

That's a claim!



Thinking critically about health claims

BEWARE

Too good to be true
"100% effective!"

Most claims that a treatment will make you 100% better or that it works for everyone turn out to be wrong.

BEWARE

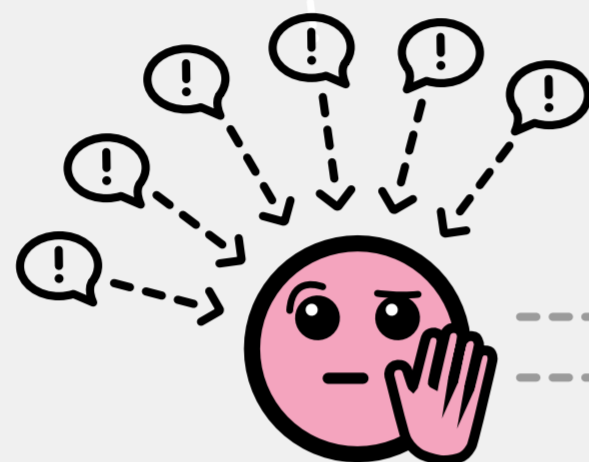
Too good to be true
"100% safe!"

People often think about the benefits of treatments and ignore possible harms. But few treatments that work are 100% safe.

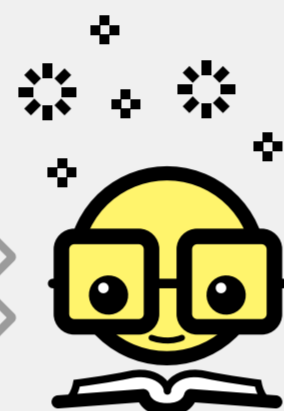
BEWARE

Too good to be true
100% certain!

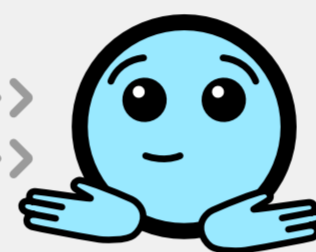
We can rarely, if ever, be 100% certain about the effects of treatments.



BEWARE
of claims



THINK 'FAIR'
about the evidence



TAKE CARE
when you decide

TAKE CARE

Right problem and options
What is your problem and what are your options?

Make sure that you understand what the health problem is that you are thinking about treating, and that you know what your choices are.

TAKE CARE

Relevant evidence
What outcomes matter to you?

Always ask yourself whether the treatment outcomes that are important to you have been checked in fair comparisons.

TAKE CARE

Relevant evidence
Are the people (or animals) very different?

Always ask yourself if the treatment comparisons included only people (or animals) that are very different from you.

BEWARE

Faulty logic
"Treatment needed!"

People who are sick often get better without a treatment. Sometimes a treatment does not help and may even make things worse.

BEWARE

Faulty logic
"No comparison needed!"

Unless a treatment is compared to something else, it is not possible to know what would happen without it.

BEWARE

Faulty logic
"It works like this!"

Treatments that should work in theory often do not work in practice.

THINK 'FAIR'

Unfair comparison
Dissimilar comparison groups

Look out for treatment comparisons where the comparison groups were not alike.

THINK 'FAIR'

Unfair comparison
Dissimilar care

Look out for treatment comparisons where the comparison groups were cared for differently.

THINK 'FAIR'

Unfair comparison
Dissimilar expectations

Look out for treatment comparisons where people knew which treatment they received and knowing that could have changed how they felt or behaved.

THINK 'FAIR'

Unfair comparison
Dissimilar measurement

Look out for treatment comparisons where what happened was measured differently in the comparison groups.

THINK 'FAIR'

Unfair comparison
Lots of missing people

Look out for treatment comparisons where what happened was not measured in lots of people.

TAKE CARE

Advantages and disadvantages
Are the advantages better than the disadvantages?

Always ask yourself whether the possible advantages of a treatment are better than the disadvantages of the treatment.

BEWARE

Faulty logic
"A study shows!"

If one treatment comparison (study) shows that people who got one treatment did better or worse than people who got something else, it does not mean that is the final answer.

BEWARE

Faulty logic
"Associated with!"

Just because using a treatment is linked (associated) with people getting better or worse, that doesn't mean that the treatment made them better or worse.

BEWARE

Faulty logic
"Old is better!"

Just because a treatment has been used for a long time or by many people, it does not mean that it helps or that it is safe.

BEWARE

Faulty logic
"New is better!"

Just because a treatment is new, expensive, or brand-named does not mean that it is better or safer than other treatments.

THINK 'FAIR'

Untrustworthy summary
Uncareful summary

Look out for summaries of studies comparing treatments that were not done carefully.

THINK 'FAIR'

Tricky description
Just words

Look out for treatment effects that are described just using words.

THINK 'FAIR'

Tricky description
Few people or events

Look out for treatment effects that are based on small studies with few people.

THINK 'FAIR'

Tricky description
No evidence

Look out for a "lack of evidence" being described as evidence of "no difference".

TAKE CARE

Advantages and disadvantages
How sure are you?

Always ask yourself how sure you are that the possible advantages of a treatment are better than and the possible disadvantages of the treatment.

BEWARE

Faulty logic
"More is better!"

Taking more of a treatment often increases harms without increasing how much it helps.

BEWARE

Trust alone
"As advertised!"

Someone with an interest in getting people to use a treatment, such as making money, may exaggerate benefits and ignore possible harmful effects.

BEWARE

Trust alone
"It worked for me!"

If someone got better after using a treatment it does not necessarily mean that the treatment made them better.

BEWARE

Trust alone
"Recommended by experts!"

Just because a treatment claim is made by an expert or authority, you cannot be sure that it is trustworthy.

BEWARE of claims that have a bad basis

Many claims about the effects of treatments are not trustworthy. Often this is because the reason (the basis) for the claim is not trustworthy. You should be careful when you hear claims that are:

- Too good to be true
- Based on faulty logic
- Based on trust alone

THINK 'FAIR'- and check the evidence from treatment comparisons

Evidence from comparisons of treatments can fool you. You should think carefully about the evidence that is used to support claims about the effects of treatments. Look out for:

- Unfair comparisons of treatments
- Uncareful summaries of comparisons
- How treatment effects are described

TAKE CARE - and make good choices

Good treatment choices depend on thinking carefully about what to do. Think carefully about:

- What your problem is and what your options are
- Whether the evidence is relevant to your problem and options
- Whether the advantages are better than the disadvantages

Introduction

What do you do when you burn your finger? Some people say "Cow poo will cure your burn." They say that because when they had a burn, they used cow poo and their burn got better. That was their personal experience. But is it possible that their burn would have got better without cow poo?

There are lots of claims like this about what is good for our health. A **claim** is something someone says that can be right or wrong.

A **treatment** is something you do for your health—for example, taking a medicine, exercising, or even putting your finger in cow poo. A treatment **effect** is something a treatment makes happen—like making you feel better or worse, making you stronger, or curing a burn.

People make lots of claims about treatment effects. How can we tell which claims are right or wrong? To do this, you need to look at what supports their claim - its **basis**. For example, someone's personal experience is not a good basis for a claim about what is good for your health. This is because we don't know what would have happened if that person had done something else.

To know if a treatment (like putting cow poo on a burn) causes an effect (like a burn getting better), the treatment has to be **compared** to something else (like not putting cow poo on a burn). That way we can see what would happen if people did something else. Researchers compare a treatment given to people in one group with something else given to people in another group. Those comparisons provide **evidence** - facts to support a conclusion about whether a claim about treatment effects is right or wrong. For those comparisons to be **fair**, the only important difference between the groups should be the treatments they receive.

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