### Assessor Guidelines

All documentation referred to can be viewed in either electronic or paper version at the discretion of the applicant.

<table>
<thead>
<tr>
<th>The Principles and Requirements v2.0 December 2013</th>
<th>Assessor Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Information Production</strong>&lt;br&gt;- you have a defined and documented process for producing high quality information.</td>
<td></td>
</tr>
<tr>
<td><strong>1a. You have a documented process for producing information.</strong></td>
<td>• Ask to see the organisation’s written information production system document(s).&lt;br&gt;• Review the document to understand what the key steps are in the process for producing information.&lt;br&gt;• In reviewing the document consider how easy the process is to follow and whether the written documentation of the process provides sufficient information for users on how to follow the process e.g. are flow charts included, is the process very top level and therefore open to very broad interpretation, is it very complicated and difficult to follow which could lead to mistakes?</td>
</tr>
<tr>
<td><strong>1b. All of your public-facing health and care information within scope follows that documented process.</strong></td>
<td>• The organisation must be able to demonstrate which of the information products they produce are in scope of the TIS and those which are out of scope and why.&lt;br&gt;• Cross-reference any itemised scope exceptions on the applicant agreement.&lt;br&gt;• Confirm that each of the information products has its own documentation which demonstrates that the product has followed the production process.&lt;br&gt;• Cross reference the documentation with the input/outputs for each stage of the process for the information products presented. Note any areas where there is a non-compliance or a gap.</td>
</tr>
<tr>
<td><strong>1c. All those involved in the information production process understand and are trained to follow your process.</strong></td>
<td>• Talk to those involved in the production of information products either in person or by phone to validate their understanding and knowledge of the information production process and their individual role in the process. Use the specific information products to facilitate the discussion.&lt;br&gt;• Where non-compliances with the process were noted in 1b ask the relevant person to explain the process for that particular process step.&lt;br&gt;• Larger organisations could be expected to show you training records detailing names and dates of training.&lt;br&gt;• Small organisations may have a less rigorous process: the evidence may be less formalised.&lt;br&gt;• Ask the person who is the lead for the overall information production process within the organisation to explain how new people are inducted/trained in the process and how an individual would know they are expected to follow the Information Production Process.</td>
</tr>
</tbody>
</table>
### Evidence Sources

- you only use current, relevant, balanced and trustworthy evidence sources.

<table>
<thead>
<tr>
<th>Evidence Sources</th>
<th>Assessor Guidelines</th>
</tr>
</thead>
</table>
| **2a. You have checked the most current and relevant evidence sources.** | - Ask to see the evidence reviews that were undertaken for each information product.  
- Ask for details of the justification for including the sources that were finally used (and the ones that were not).  
- Check that the people who make the decisions on which evidence to use are appropriately qualified (experience or qualifications) to make that decision. |
| **2b. You have referenced your evidence and signposted people to those references.** | - Check that the information product references the evidence.  
- Check you can obtain the evidence sources using the signposting on the information product. |
| **2c. Your organisation has an approved list or guidelines for evidence sources to support your information production and these are reviewed and updated regularly.** | - Ask to see the list of approved evidence sources, understand how the list is updated/revised (or guideline is used) and validate the experience/qualifications of the person/people who develop and update the list (or use the guideline). |
| **2d. You have provided a balanced account, reflecting the weight of the available evidence and clearly identified any uncertainties or unknowns.** | - Check if there are differing views or uncertainties in the evidence references presented and confirm that they are presented in a balanced way. |
| **2e. The content, context and quality of the evidence within your information product has been checked by a suitable peer reviewer.** | - Confirm the knowledge, experience or qualifications of the peer reviewer(s).  
- Check the documentary evidence/email trail to show that expert peer review has been carried out and by the assigned suitable reviewer(s).  
- Check that the reviewers’ comments have been documented and implemented or if not implemented, record the justification for why not. |
| **2f. If re-using another Information Standard organisation’s approved information you must cross-reference that organisation’s name and state the production or last review date as well as the date of next review of the source material.** | - This will only be relevant to certain organisations.  
- Check if there is evidence sourced from other IS organisations. If there is, check that the evidence references the name of the organisation and the production or last review date as well as the date of next review of the source material.  
- Check the cross-reference to the source organisation to confirm the information is correct. |
| **2g. If required, you have selected your sample products for external product check.** | - Review the proposed sample information products and select the two most appropriate samples for the Product Check Bodies to review.  
- You must agree this in advance of your visit with the information producer.  
- Re-used information (as in 2f) may not be submitted as a sample product. |
### User Understanding and Involvement
- you understand your users and you user-test your information.

#### 3a. You know who you are producing information for and why.
- Confirm that the organisation has documented the specified purpose and target audience for each information product for example on their production checklist or project brief.

#### 3b. You understand their specific needs and your information products are produced appropriately for that audience and their needs.
- Check that the organisation has considered, validated and recorded any specific user needs, from the users themselves or their representatives.
- Confirm that the target audience agrees that the information product would cater for their needs and that any feedback has been considered and incorporated, as appropriate and if not why not.

#### 3c. You have user-tested your information with the intended audience and you have taken account of user feedback in the final product.
- Review the documentary evidence that target audience users have been consulted.
- Review the documentary evidence that target audience user feedback has been considered and incorporated into the product and if not incorporated the provider should describe why no changes were considered to be necessary.

### End Product
- you double-check your end products.

#### 4a. You have complied with the required elements of the Principle 4 checklists.
- Confirm by reviewing the documentary evidence that information production is in compliance with the Principle 4 checklists (see Assessor Guidelines Appendix A).

#### 4b. Any conflicts of interest/ funding/advertisement are clearly identified and explained.
- Confirm whether there was any conflict of interest in the information product and, if there was, review the evidence of the explanation as to why it does not adversely impact the final information product.

#### 4c. You follow the guidelines for use of The Information Standard Member Logo and display of the disclaimer.
- Confirm that The Information Standard Member Logo* is displayed correctly and that the website disclaimer** is present.

---

*Not applicable to applicant members who are yet to be certified to use The Information Standard logo

**[Your organisation name] shall hold responsibility for the accuracy of the information they publish and neither the Scheme Operator nor the Scheme Owner shall have any responsibility whatsoever for costs, losses or direct or indirect damages or costs arising from inaccuracy of information or omissions in information published on the website on behalf of [your organisation name].
### Feedback
**- you manage comments/complaints/incidents appropriately.**

<table>
<thead>
<tr>
<th>5</th>
<th>Assessor Guidelines</th>
</tr>
</thead>
</table>
| 5a. You record comments/complaints/incidents and have a standard process for dealing with them. | • Ask to see the comments/complaints log(s) (these could be separate processes as organisations sometimes deal with each quite differently).  
• Ask to see the process for dealing with them. |
| 5b. You have a process for ensuring that information products are updated where the comments/complaints/incidents deem it necessary. | • Confirm that any complaints or comments have been reviewed and actioned in compliance with the process and, where appropriate, specific actions for a particular information product are documented. |
| 5c. You communicate with the complainant to inform them how their point has been addressed. | • Where there has been a complaint, review the evidence to check if there has been regular communication with the complainant during all stages of the resolution of the complaint. |
| 5d. You have a documented moderation policy to manage all forms of user generated content. | • Check by reviewing the appropriate document that there is evidence of a documented moderation policy outlining what is/isn’t acceptable, where user generated content is available. |

### Review
**- you review your products and process on a planned and regular basis.**

<table>
<thead>
<tr>
<th>6</th>
<th>Assessor Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>6a. You have an information product review process as part of your information production system.</td>
<td>• Check there is a process for reviewing and updating information products (including back-catalogue products) to the same standard as for new products.</td>
</tr>
</tbody>
</table>
| 6b. You have a planned review schedule for your information products as per their review dates. | • Review the documentary evidence that regular reviews of the information products have or will be conducted as per the planned review schedule.  
• Check there is a spread sheet/schedule outlining the information product review schedule and that the review dates for products align with the schedule.  
• Confirm there is a procedure for amending the schedule. |
| 6c. You have a version control and archiving process in place. | • Confirm, with documentary evidence, that a version control process is being used for electronic and/or hard copies of documents.  
• Confirm the process for archiving information products (after year 1, for a minimum of 4 years from the initial production date) and how the archived information will be managed. For example, when will archived documents be destroyed/deleted, how will electronic documents be backed up. |
| 6d. You regularly review your information production process and update it, if required. | • Review the documentary evidence that regular reviews of the production process have or will be conducted in a planned way.  
• Check for evidence where the review results in a change to the information production process and confirm that the process has been updated accordingly, users of the process know about it and have been trained in the new aspects of the process. |
APPENDIX A: Principle 4 Checklists

These checklists are designed to ensure that you comply with your production processes when you produce individual products.

The System Checklist

This checklist is designed to help you and the assessor double-check that the key elements of The Information Standard have been implemented on each product.

Evidence

You must be able to demonstrate to the Assessor that each of these points has been implemented for each information product – you could cross-reference other documents, you may choose to incorporate these elements into your own production checklist/product or you could use this checklist. It is not mandatory to complete this as a separate checklist for every product, but you must be able to provide the evidence if asked, to prove that each point has been addressed for every product.

1. The needs and diversity of the target audience have been identified and met, with consideration given to the health literacy levels of the audience.
2. The evidence is up-to-date and has been derived from appropriate sources. The evidence is presented in a clear manner, reflecting the weight and quality of the evidence and it is clear where there is little or no evidence.
3. User feedback has been sought, assessed and included as appropriate.
4. Product has been peer reviewed by a suitable person.
5. Product has been proofread for grammar, spelling and punctuation.
6. Product is designed according to the organisation’s style guide, where appropriate.
7. Product is designed to be accessible by the target audience (as far as budgets allow).
8. Product has been approved for publication by final authorised approvers.

The Final Product Checklist

This checklist outlines the elements that are required on a final product.

Evidence

Each of these should be evident on every information product. This checklist does not need to be completed for every information product but it must be evident from the product itself that these elements have been complied with.

1. Product features the production or last review date as well as the date of next review.
2. Product is in plain language, is free from spelling or grammatical errors and free from medical or social care jargon; medical terms are explained where necessary.
3. Sources of evidence are clearly signposted where appropriate.
4. The Information Standard logo is displayed correctly for certified organisations.