



## Quality Marks Resources List

### 1. PIF TICK

- The PIF TICK (Trusted Information Creator Kitemark) is the UK-wide Quality Mark for Health Information. It was created following the end of the Information Standard scheme. When you see the PIF TICK on leaflets, websites, apps or videos it shows an organisation's health information has been gone through a professional and robust production process. To be awarded the PIF TICK an organisation must show its health information production process meets 10 criteria. For more information see: [pifonline.org.uk/pif-tick](http://pifonline.org.uk/pif-tick)

### 2. Health On the Net (HON)

- HON is a not for profit organisation associated with the World Health Organization (WHO), which promotes transparent and reliable health information on the internet. HONcode certification is the longest standing and most respected quality guideline for health information online. For more information visit: [hon.ch/en](http://hon.ch/en)

Websites, leaflets and other resources without either of these quality marks are not necessarily bad. However, if you see the PIF TICK, or the HONcode, or both, you can be confident you are using reliable information.

Some existing materials may still be displaying the old Information Standard. However, the standard is no longer being awarded to new information.