



# Health Misinformation

## Not all health information is reliable.

### Low quality health information is ...

- Confusing and contradictory
- Eye grabbing headlines - click bait
- Misinterpretation of scientific studies
- Can be politically motivated
- And more....

### Low quality health information can lead to ...

- Confused patients
- Poor decisions
- Poorly managed health
- Wasted appointments
- Danger to lives
- Preventable costs to the NHS

## How do we tell what health information is good?

We can use a checklist to look at information. There is a checklist for websites and a checklist for social media posts.

The Patient Information Forum have created a leaflet which can be given to patients to help them to find trusted health information. It can be downloaded at: <https://bit.ly/47EikVL>

### CRAPP checklist for websites

- **Current** ? When was it published? Are the references current?
  - **Relevant** ? Does the information relate to my topic? What is the audience?
  - **Authoritative** ? Who is the author publishing this information?
  - **Accurate** ? Where does the information come from (online, leaflet, advice)?
  - **Purpose** ? What is the purpose of the information?
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## SHARE checklist for social media posts

- **Source** ? Is it written by a trusted source with a reputation for accuracy?
- **Headline** ? Always read beyond the headline.
- **Analyse** ? Make sure you check the facts. You can use a fact-checker.
- **Retouched** ? Do the pictures or videos look like they have been retouched or edited?
- **Error** ? Look out for mistakes like typos, bad grammar, look-alike URLs

## Trust information sources

Many NHS Trusts and health charities have registered for a PIF Tick which is the UK quality mark for trusted health information.

Look for the PIF Tick logo. More information about the PIF Tick scheme can be found at: [piftick.org.uk](http://piftick.org.uk)



## Useful websites:

NHS [www.nhs.uk/](http://www.nhs.uk/)

Berkshire Healthcare NHS Foundation Trust [www.berkshirehealthcare.nhs.uk](http://www.berkshirehealthcare.nhs.uk)

Patient [patient.info/](http://patient.info/)

Health Talk [healthtalk.org/](http://healthtalk.org/)

Medline Plus [medlineplus.gov/](http://medlineplus.gov/)

Easy Health [www.easyhealth.org.uk/](http://www.easyhealth.org.uk/)

These websites are aimed at healthcare staff but include information for patients.

### BMJ Best Practice

[oidc.sso.bmj.com/login?idp=oac&login\\_redirect=BP](http://oidc.sso.bmj.com/login?idp=oac&login_redirect=BP)

### UpToDate

[www.uptodate.com/login/open-athens](http://www.uptodate.com/login/open-athens)



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