

# Health Content Integrity Pledge

## Advancing Trusted Health Communication in the Digital Age

Health content across digital platforms has emerged as a powerful force in health education and communication, reaching millions of people seeking reliable health information outside traditional clinical settings. Research shows that digital health content—from podcasts and videos to articles and social media—can improve health literacy, support patient education, and foster meaningful connections between healthcare providers and the public.

Yet this growing influence comes with significant responsibility.

In an era of widespread health misinformation, content creators hold a unique position of trust. Audiences often turn to digital platforms for understanding complex health topics, making personal health decisions, and finding community around shared health experiences. The direct nature of digital communication creates a powerful connection between creators and audiences—a connection that must be honored with accurate, transparent, and ethical content.

The challenge we face is clear: while quality health content can democratize access to expert knowledge and empower people to take charge of their health, the proliferation of unvetted health information threatens to undermine public health efforts and patient safety. From anti-vaccine propaganda to unproven "miracle cures," health misinformation spreads rapidly through digital channels, often packaged in compelling personal narratives that resonate more strongly than dry scientific facts.

This pledge represents a collective commitment by creators of health content—including healthcare professionals, patient advocates, health journalists, and science communicators—to uphold the highest standards of integrity in our work.

By uniting around shared principles of accuracy, transparency, and accountability, we can harness the unique power of digital media to improve health literacy, combat misinformation, and ultimately contribute to better health outcomes for all.

Just as peer-reviewed journals transformed scientific communication through rigorous standards, we believe that voluntary commitment to ethical guidelines can elevate digital health communication from the wild west of wellness advice to a trusted pillar of public health communication.

### Join the Movement

This pledge is more than a commitment. It's part of a movement to elevate health content creation and build a community of trustworthy voices. By signing, creators and organizations demonstrate their dedication to quality and commit to upholding rigorous standards for accuracy and transparency. For audiences, this pledge helps identify content whose creators are committed to evidence-based health communication.

Together, we're building a health information ecosystem that empowers rather than confuses, informs rather than misleads, and ultimately contributes to better health for all.

# Health Content Integrity Pledge

All creators of health content have a role to play in combating misinformation and elevating public health communication. The Health Content Integrity Pledge is a commitment from creators across all health topics and platforms to continuously work toward embedding evidence-based principles in their content creation and platform management. As creators of health-related content, we recognize our responsibility to provide accurate, transparent, and credible information that helps people make informed decisions about their health and well-being. We pledge to:

## 1. Prioritize Accuracy

- Verify health information through reputable medical sources, peer-reviewed research, and established medical consensus
- Distinguish between established medical evidence and emerging or preliminary research

## 2. Embrace Accountability

- Maintain easily accessible contact information or forms on our website for audiences to report concerns or errors
- Review and verify any AI-generated content before publication
- Correct errors promptly and transparently when identified

## 3. Support Evidence-Based Dialogue

- Cite sources in content descriptions or footnotes with links when possible
- Present multiple perspectives on controversial topics while emphasizing scientific consensus
- Avoid promoting disproven treatments or spreading health misinformation
- Present balanced information including benefits, risks, and alternatives
- Avoid sensationalism, fear-mongering, or false hope

## 4. Respect Our Audience

- Use accessible language while maintaining scientific accuracy
- Consider diverse perspectives and health experiences
- Promote health access and cultural sensitivity in our content

## 5. Demonstrate Credibility

- Clearly state the qualifications and expertise of presenters and guests
- Invite qualified experts when discussing specialized medical topics outside our expertise
- Acknowledge the limits of our knowledge and refer audiences to appropriate medical professionals

## 6. Maintain Transparency

- Clearly differentiate between evidence-based information and personal opinions or experiences
- Disclose sponsorships and advertisements, visibly and/or audibly, at the relevant points in the content
- Disclose relevant conflicts of interest when they could reasonably affect the credibility of the information being presented
- Include relevant disclaimers emphasizing that our content does not replace professional medical advice
- Acknowledge the strength, limitations, and uncertainty of evidence when it exists
- Maintain editorial independence regardless of funding sources

## 7. Protect Health Information Integrity

- Support efforts to combat health misinformation in the broader media ecosystem
- Refuse to platform guests who persistently promote disproven health claims
- Commit to evidence-based reporting even when covering controversial or politically-charged health topics

## Building a Trustworthy Health Media Ecosystem Together

This pledge is a public statement from signatories demonstrating our commitment to evidence-based health communication. We recognize that each creator is at a different stage of their journey—from new content creators to established voices—so this pledge harnesses our collective dedication across topics, platforms, and audiences to build a health information ecosystem worthy of public trust.

|                                                       |                                                                                   |
|-------------------------------------------------------|-----------------------------------------------------------------------------------|
| Full Name                                             | Marc Bleisteiner                                                                  |
| Organization                                          | Rückenguru                                                                        |
| Date                                                  | 2025-10-15                                                                        |
| Job Title                                             | Founder                                                                           |
| Title of Publication<br>(enter N/A if not applicable) | <a href="https://rueckenguru.de/">https://rueckenguru.de/</a>                     |
| Signature                                             |  |

# Signature Certificate

Reference number: FE8EE969-2C7D-4E03-89E8-C7B6A0DDB68D

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Marc Bleisteiner  
info@rueckenguru.de

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Location: Hamburg, DE

Document completed by all parties on  
October 15, 2025 8:11 PM UTC