
Raising the standard

As a certified member of The Information Standard we can confidently say:
We are a reliable and trustworthy source of health and/or social care information



The Information Standard

The Information Standard is a new certification scheme for the production of health and social care information. Any organisation producing health and/or social care information for the public in England can apply for certification. It is an independently governed, voluntary scheme, supported by the Department of Health and managed by Capita whose role is to apply the standard impartially. Certified organisations have demonstrated that they have the necessary methods and systems to ensure that the information they produce is accessible, accurate, appropriately researched, authoritative, clear, complete, readable, relevant, secure, up-to-date and well-designed. For further information, please visit www.theinformationstandard.org

We've reached a new standard

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By meeting this standard we have successfully demonstrated

- ✓ We have appropriate and documented information management structures
- ✓ We use adequate systems and methods for producing information
- ✓ We have clear aims about the information we provide
- ✓ We understand and meet the needs of our audiences
- ✓ We make correct use of sources of evidence
- ✓ We make any conflicts of interest clear
- ✓ We have effective planning and management skills and resources
- ✓ We have internal monitoring procedures and will amend any information not meeting the standard.



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Quality information you can trust. **It's official!**

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The ultimate mark of quality and reassurance

As a certified member of The Information Standard we can guarantee that our health and/or social care information is:

- ✓ **Accessible**
- ✓ **Accurate**
- ✓ **Appropriately researched**
- ✓ **Authoritative**
- ✓ **Clear**
- ✓ **Complete**
- ✓ **Readable**
- ✓ **Relevant**
- ✓ **Secure**
- ✓ **Up-to-date**
- ✓ **Well-designed**



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