What is the reason for the claim? And is the claim trustworthy?

1. Some claims about treatments are not trustworthy and can confuse you.

2. Most treatments have both good and bad effects.

3. When you hear a claim about the effects of a treatment, always ask:
   - What is the reason for the claim?
   - And is the claim trustworthy?

   A **treatment** is something you do for your health.
   An **effect** of a treatment is something that a treatment makes happen.
   A **claim** is something that someone says that could be right or wrong.

4. If the reason for the claim is one of these common bad reasons, the claim is not trustworthy:
   - Someone's personal experience using the treatment
   - An association between using the treatment and something happening
   - How long the treatment has been used or how many people have used it
   - An expert says something about the treatment, but the expert's reason for saying it is bad.

5. Findings from fair, scientific comparisons of treatments are the best reason for claims about the effects.

   A **fair comparison of treatments** is a comparison by health researchers where:
   - One group of people gets a treatment and another group gets another treatment or no treatment.
   - The groups are similar at the beginning of the comparison.
   - The only important difference between the groups is the treatments.

6. Health researchers should choose by chance who gets which treatment, as if flipping a coin.
   - This way everyone has the same chance of going in either group and the groups become similar.

   Health researchers should make fair comparison with many enough people in the groups.
   And they must add up findings from all the fair comparisons of the same treatments.
   - What they find in fair comparisons of the treatments with few people can be by chance.

*Words that are sometimes used instead of words used in the Health Choices Program:*

- The **basis** for a claim is the reason for the claim.
- A **reliable** claim is a trustworthy claim and an unreliable claim is one that is not trustworthy.
- A **link** is an association or connection between two things.