

Mass media campaigns for chronic pain: A scoping review of what is available and what is needed to inform a chronic pain campaign in Aotearoa New Zealand.

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INTRODUCTION

Chronic pain is the leading cause of disability worldwide due to both a high prevalence and the associated health burden.

Mass media public health campaigns can improve understanding amongst people with chronic pain, the public, and healthcare professionals (HCP).

Aims: To evaluate the peer-reviewed literature on chronic pain mass media campaigns to inform design of future campaigns.

METHODS

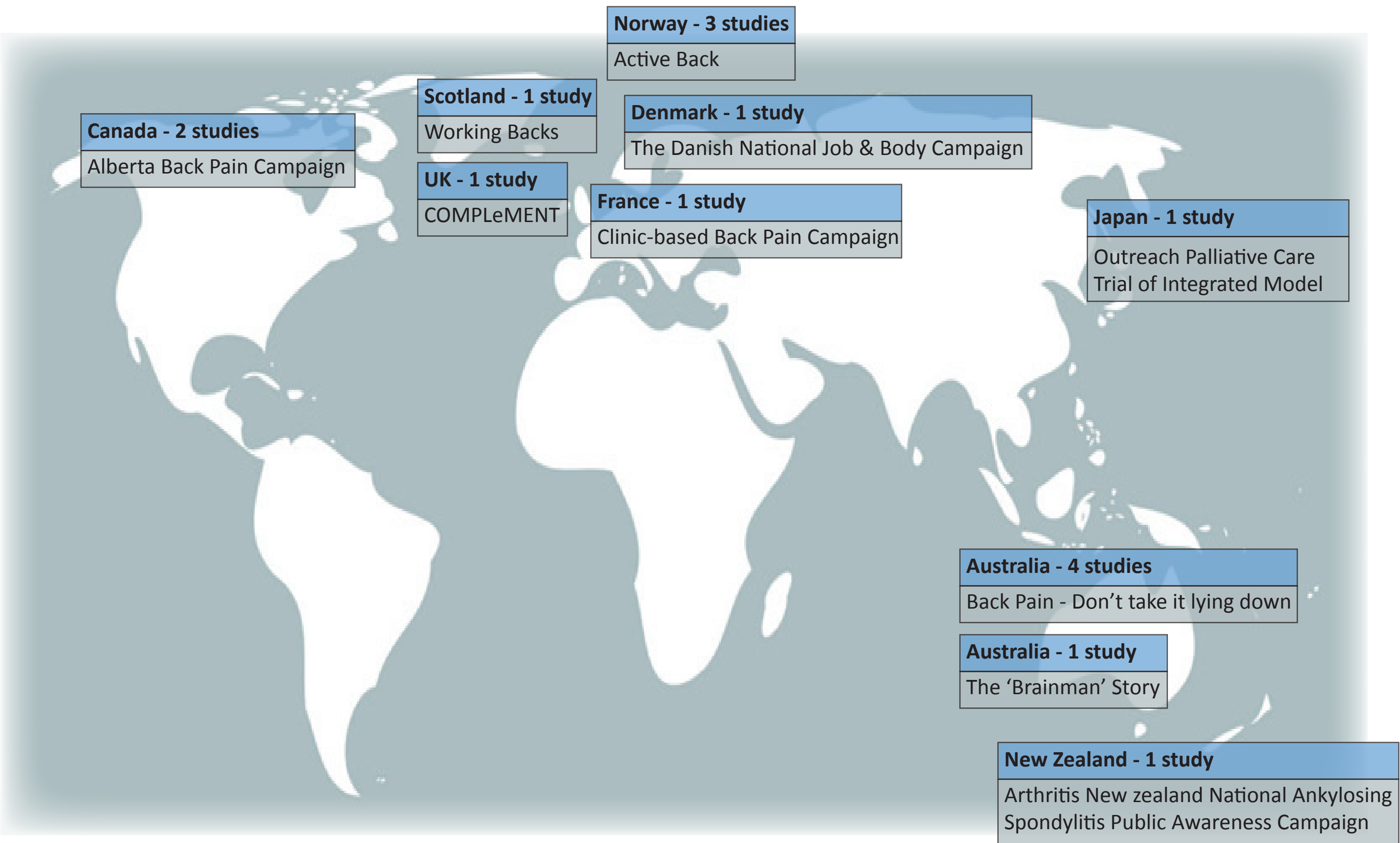
A systematic literature search of five databases - Medline, Embase, CINAHL, Cochrane, Scopus - was undertaken.

Scoping review methodology was used to identify, review, collate, and summarise the literature.

A narrative synthesis approach was used to identify the key features of all campaigns and gaps in knowledge.

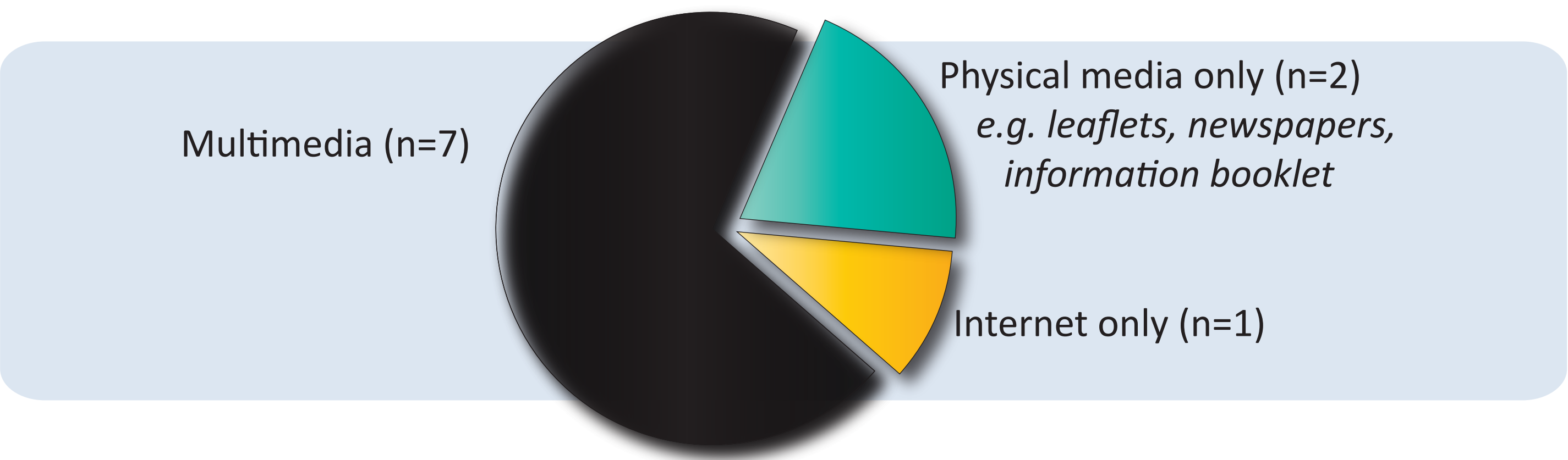
RESULTS

Twenty-two articles evaluating 10 mass media campaigns for chronic pain targeting the public and/or healthcare providers were included.



Key Finding #1

Effective campaign components included targeted messaging, aimed at the public and healthcare professionals, and use of multiple media.



Key Finding #2

Eight campaigns evaluated ‘change in beliefs’, and seven campaigns assessed ‘change in behaviour’.

Campaign	HCP		Public	
	Belief change	Behaviour change	Belief change	Behaviour change
Japan	Campaign not targeted on HCP		Significant +ve change	No data reported
Denmark	Campaign not targeted on HCP		Significant +ve change	Unknown change
Australia*	Significant +ve change	Significant +ve change	Significant +ve change	Indirect evidence
Australia**	No assessment on post-campaign belief and behaviour change			
France			Significant +ve change	No change
UK	Significant <small>SMALL</small> +ve change	Significant <small>SMALL</small> +ve change	Campaign not targeted on Public	
Canada	Campaign not targeted on HCP		Significant <small>SMALL</small> +ve change	No change
New Zealand	Campaign not targeted on HCP		Significant +ve change	Significant +ve change
Scotland	Significant +ve change	Significant +ve change	Significant +ve change	No change
Norway	Significant <small>SMALL</small> +ve change	Positive change	Significant <small>SMALL</small> +ve change	No change

*1997-1999 “Don’t take it lying down”
** 2008 - current “The Brainman Story”

Key Finding #3

Campaign cost may not be associated with positive changes in beliefs or behaviour. The following table illustrates four examples of the costs of a campaign and its reach to the public and/or the healthcare professionals.

Campaign	Cost (USD)	Public Awareness	HCP Awareness
‘Back Pain: Don’t take it lying down’ (Australia)	7.6 million	85%	89%
‘Job & Body’ (Denmark)	3.9 million	17.3%	N/A
COMPLEMENT (UK)	5,694	N/A	876 HCPs
‘Brainman’ (Australia)	14,400	> 1 million video views	> 400 emails (feedback or requests)

CONCLUSIONS

Mass media campaigns on chronic pain may lead to positive changes in public and healthcare providers’ beliefs, though only minimal effect on changing behaviours.

The key influential factors found were:



A future campaign in Aotearoa New Zealand should consider targeted messaging, strategic use of funding and potential use of social media along with cultural tailoring to Māori and Pasifika populations.

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