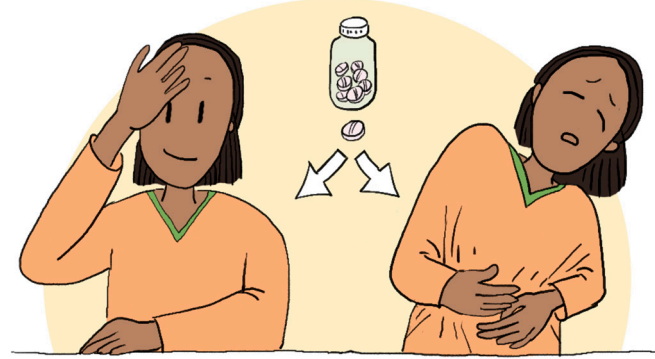




REMEMBER!



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:

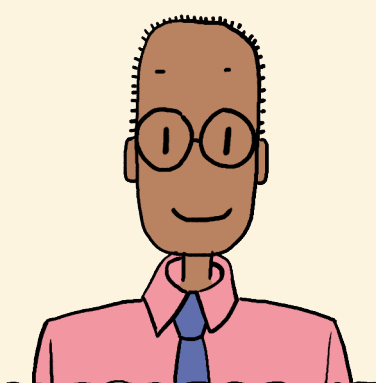
What is the basis for the claim?

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.

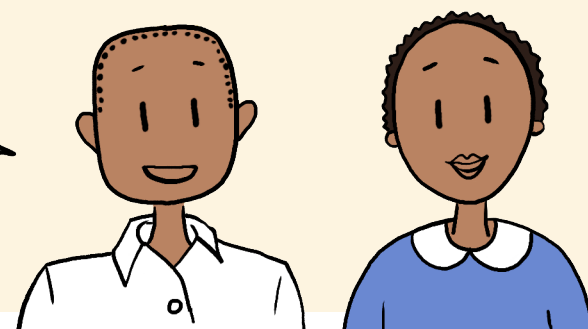
This is how health researchers make a fair comparison:

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?