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PIF TICK Awareness and Healthcare Professional Toolkit

Dan Wills
Quality Manager, PIF TICK
Patient Information Forum



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Introducing the PIF TICK



What is the PIF TICK?

- The PIF TICK is the only UK-wide quality mark for health information.
- It is run by PIF on a non-profit basis.
- Members must show they meet 10 key criteria.
- Members are assessed annually.
- More than 90 accredited members.
- Public-facing website offers simple guides on topics including BMI and understanding risk.





The PIF TICK criteria

1. **Systems:** Information is created using a consistent and documented process.
2. **Training:** Staff receive ongoing training and support.
3. **Need:** Resources meet a genuine need.
4. **Evidence:** Information is based on reliable, up-to-date evidence which is communicated clearly.
5. **Involving users:** Users are involved in the development of information.
6. **Health inequalities:** Information is written to meet health and digital literacy, language and accessibility needs of the target audience.
7. **Content and design:** Information is clearly communicated, easy to access and navigate.
8. **Feedback:** There is a clear process for users to provide feedback.
9. **Disseminating:** Information is promoted to maximise reach.
10. **Impact:** The impact of information is measured.

Endorsed by experts

The TRIP database, Healthinote and HCI video use the PIF TICK to verify trusted health information.

NHSE used the PIF TICK criteria as the basis of its new Content Standard.

The World Health Organization has developed a [toolkit](#) identifying credibility marks as part of the solution to misinformation. It includes the PIF TICK as a case study.

RCOA was a founding member of PIF TICK.



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HCP awareness campaign

Background

Survey results

A new directory



Cuttsy+Cuttsy campaign – the background

- Wanted to raise greater public awareness of the PIF TICK and trusted health information
- Healthcare professionals identified as key to reaching the public
- Worked with PIF member Cuttsy+Cuttsy to conduct a survey and identify key areas of need for HCPs
- Results used to inform a targeted campaign and new resources

Survey of 87 healthcare professionals in 2022

- 58% of healthcare professionals reported difficulty sourcing reliable health information.
- 40% agreed independently-assessed information is important
- Lack of time was identified as a key barrier to signposting information.
- They wanted to know information was:
 - Evidence-based
 - Up-to-date
 - From a credible source

Outcomes – new HCP page and directory

Based on the survey results we worked with Cuttsy+Cuttsy to create a new awareness campaign aimed at healthcare professionals. This included:

- A new [HCP-facing page](#) on the PIF TICK website
- A directory of PIF TICK members sorted by therapy area
- A social media campaign supported by industry influencers



Campaign outcomes

- More than 1.2k visitors to new HCP page in first month after launch
- Coverage in industry newsletters
- Large-scale social media support from member organisations
- Publicity in Dr Ellie's Mail on Sunday Column





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What is next for the PIF TICK

Individual PIF TICK membership

AoMRC guidelines

100 accredited members

The PIF TICK in 2023

- Plans for individual PIF TICK membership
- Working with Academy of Medical Royal Colleges
- On target to have 100 accredited members before the summer

Questions?

Thank you for listening.

You can email me at dan.wills@pifonline.org.uk

www.pifonline.org.uk

www.piftick.org.uk

Twitter: @PiFonline

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