Think carefully before choosing whether to use a treatment.

Most treatments have both good and bad effects.

What someone says about a treatment can be wrong.

CLAIMS ABOUT TREATMENTS

When you hear a claim about the effects of a treatment, always ask:

What is the basis for the claim?

If the basis for the claim is bad, the claim is unreliable.

These are bad bases for claims about the effects of a treatment:

1. Someone’s personal experience using the treatment
2. How long the treatment has been used or how many people have used it
3. How much money the treatment costs or how new it is
4. That someone selling the treatment says something about it
5. That an expert says something about the treatment, which is not based on fair comparisons

COMPARISONS OF TREATMENTS

If the basis for the claim is good, the claim is reliable.

Fair comparisons are a good basis for claims about the effects of treatments.

This is how health researchers make a fair comparison:

1. They compare one treatment to another treatment or to no treatment.
2. They choose who gets which treatment by chance (as if flipping a coin).
3. They do not let anyone know who got which treatment until the end.
4. They give the treatments to many people, so what they find is not by chance.

CHOICES OF TREATMENTS

When you choose whether to use a treatment, always ask:

What are the advantages and disadvantages of the treatment?

What is most important to me?