



# Information for patients and the public—a global survey of health campaigners

SURVEYS CONDUCTED DURING THE PAST FEW YEARS HAVE CONSISTENTLY SHOWN THAT PATIENTS AND THE PUBLIC BELIEVE THEY DO NOT HAVE ENOUGH HIGH-QUALITY HEALTHCARE INFORMATION (INCLUDING INFORMATION ON PRESCRIPTION MEDICINES). WHAT SUCH RESEARCH HAS BEEN LESS EFFECTIVE AT DEMONSTRATING IS PRECISELY WHICH INFORMATION IS NEEDED, HOW THE INFORMATION SHOULD BEST BE DELIVERED, WHAT DETERMINES WHETHER INFORMATION IS TRUSTWORTHY, OR WHO SHOULD BE PROVIDING THE INFORMATION.

TO EXPLORE HEALTH CAMPAIGNERS' LATEST OPINIONS ON THESE SUBJECTS, *HEALTH AND SOCIAL CAMPAIGNERS' NEWS INTERNATIONAL* CONDUCTED A GLOBAL SURVEY DURING SUMMER 2006. THE RESULTS ARE PUBLISHED IN THIS ISSUE. THE SURVEY ALSO EXAMINED CAMPAIGNERS' FEELINGS ABOUT A SUBJECT OF CONTINUED CONTENTION—PHARMACEUTICAL COMPANIES SUPPLYING HEALTHCARE INFORMATION TO THE PUBLIC. HAVE ATTITUDES HARDENED OVER THE LAST FEW YEARS, RELAXED, OR STAYED ABOUT THE SAME?

THE FINAL PAGES OF *HSCNEWS* ISSUE 31 CONTAIN DETAILS ABOUT WEBSITES, CAMPAIGNS, AND RESEARCH, AND REPORTS FROM HSCNETWORK MEMBERS (ALL ON THE THEME OF HEALTHCARE INFORMATION).

OUR THANKS GO TO THE PATIENT INFORMATION FORUM (PIF) FOR HELPING WITH THE UK ARM OF THIS GLOBAL SURVEY. [[HTTP://WWW.PIFONLINE.ORG.UK](http://www.pifonline.org.uk)]