

Before repeating a health number

A bold percentage needs a population, measure and source.

1 · READ THE LITERAL CLAIM

Who? What outcome? Which number and denominator?

2 · ASK THE MAKER

Who collected it? How, when and with whom?

3 · TEST RESEARCH QUALITY

Validity, reliability, currency and missing voices.

4 · BOUNDED PUBLIC LINE

Say only what these respondents or facts support.
