetes and ultimately to find a cure.

Ear, nose and throat



ENT UK
entuk.org

The professional membership body representing ear, nose and throat surgery and head, neck and thyroid surgery.

Eyes



College of Optometrists
college-optometrists.org

The latest news, research, advice and guidance on all the key optical topics.



Glaucoma UK
glaucoma.uk

Supporting people to live well with glaucoma and funding sight saving research.



Macular Society
macularsociety.org

Information on macular disease, including diagnosis and treatments options and resources for healthcare professionals.



OcuMel UK
ocumeluk.org

Support and information for people affected by ocular melanoma while raising awareness of this rare eye cancer.



RNIB
rnib.org.uk

Support for anyone affected by sight loss, including information on a range of different eye conditions.

General health

	British Dietetic Association bda.uk.com	The British Dietetic Association (BDA) is the professional association and trade union for UK dietitians.
	British Nutrition Foundation nutrition.org.uk	Impartial, evidence-based nutrition and health information to support people to adopt healthier diets and lifestyles.
	Bupa bupa.co.uk	Free information about a range of conditions, treatments and procedures, including a health information A to Z.
	Cognitant cognitant.com	Improving patient outcomes through personalised health information and experiences through the Healthinote platform.
	Concentric Health concentric.health	Leading digital consent to treatment application, enabling clinicians to easily share personalised info with patients.
	Elite Sports Professional Services esps.london	Specialising exclusively in the treatment of sports-related musculoskeletal injuries and illnesses.
	Heathily livehealthily.com	Answers to common health questions, symptom checkers, a health library and tips for self care.
	Karger Fast Facts karger.com/pages/fast-facts	Concise information for patients about how their condition will affect them and where to look for further support.
	The Patients Association patients-association.org.uk	Information on the healthcare system: accessing medical records, making a complaint and shared decision making.
	Pill in Your Pocket	An open-access platform to support patients and healthcare professionals with medications through animated videos.

General health (continued)



**Stickman
Communications**
[stickmancommunications
.co.uk](http://stickmancommunications.co.uk)

Products which enable individuals with disabilities or medical conditions to create the accessibility they need.



Talkhealth Partnership
talkhealthpartnership.com

An online health community supporting those with chronic conditions, offering education including support programmes.

Genetic disorders



**Alkaptonuria (AKU)
Society** akusociety.org

Information on alkaptonuria, also known as AKU or black bone disease, for patients and healthcare professionals.



**Bardet-Biedl
Syndrome UK (BBS UK)**
bbsuk.org.uk

The only registered charity supporting people with Bardet-Biedl syndrome, their families and carers in the UK.



Cystic Fibrosis Trust
cysticfibrosis.org.uk

Improving the lives of all those affected by cystic fibrosis through information, support, campaigning and research.

Guts and bladder



Crohn's & Colitis UK
crohnsandcolitis.org.uk

Information and support for people affected by Crohn's and ulcerative colitis and healthcare professionals treating them.



Guts UK
gutscharity.org.uk

Guts UK is the only UK charity funding research into the digestive system from top to tail; the gut, liver and pancreas.



UK Paruresis Trust
ukpt.org.uk

Support and information for those with shy bladder syndrome, also known as psychogenic urinary retention, and as paruresis.

Heart and lungs



Asthma + Lung UK
asthmaandlung.org.uk

The UK's leading lung charity, offering advice and support to people living with asthma and other lung conditions.



British Heart Foundation
bhf.org.uk

Information and support on heart and circulatory conditions for researchers, healthcare professionals and their patients.



**Chest Heart & Stroke
Scotland**
chss.org.uk

Scottish health charity supporting people with chest, heart and stroke conditions and Long Covid live life to the full.



Little Hearts Matter
lhm.org.uk

Specialises in support and information for anyone affected by the diagnosis of a congenital single ventricle heart condition.



**Mid Yorkshire Hospitals
NHS Trust Respiratory
project** [midyorks.nhs.uk/
respiratory-medicine](http://midyorks.nhs.uk/respiratory-medicine)

All general respiratory services for patients, whether their condition is minor, manageable, chronic or life-threatening.



**Pulmonary Hypertension
Association (PHA) UK**
phauk.org

Information on tests and treatments for pulmonary hypertension, free resources, lifestyle pages and research news.

Immune or autoimmune disease



Lupus UK
lupusuk.org.uk

The only national registered charity supporting people with systemic lupus and cutaneous lupus.



Psoriasis Association
psoriasis-association.org.uk

Information, advice and support for those whose lives are affected by psoriasis and psoriatic arthritis.



**Scleroderma and
Raynaud's UK (SRUK)**
sruk.co.uk

SRUK provides information, support services and funds vital research into Scleroderma and Raynaud's.



UKPIPS
ukpips.org.uk

Information and support for anyone living with or affected by a primary immune or antibody deficiency.

Infectious disease



Lyme Disease Action
lymediseaseaction.org.uk

Information on Lyme disease, advice on what to do if bitten by a tick and resources for healthcare professionals.

Joints, bones and muscles



**Bone Cancer
Research Trust**
bcrt.org.uk

A leading charity dedicated to saving lives and improving outcomes for primary bone cancer patients.



Muscular Dystrophy UK
muscular dystrophyuk.org

Muscular Dystrophy UK is the leading charity for over 60 muscle wasting and weakening conditions.

Kidney



Kidney Care UK
kidneycareuk.org

Kidney Care UK is the UK's leading kidney patient support charity, making sure no one faces kidney disease alone.



**National Kidney
Federation**
kidney.org.uk

We envision a future where every person has equal access to quality kidney care — from diagnosis to transplantation.



**Polycystic Kidney
Disease (PKD) Charity**
pkdcharity.org.uk

Information and support for people affected by polycystic kidney disease (PKD), plus the latest research news.

Lymphoedema



**Lymphoedema Support
Network (LSN)**
lymphoedema.org

Education and support for people living with or affected by lymphoedema, and information for healthcare professionals.

Mental health



**Counselling Directory
(Happiful)** happiful.com

Part of the Happiful family. Since 2005, more than 4.6 million people have found support through the resources.



Inspired Minds
inspiredminds.org.uk

Inspired Minds is a mental health charity offering faith-and culturally-sensitive counselling and support services.



Mind
mind.org.uk

Information and support for anyone living with a mental health problem.



Rethink Mental Illness
rethink.org

Advice and information service, campaigning, training and services for people experiencing mental illness and carers.



**Royal College of
Psychiatrists**
rpsych.ac.uk

The UK's professional body for psychiatrists, working to secure the best outcomes for people with mental illnesses.



YoungMinds
youngminds.org.uk

YoungMinds is the UK's leading charity fighting for children and young people's mental health.

NHS Trusts



**Guy's and St Thomas'
NHS Foundation Trust**
guysandstthomas.nhs.uk

Easy-to-understand health information for people using the NHS Trust's hospital and community services.



**University Hospitals
of Leicester**
leicestershospitals.nhs.uk

Information for patients, families and carers using hospitals in Leicester and Leicestershire to make informed choices.



**University College
London Hospitals
Cancer Services**
uclh.nhs.uk/our-services/find-service/cancer-services

Cancer Services at UCLH care for and support people with cancer and blood conditions.

Older people



Independent Age
independentage.org

Free and impartial advice on the issues that matter to older people.

Pharmaceutical



Association of the British Pharmaceutical Industry
abpi.org.uk

News on the latest innovations from member organisations producing prescription medicines in the UK.



Astellas
astellas.com/en

Astellas is a pharmaceutical company committed to turning innovative science into value for patients.



AstraZeneca UK
astrazeneca.co.uk

Transforming the future of healthcare by unlocking the power of what science can do – for people, society and the planet.



MSD UK
msd-uk.com

Developing important medicines and vaccines, and at the forefront of research to deliver innovative health solutions.



Pfizer
pfizer.co.uk

Committed to innovative science, equitable access, patient-centric breakthroughs, and trusted partnership in healthcare.

Pregnancy, new parents and babies



Bliss
bliss.org.uk

The national charity for babies born premature or sick.



**The Congenital
Diaphragmatic Hernia
Support Charity
(CDH UK)**
cdhuk.org.uk

CDH UK provides support and help to families affected by the medical condition Congenital Diaphragmatic Hernia (CDH).



Ectopic Pregnancy Trust
ectopic.org.uk

The Ectopic Pregnancy Trust provides dedicated information and support on ectopic pregnancy.



National Childbirth Trust
nct.org.uk

The charity that supports people as they become parents.



Ovum
startwithovum.com

From preconception to pregnancy, OVUM is setting a new standard in reproductive wellness backed by science.



Tommy's
tommys.org

Providing expert-led information about pregnancy and baby loss and funding research to save babies' lives.

Rare disease



Myrovlytis Trust
myrovlytistrust.org

Driving research, providing support and improving outcomes for patients and their families affected by rare conditions.



**Tuberous Sclerosis
Association**
tuberous-sclerosis.org

The TSA is the UK charity for support, research and advocacy into the rare condition Tuberous Sclerosis Complex (TSC).

Self care and self-management



Expert Self Care
expertselfcare.com

Free self-help and signposting apps to improve health knowledge, promote self-care and reduce pressure on services.

healthwords.ai

Healthwords
healthwords.ai

UK-based AI consumer health and technology company dedicated to self-care solutions.



Self-Care Forum
selfcareforum.org

We are a charity with the aim to embed self-care in people's everyday life and organisers of National Self-Care Week.

Sexual health



Be In The KNOW
beintheknow.org

Be in the KNOW increases knowledge on sexual health and HIV so people can make informed choices and live healthily.



Terrence Higgins Trust
tht.org.uk

The UK's leading HIV and sexual health charity, supporting people living with HIV and improving sexual health.

Surgery and anaesthetics



**British Society for
Surgery of the Hand**
bssh.ac.uk

Information on hand disorders, hand injuries and hand surgery for patients and healthcare professionals.



EIDO Healthcare
eidohealthcare.com

Comprehensive medico-legal compliant content and digital consent solutions supporting informed shared decision-making.



**Royal College of
Anaesthetists (RCoA)**
rcoa.ac.uk

Information for adults and children on anaesthesia, preparing for surgery and risks associated with anaesthetics.

Women's health



Breast Cancer Now
breastcancernow.org

Information for anyone affected by breast cancer, including Moving Forward courses, support groups and a helpline.



Breast Cancer UK
breastcanceruk.org.uk

Practical advice to help everybody reduce their risk of breast cancer.



CoppaFeel!
coppafeel.org

The only breast cancer charity educating young people on the importance of checking your chest.



Eve Appeal
eveappeal.org.uk

Funding research and raising awareness for the prevention and earlier diagnosis of the five gynaecological cancers.



The Menopause Charity
themenopausecharity.org

Trusted information so that everyone can understand menopause and has equal access to treatment and support.



Ovacom
ovacom.org.uk

Ovacom offers patient information booklets on ovarian cancer symptoms, diagnosis and treatment.

PIF TICK certified agencies



**Aurora Healthcare
Communications**
auroracomms.com

Delivering impact for clients through our unique blend of strategy-first thinking and creative innovation.



AMPM Training
ampmtraining.com

Aiming to improve healthcare communication via digital, easy-to-read, graphic patient information leaflets.



**Bedgebury
Communications**
bedgeburycomms.com

Proud to have been supporting clients in the pharmaceutical, biotech and medical devices sectors since 2005.



Cuttsy+Cuttsy
cuttsyandcuttsy.com

A communications agency utilising health literacy to break down barriers limiting access to healthcare information.



FCB Health
fcbhealthurope.com

Creative agency specialising in behavioural insight to develop healthcare professional and patient comms. Part of IPG Health.



Medico Digital
medicodigital.co.uk

Helping people access reliable information online, enabling them to make informed decisions for a healthier life.



MEDiSTRAVA
medistrava.com

Experts in authentically engaging with patients to create reliable, effective and actionable health information.



One Vision Health
onevisionhealth.co.uk

One Vision Health is a specialist video marketing agency with over 15 years' experience in humanising healthcare.



**Trilogy Writing
and Consulting**
trilogywriting.com

Specialists in creating regulatory documentation and scientific communications.



Wallace Health
wallacehealth.co.uk

Digital-first healthcare communications agency focused on content marketing for health and pharmaceutical brands.

About PIF

The PIF TICK is run by the Patient Information Forum (PIF).

PIF is the independent UK membership body for people working in health information and support.

For more than 25 years, PIF has supported our cross-sector membership to raise standards in health information.

PIF is a charitable incorporated organisation, registered with the Charity Commission, charity number 1203984.

Our purpose

The Patient Information Forum (PIF) is the independent voice of quality health information. We campaign for health information access for all. We work to fight misinformation through the PIF TICK certification scheme.

PIF promotes access to trusted, evidence-based health information for patients, the public and healthcare professionals. We set quality standards via the PIF TICK and advocate for a public right to inclusive and accessible health information. PIF urges NHS organisations to integrate health information on care pathways.

Access to the right information at the right time empowers people. It supports shared decision-making and self-management and improves health outcomes.

Our Partners



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