

THE TRUST TEST

To help people sense-check health information, we've developed the **TRUST Test**, a simple science-based memory tool to help navigate health misinformation

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**TOO GOOD
TO BE TRUE?**

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**Does it promise
unrealistic
results or
quick fixes?**

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**RESEARCH-
BACKED?**

**Does it trace
back to scientific
evidence rather
than personal
stories or
opinions?**

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UNDERSTOOD?

**Has the person
sharing the
information
understood the
dangers and risks**

Or have they downplayed the
harms and promoted unproven
remedies over appropriate
medical care?

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SOURCE QUALITY?

**Does it come
from a trusted
organisation or
scientific source?
What do other
experts say?**

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**THINK BEFORE
YOU SHARE**

If it doesn't
pass the
TRUST Test,
don't pass it on

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When you see health information:

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TOO GOOD TO BE TRUE?



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RESEARCH-BACKED?



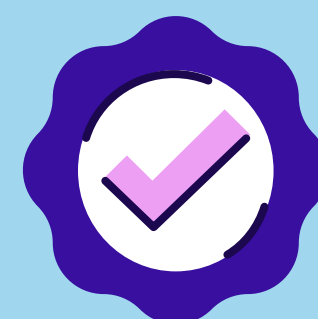
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UNDERSTOOD?



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SOURCE QUALITY?



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THINK BEFORE YOU SHARE



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The TRUST Test incorporates misinformation detection indicators tested and validated by researchers at University College London (UCL), with refinement from Alex Ruani, Doctoral Researcher in health-diet misinformation at UCL

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**SCIENCE
NOT FICTION**

CANCER PREVENTION ACTION WEEK
15–21 June 2026 wcrf.org/CPAW-2026