

The ISEPICH Quality Initiative – Quality Health Information Principles

In its 2001 Community Health Plan, ISEPICH undertook to carry out a quality initiative on the quality of health information. A steering committee was formed, and developed draft principles, which were displayed on the ISEPICH website during May-August 2002. Following comments from member agencies and community representatives, the principles were further refined and endorsed by the ISEPICH Executive Committee. They are now an attachment to the Memorandum of Understanding that all member agencies sign when they join ISEPICH.

Principle	ISEPICH member agencies undertake to:
1. Respect and Relevance	<ul style="list-style-type: none"> recognise that health information is most likely to reach people if it takes into account their needs and circumstances, their level of knowledge and their ability to take in the information at the time
2. Creativity	<ul style="list-style-type: none"> be creative in presenting information, using a variety of methods, such as audiovisual, shop front display, poster/pictorial, plays, personal contact and outreach, as well as written information
3. Plain Language	<ul style="list-style-type: none"> present core information in plain language and, where appropriate, in ways that are suitable for people of low literacy, and make more detailed information available for people who want it
4. Sensitivity	<ul style="list-style-type: none"> be aware that people do not take information in readily when they are stressed, and it is important not to overwhelm them, and make information available as and when people need it
5. Diversity	<ul style="list-style-type: none"> recognise diversity of culture, religion, gender, sexuality, and social circumstances in all information
6. Community Languages	<ul style="list-style-type: none"> make information available in community languages and provide interpreters and translations when needed
7. Participation	<ul style="list-style-type: none"> involve community members, carers and consumers (people who use or may use the health services) in the development of health information
8. Resources	<ul style="list-style-type: none"> ensure adequate resources for the development of health information
9. Training	<ul style="list-style-type: none"> ensure staff receive regular training in the use of health information
10. Timeliness	<ul style="list-style-type: none"> include date of production in all information and review and update information regularly
11. Authorisation and Contact	<ul style="list-style-type: none"> ensure contact details for the agency providing the information are included in all information
12. Objectivity	<ul style="list-style-type: none"> ensure to the best of their ability that information is evidence based and objective, and that any commercial interest is declared