

Knowledge is Power

Activate the right to credible health information



Key findings

Half of adults in the UK are struggling to access trusted health information.



1 in 10 adults in the UK have been affected by misinformation, rising to 1 in 5 for ethnic minorities.

8 in 10 adults in the UK agree access to trusted health information would help them manage their health.



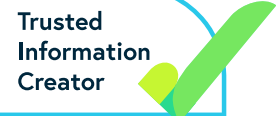
1 in 6 say adults in the UK say their views are not taken seriously by their health professional. This rises to 1 in 4 for ethnic minorities.

Only 1 in 10 adults with long term conditions in the UK are signposted to patient organisations, yet these are highly trusted by their users.



2 in 3 adults in the UK state independent verification of health information would increase trust.

There is already recognition of the PIF TICK among the UK population.



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Recommendations

- 1. A right to health information**
Health information is provided as a core part of patient care.
- 2. Tackle misinformation**
Through robust content standards and effective signposting of credible health information via health professionals and the NHS app.
- 3. Tackle inequality**
Health information must be accessible and appropriate for all.
- 4. Lived experience as a metric**
Embed patient experience as a measure of NHS performance using the NHS App and single patient record.
- 5. Dedicated leadership**
A mandate for the effective delivery of health information with a named lead in all NHS organisations.

Embedding credible health information in healthcare will support the prevention agenda. It will create safe digital spaces and help the public navigate NHS care with confidence.