

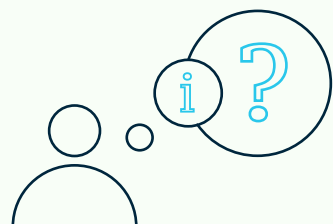
# Finding trusted health information

When searching for health information ask yourself the following questions. They will help you decide if the information can be trusted.

Trusted  
Information  
Creator

## Does it have the PIF TICK?

The PIF TICK lets you know the health information has been produced in a way which meets our 10 criteria.



## Who produced it?

Knowing who produced the information can help you understand why they produced it. Is it produced by a trusted organisation? What is it for? To inform you or to sell you something?



## Is there a date?

Medical advice changes over time so make sure the information is up to date. Websites and leaflets providing trusted health information should include a publication and review date.



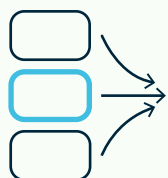
## Is it trying to sell you something?

Some health information is designed to help you choose which treatment is right for you. This should give a balanced view of risks and benefits. If something is trying to sell you something, be more wary.



## Is it backed by other organisations?

Check if the information is created or endorsed by an organisation you trust. For example, the NHS, a large charity or a company with a good reputation.



## Does it include sources or references?

If someone says they have evidence they should provide the sources to support this.



## Does it look professional?

Check for spelling errors and make sure links work.