

## Information Standard Policy Statement

The Polycystic Kidney Disease Charity is committed to producing high quality information, which meets the requirements set by the Information Standard. The PKDC applies the following quality criteria in creating and checking information products, based largely on the characteristics of good quality health information developed by Coulter (2011, Table 3.1, Loc 1309)<sup>1</sup>.

Clear purpose	The information product clearly explains its aims and the target audience.
Evidence-based	The information is consistent with up-to-date clinical evidence, medical and social research; personal opinion is clearly distinguished from evidence-based information.
Authoritative	Sources of evidence are clearly indicated; names and credentials of authors, funders and sponsors are clearly stated; any conflict of interest is disclosed; any advertising is clearly identified.
Balanced	Takes account of contradictions in the evidence; does not promote a single view (selection bias).
Complete	Where relevant, all alternative treatment, management or care options are clearly stated and all possible outcomes are clearly presented.
Relevant links	The material meets a clearly defined need and has been tested with representatives of the target audience; where possible links to sources of further information and support are provided.
Accurate	The information product has been checked for accuracy; in the case of user-generated content or information outside the scope of the Information Standard (e.g. newsletters), a clear procedure for fact-checking and/or moderation is evident.
Readable	The language is clear, where possible conforming to recognised plain language standards; medical and other terms are explained; content is available in minority languages where relevant.
Well-designed	The layout is clear and easy to read; if necessary, the product contains specific navigation aids such as content lists, indexing and search facilities.
Accessible	There is a clear dissemination plan for the product; the material conforms to accepted standards for accessibility, where possible including versions for use by people with sensory and learning difficulties.
Up-to-date	The date of issue or latest update is clearly indicated along with the planned review date.

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### <sup>1</sup> References

- Coulter, A. (2011) Engaging Patients in Healthcare. [e-book] Maidenhead: OUP.  
Cutts, M. (2009) The Oxford Guide to Plain English. 3rd edition, Oxford: OUP.