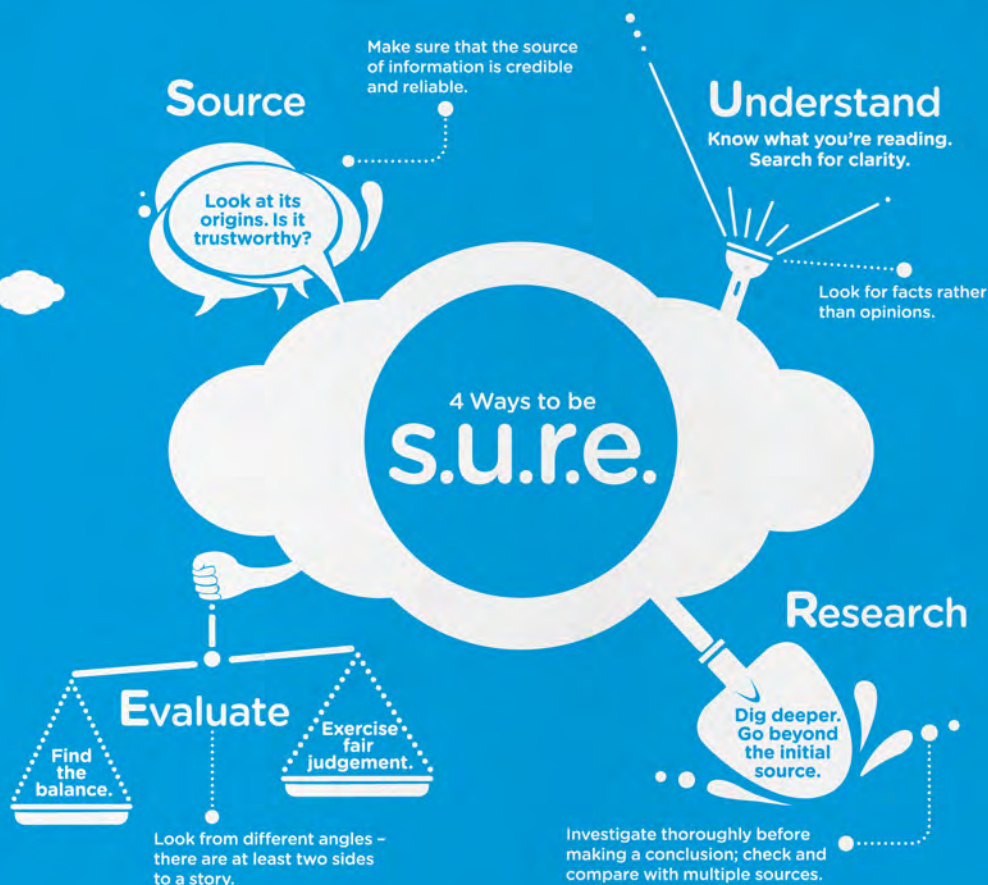


How to be **S.U.R.E.**

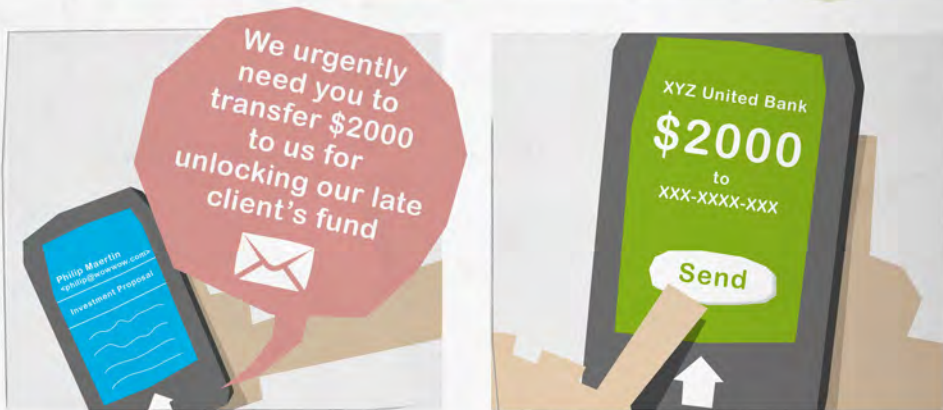


We live in a world where we are constantly exposed to information. That's why it is essential to be S.U.R.E.

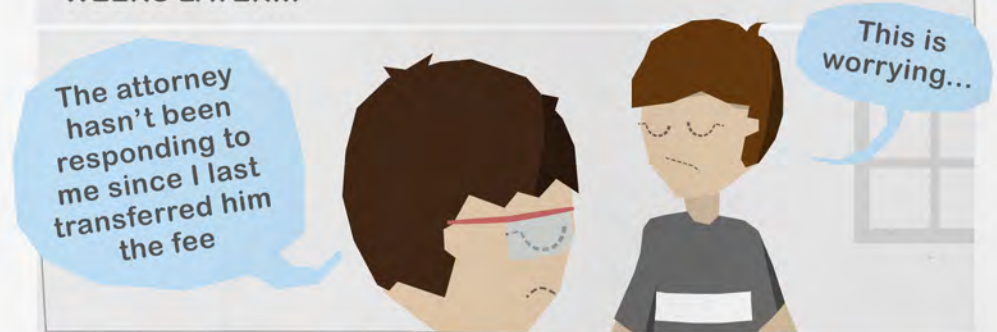
How to be S.U.R.E.



Be S.U.R.E. before you Share.



WEEKS LATER...



AT THE POLICE STATION...



Check the SOURCE of information.

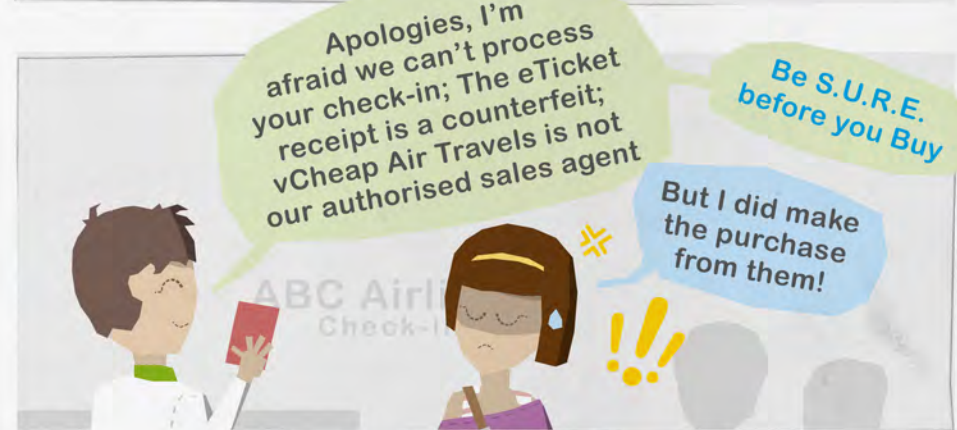
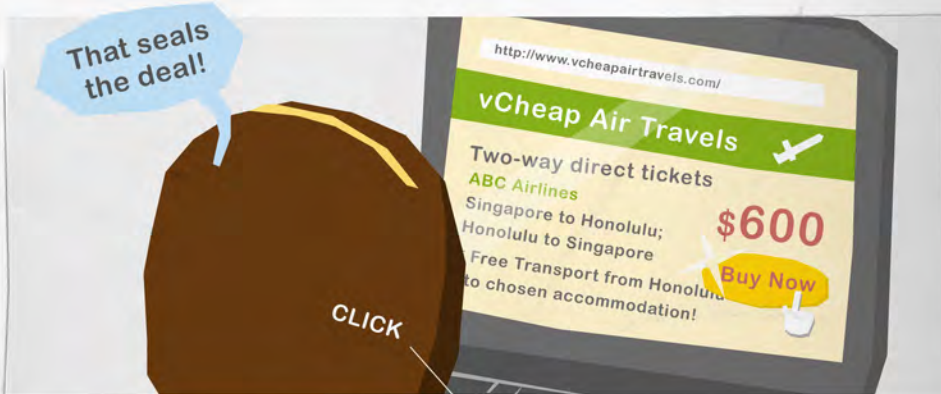
Make sure that the source of information is credible and reliable.

Examine the source for these:

- Who wrote it?
- Is the author qualified to talk about subject matter?
- Is the author affiliated to an authoritative organisation?



Be S.U.R.E. before you Buy.



EVALUATE trustworthiness of information or vendor.

Find the balance and exercise fair judgement.

Helpful questions to ask when evaluating:

- Is the business legitimate? Is the company registered with the authorities?
- How are the reviews of past users?
- Is the price unusually low?
- When was the website last updated?



Be S.U.R.E. before you Eat.



RESEARCH and compare health information with reliable sources.

Investigate thoroughly before making a conclusion; check and compare with multiple sources.

Examples of reliable information source:

- ✓ Domain experts (.org, .gov, .edu)
- ✓ Newspapers
- ✓ Journal articles
- ✓ Reputable magazines
- ✓ Accredited medical websites

**When in doubt, always consult a certified medical professional.*





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