PIF TICK criteria at a glance

1. Systems: Information is created using a consistent and documented process.
How does your organisation produce health and care information?

Criteria to be met

- There is a designated person accountable for the overall quality of health and care information production.
- There is a defined and documented process for producing health and care information.
- There is a process for version control and archiving, during production and for final versions.
- Conflicts of interest are identified and recorded along with action taken.
- A sign off process has been followed to ensure the final resource has adhered to quality control procedures.
- The information production process is reviewed annually.
- There is a process for reviewing and updating health and care information within appropriate timeframes.
- AI usage within your production process must be clearly documented.

2. Training: Staff receive ongoing training and support.
How are staff trained and supported to produce high-quality health and care information?

Criteria to be met

- New staff are trained to understand and follow the health and care information production process.
- Staff are updated on changes to the production procedure and health information best practices.

3. Need: Resources meet a genuine need.
How do you identify a genuine health and care information need?

Criteria to be met

- It is clear why a new information resource is being created, who the resource should be reaching and what their needs are.
- The media (print, digital, audio visual, social media, video, podcast, etc) for the resource has been considered and chosen based on the needs of the audience.
- Cross-organisational consultation takes place to ensure resources align with organisational objectives.

4. Evidence: Information is based on reliable, up-to-date evidence which is communicated clearly.
What evidence are you using within your health and care information and how are risks and benefits explained?

Criteria to be met

- The organisation has obtained, recorded and referenced up to date, relevant and trustworthy evidence sources.
- Appropriate experts/health professionals are involved in the information production process.
- Risks and benefits have been communicated in an accurate, balanced, unbiased way so the target audience can understand.
- There is signposting to relevant information within the resource e.g further reading, other organisations' websites, local services.

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5. Involving users: Users are involved in the development of information.
How are users involved in the development of health and care information?

Criteria to be met

- Users are involved at appropriate stages of the information production process and kept informed throughout. Steps should be taken to ensure diverse groups are proactively included in the process.
- User testing has been undertaken with all those who may be using the resource, including patients, carers and healthcare professionals.

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6. Health inequalities: Information is produced to meet health literacy and digital inclusion, language and accessibility needs of the audience.
How do you meet the communication needs of users?

Criteria to be met

- The health literacy needs of the reader have been considered.
- The digital inclusion needs of the reader have been considered.
- The accessible information needs of the reader have been considered.
- Inclusive language has been used throughout the resources.
- Translation and adaptations for cultural sensitivities have been considered.
- Where illustrations, photographs, video, case studies or personal stories have been used these should be appropriate for the intended audience.

7. Transparency and legal: Compliance with GDPR, promotion of medicines and other regulations

How do you ensure health and care information complies with regulations?

Criteria to be met

- The authoring organisation should be clearly identifiable on the resource and contact details provided.
- Consent has been obtained from patients for case studies, personal stories and/or quotes which have been included in the resource.
- Compliance with all appropriate regulations.

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8. Feedback: There is a clear process for users to provide feedback

How can users give feedback on your health and care information?

Criteria to be met

- A process is in place to seek, record and act upon feedback, complaints or inaccuracies received about resources.

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9. Disseminating: Information is promoted to maximise reach

How do people find your health and care information?

Criteria to be met

- A plan is in place for the dissemination of health and care information.

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10. Impact: The impact of information is measured

Does your health and care information make a difference?

Criteria to be met

- A process is in place to monitor and evaluate whether the information resource has achieved its objectives and had a measurable impact on users.