# LFP GUIDE TO EVALUATING HEALTH INFORMATION





### **ACCURACY**

- How recently was the site updated?
- Does the article make sensational claims?
- Can you find other independent sources to verify the information?

### **PRIVACY**

- What information are they collecting about visitors?
- What are they doing with the information they collect?
- Can you choose to disable tracking?

#### **BIAS**

- Who wrote the article?
- Who owns the site?
- What ads are on the website? What are they selling?
- Are they earning commissions by linking to products?



# LFP HIERARCHY OF TRUSTWORTHY HEALTH INFORMATION







