



## Quality Marks Resources List

### 1. PIF TICK

- The PIF TICK (Trusted Information Creator) is the UK-wide Quality Mark for Health Information. 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 key steps.
- Information for the public on the PIF TICK is available here: [piftick.org.uk](http://piftick.org.uk)
- Information for organisations looking to join the PIF TICK is available here: [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. You may see their logo on websites, apps, or social networks. The criteria for HONcode are: [hon.ch/en/certification/websites.html#principles](http://hon.ch/en/certification/websites.html#principles)
- For more information see: [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.

If you don't see the PIF TICK or the HONcode, their criteria both give ideas for what to look for when deciding whether you can trust health information.

Some existing materials may still be displaying the old Information Standard.

However, the standard is no longer being awarded to new information.