

Evaluation of Pain Matters magazine



Evaluation of *Pain Matters* magazine

Introduction

This report, the first formal evaluation of Pain Concern's magazine, *Pain Matters*, investigates readers' perceptions of the magazine and assesses whether and how far the magazine contributes to the achievement of Pain Concern's aims and objectives as a charity. We also look at information gathered which can tell us more about who readers are and how they read the magazine.

Background

Pain Concern has published a newsletter or magazine since the charity's foundation in 1995. The current iteration, *Pain Matters*, is a quarterly 16-page glossy colour magazine available in print and digital editions. The magazine contains news, features and comment on topics including self-management techniques, research into pain treatments and personal experiences of living with pain.

The print edition of the magazine has a print-run of 2500-3000 copies. Around 600 subscribers receive the magazine at a cost of £12 for four issues. Pain Concern's members, who pay an additional £5 on top of the subscription fee, also receive the magazine. Free trials of four issues are provided through partnerships with pain clinics. Further copies of the magazine are distributed free of charge to key supporters and contacts. The remainder of the print run is distributed at conferences and events and to pain clinics across the UK to display in waiting rooms.

The digital edition of the magazine was launched in January 2014 and is available through iTunes, Google Play, Amazon and through the website of the contractor Pocket Mags. It can be read through the downloadable app available on most smartphones and tablets or on a personal computer. Readers can purchase subscriptions to receive four issues of the magazine at £5.99. As of the end of December 2015 there were 116 paid subscribers. Readers may also purchase single issues at £1.99 and back issues are also available for £1.49; over 100 single issues have been purchased at the time of writing.

Pain Matters magazine is one of the core information services that the charity provides alongside the **Airing Pain** radio show. Pain Concern also provides information through a website and social media presence, and its helpline. As a relatively small organisation with limited resources, publishing and distributing a quarterly magazine represents a substantial commitment of financial and human resources. It is therefore especially important to evaluate its contribution to the achievement of Pain Concern's objectives.

Pain Concern's development plan commits the charity to the following objectives:

- **To empower people living with chronic pain to live life to the full**
- **To promote self-management and peer support (by providing information on self-management via website, podcasts and magazine)**

This is expanded upon in the outcomes we commit to achieving as set out in our application for the Scottish Government's Adult Community Care Grant:

People feel empowered to self-manage their pain independently in the community, well-being improves, opportunities open up for self-fulfilment and they are able to improve their quality of life.

Pain Concern is thus committed to supporting people in becoming effective self-managers of their pain with the goal of improving quality of life. Information provision is recognised as an integral pillar in the organisation's efforts to fulfil this goal with the magazine cited alongside the radio show and website as a key media platform for providing such information.

Research objectives

The specific objectives of this research were:

- To evaluate whether and how far *Pain Matters* contributes to Pain Concern's mission
- To obtain information about the preferences of readers with a view to better meeting their needs
- To obtain information about the demographic composition of the *Pain Matters* readership

In evaluating how *Pain Matters* contributes to the charity's mission (see Background) we should be focusing on the following criteria:

1. Does *Pain Matters* empower readers with chronic pain to live their lives to the full/improve their quality of life?
2. Does *Pain Matters* promote self-management among its readers?

Evaluation timescale

Planning for the evaluation began in early 2014 and the approach to the evaluation project and the questionnaire for use in the survey was agreed by the Advisory Board in March. Hard copies of the questionnaire were sent out with issue 57 of *Pain Matters* in April-May and a link to the online questionnaire was sent out by email in April.

The online survey was closed at the end of July although we continued to receive paper submissions into August-September. The data were gathered together in October-November 2014 and the writing of this report was completed in January.

Methodology

We collected qualitative and quantitative data and captured a wide range of information via a questionnaire disseminated through the following means:

- distributed as a hard copy insert with print editions of the magazine
- available online on the platform Lime Survey (with some additional digital specific questions) – survey website URL was sent to readers of the digital edition who had provided email addresses through our digital magazine contractor, Magazine Cloner and was also notified to print readers on hard-copy surveys

A prize draw was used to incentivise readers to complete the survey with the opportunity to win a £20 Marks and Spencer voucher.

The questions were designed to gain data on the following:

- who is reading *Pain Matters*
- how readers found out about and use the magazine
- specific information sought on readers' perception of the content of *Pain Matters*

Most of the questions entailed 'forced choices' for respondents, who had to complete the 'other' category to continue with completion of the questionnaire.

This report is organised into two parts: a summary of the survey findings followed by a discussion of the results. The report ends with recommendations and conclusions.

Acknowledgements

Thanks go to Jack Zhang for assistance with data analysis and to Dr Pamela Bell for guidance on the graphical presentation of our findings. All errors and omissions are my own.

Tom Green, 11/02/2015

Part1: Questionnaire results

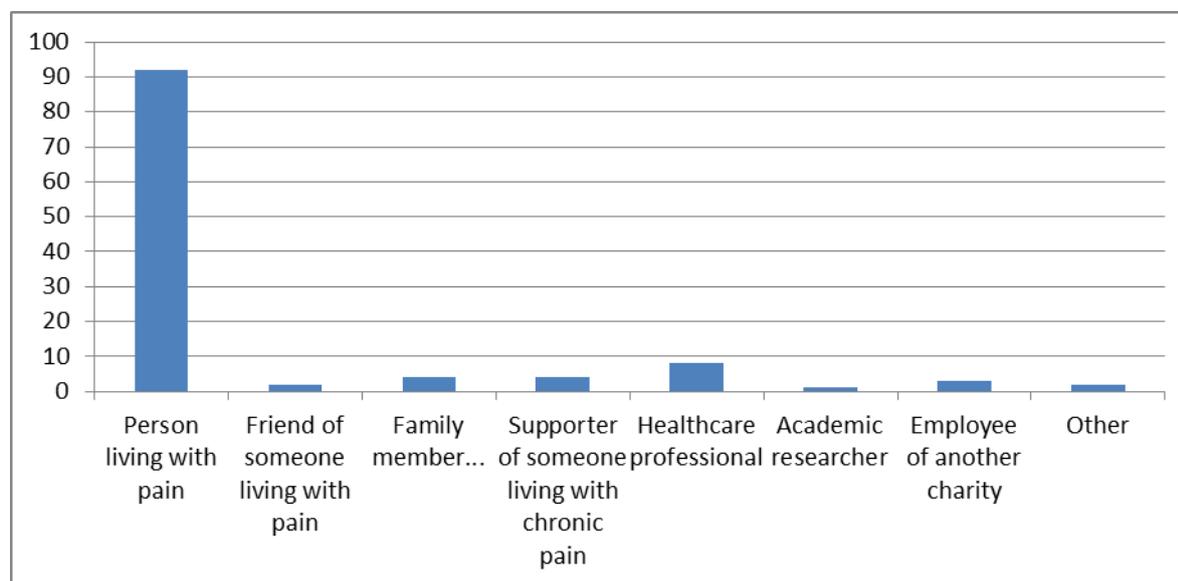
Introduction

We received 161 responses to the questionnaire out of an estimated total readership of 3000-4000. Therefore the sample size for the survey constitutes around 5% of the readership. The following sections display the responses to the survey grouped by question theme. While we cannot be sure that the respondents are representative of the overall readership (i.e. readers enthusiastic about the magazine are more likely to fill out a survey), the sample size is sufficient for us to be able to make informed assumptions. Note that not all respondents answered all of the questions.

1.1 Reader demographics

As Figure 1 shows, people living with pain made up the great majority of our respondents (N=91). Eight healthcare professionals responded with a smaller number of responses coming from family (N=4), supporters (N=4) and friends (N=2) of people in pain and employees of other charities (N=3). We had one response from an academic researcher and the other category included the CEO of another pain charity.

Figure 1



Note that respondents were invited to select more than one option if applicable; for example, a respondent could select the 'person living with pain' and 'academic researcher' options.

Figures 2 and 3 give us an idea of the gender and age of our readers. Four out of five respondents were female (81%, N=78), while 44% (N=43) were over the age of 60, 25% (N=24) between the ages

of 51 and 60 and 21% (N=21) fell into the 41-50 age bracket. Only 10% of respondents were under the age of 40 with none at all under the age of 18.

Figure 2

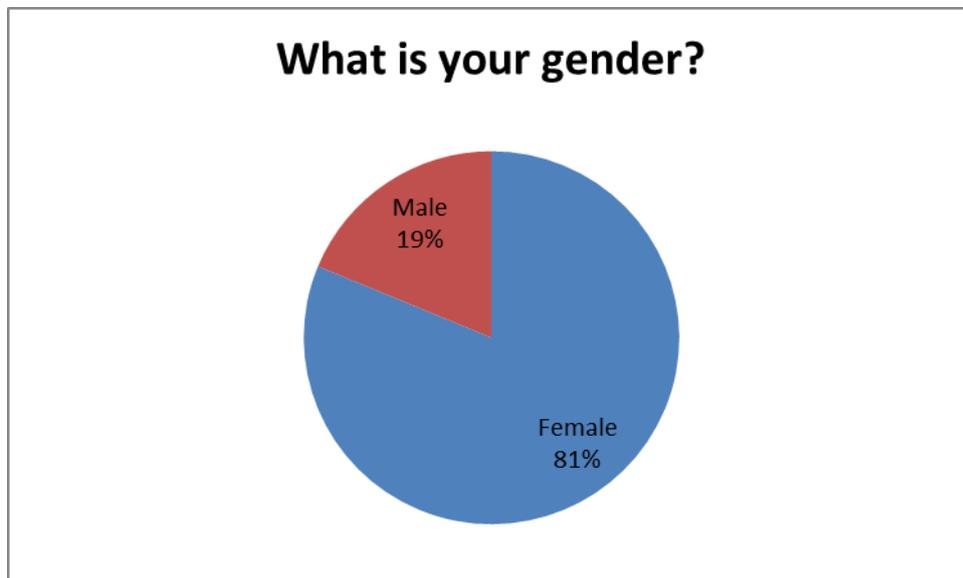


Figure 3

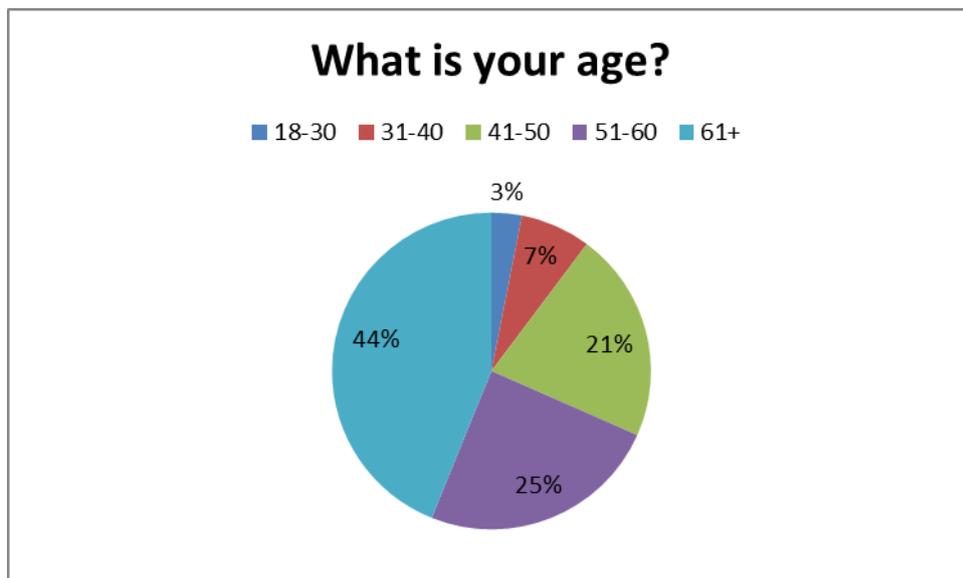
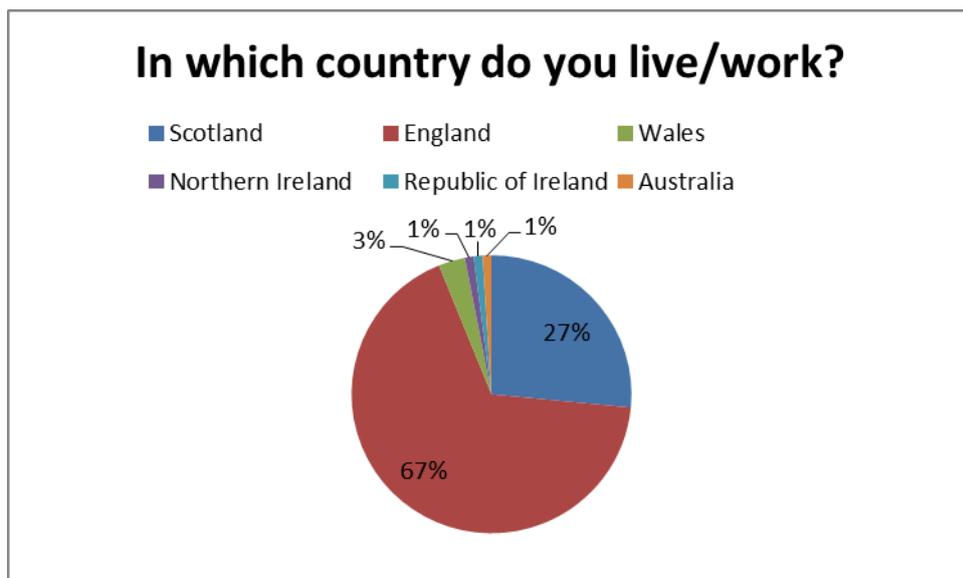


Figure 4 displays the geographic spread of respondents, two thirds (N=66) of whom live or work in England, just over a quarter in Scotland (N=26) with the remainder in the rest of the UK, Ireland and Australia. This is somewhat surprising in view of the launch of the digital magazine, which is available worldwide, in January 2014. However, as Figure 7 indicates, we received few survey responses from readers of the digital edition.

Figure 4

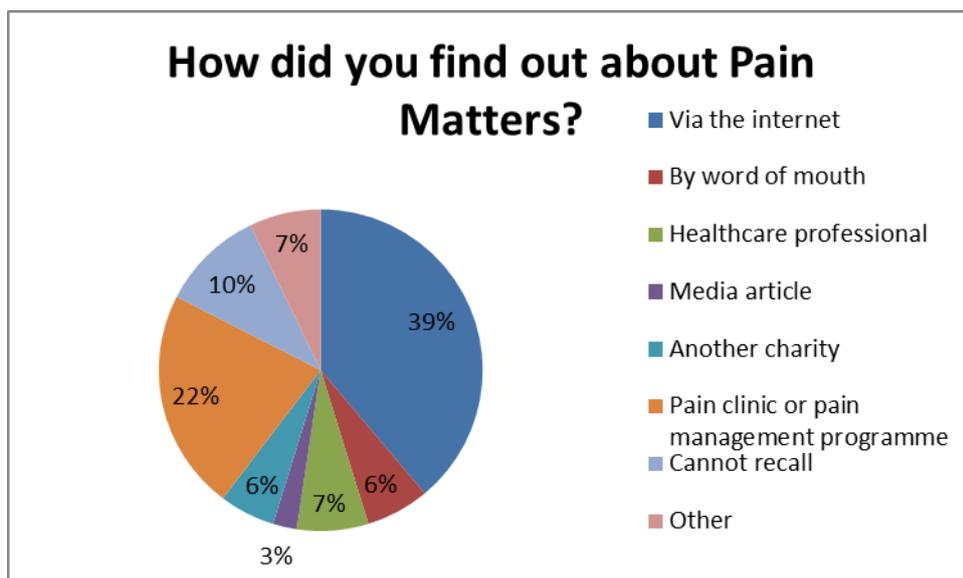


1.2 Our readers and *Pain Matters*

In this section we look at for how long readers have subscribed to *Pain Matters*, how they first came across it and the basis upon which they receive the magazine. The average length of time a respondent had subscribed to the magazine was just over five years. Of the 55 who responded to this question, 16 had subscribed for more than ten years.

Figure 5 shows that the internet was the most common way for people to find out about *Pain Matters* with 39% (N=49) discovering the magazine online.

Figure 5



Pain management clinics or programmes (22%, N=28) and healthcare professionals more generally (7%, N=9) constitute a very important way for readers to reach *Pain Matters*. Some of our respondents' comments suggest the ways in which healthcare encounters might lead to someone trying the magazine:

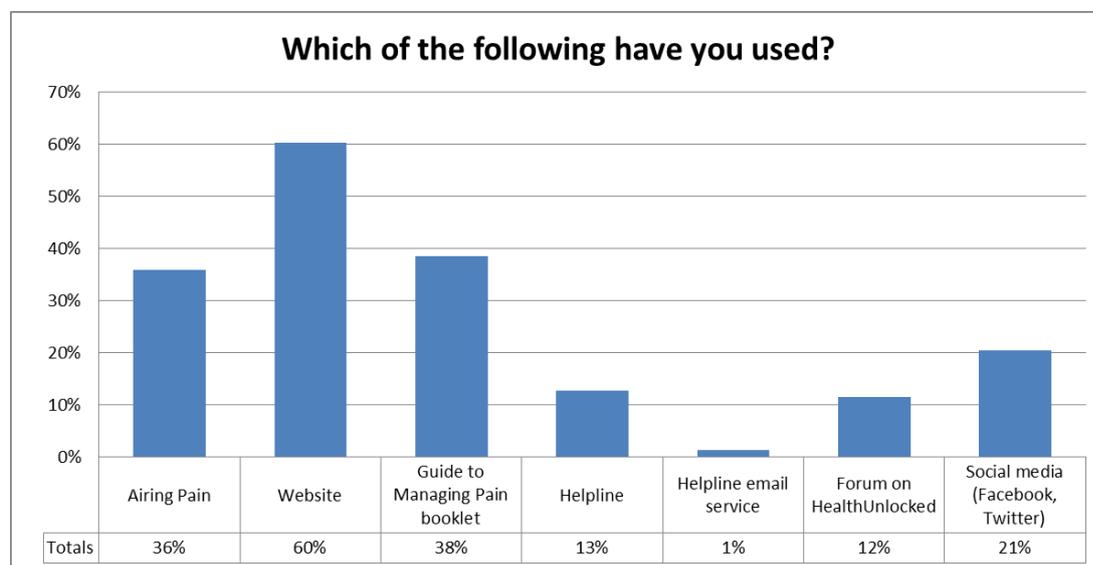
Got free subscription after completing the Pain Management course at the Astley Ainslie in Edinburgh.

Found a copy whilst visiting Leicester Hospital when my wife was reviewing a new trial drug for cancer.

It is also worth noting that of the seven respondents citing other charitable organisations, all specified Arthritis Care as their source for discovering the magazine in their comments.

As well as finding out about how respondents found out about *Pain Matters* we also asked about their use of other Pain Concern resources. Figure 6 shows that the website is much the most popular additional resource (60%, N=47), although even this figure suggests that for many readers the magazine may be their only interaction with the charity.

Figure 6



We asked for more information regarding the internet source used to discover the magazine and, as Figure 7 illustrates, the Pain Concern website was the single most important online route to discovering *Pain Matters* (41%, N=28). Search engines followed on 18% (N=12). Of the 'other' responses, seven people found out through Facebook, while a majority of the remaining respondents cited offline sources of information in this category suggesting that 'N/A' should have been an option on this question to avoid confusion.

Figure 8 details the arrangement through which respondents receive their copy of *Pain Matters*. Well over half (58%, N=58) pay for a subscription to the print edition with 17% (N=17) receiving a year-long (4 issues) free trial subscription and 10% (N=10) receiving the magazine as part of their membership of the charity. Few digital subscribers or purchasers of a digital issue opted to complete a questionnaire, perhaps unsurprisingly given that it only launched at the beginning of 2014.

From the comments in the 'other' section for this question, two respondents read copies of the magazine received from their pain management clinic and two more cited Arthritis Care as the source of their copy of *Pain Matters*.

Figure 7

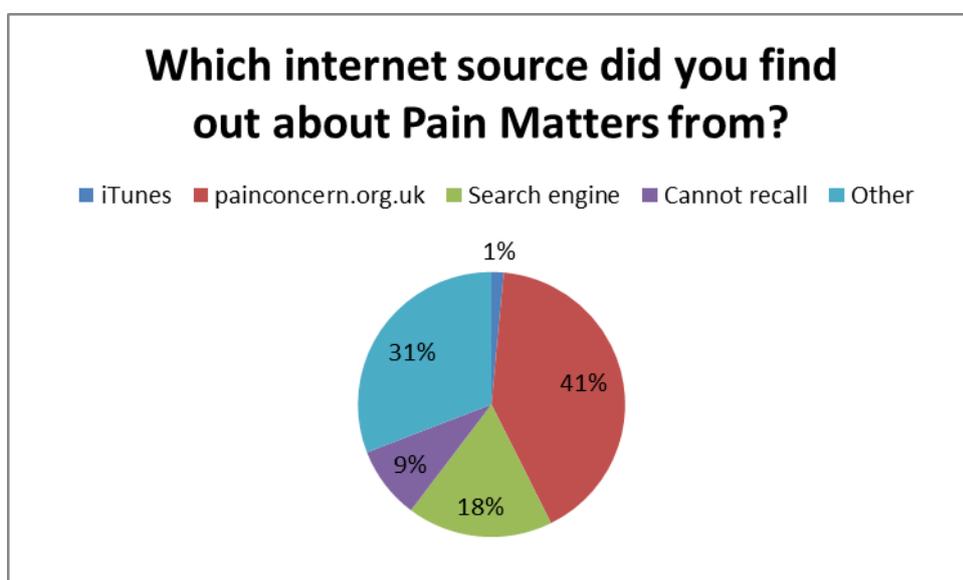
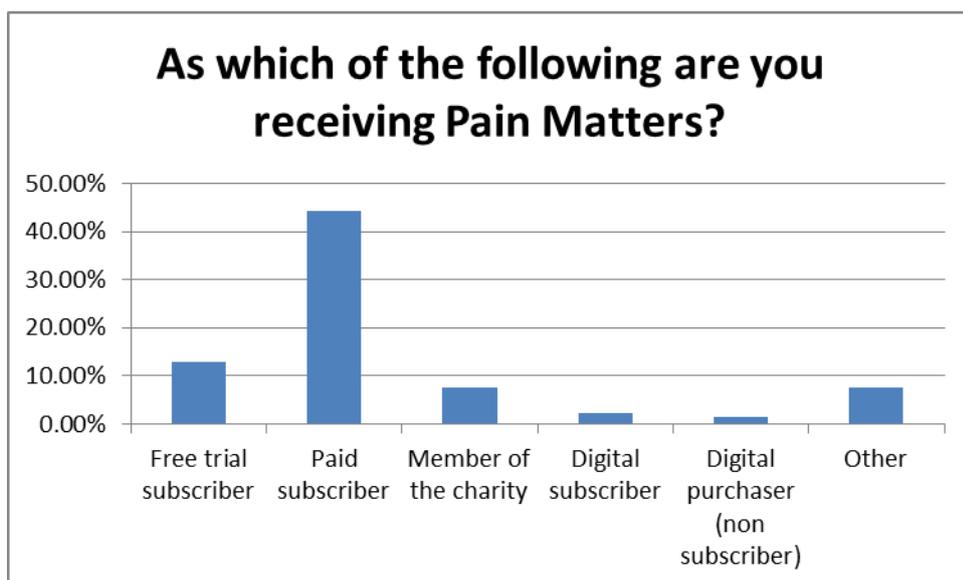


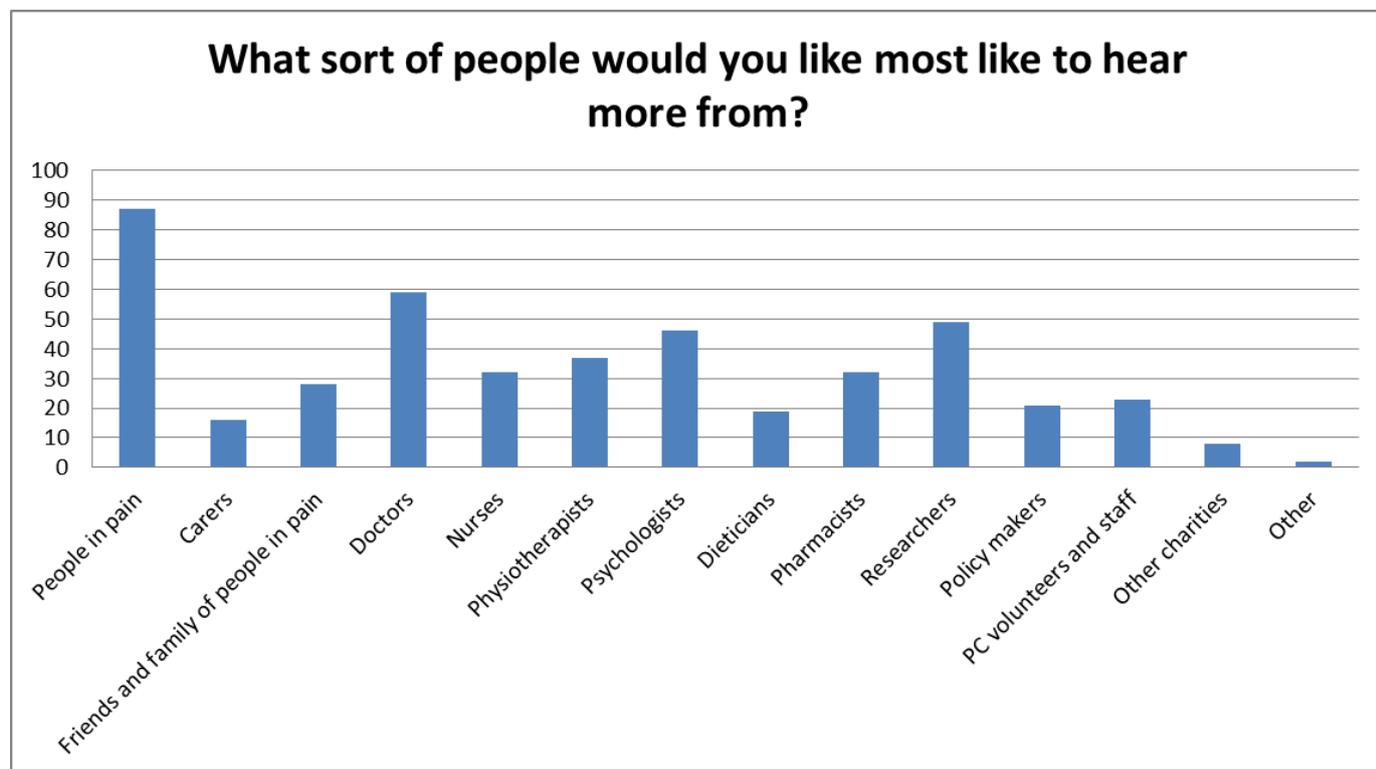
Figure 8



1.3 Readers' views of content

We asked survey respondents to answer questions about their preferences regarding the content of *Pain Matters*. Among other things, we wanted to find out the categories of contributor and interviewee they would like to read more content from or about.

Figure 9



Note that respondents were invited to select more than one option.

The data show overwhelmingly (N=87) that respondents want to read content featuring the voices and experiences of people living with chronic pain. The views of key clinical staff members of multidisciplinary pain management teams are also of particular interest to readers: doctors (N=59), psychologists (N=46), physiotherapists (N=37) and nurses (N=32). Pharmacists were also mentioned by just under a third of respondents (N=32).

Perhaps most interestingly from the point of view of the future editorial steer of the magazine, respondents were especially keen to hear more from researchers (N=49) and around a fifth want to hear more from volunteers and staff working at Pain Concern (N=23).

We were also interested in finding out what topics people wanted to see more or less of – Figure 10 displays answers to the question ‘Would you like to see more, less or the same amount of these topics in Pain Matters?’ with each chart giving responses for a particular topic. Respondents were on

the whole satisfied with the balance of content with the 'decrease' option falling well below 10% for each of the five categories and the 'same' option being chosen by 40-50% of respondents for all but the policy and campaigns category. The latter saw a majority (52%, N=57) calling for more content, while 48% (N=52) of respondents would like to see more content covering medications.

Finally, we asked whether respondents had favourite regular features or topics, or suggestions for future topics *Pain Matters* could cover.

In response to 'Do you have any favourite regular features in Pain Matters which you would like to mention?' one respondent singled out the *Notes* column as a favourite for providing 'new information on what the medical profession are doing to help chronic pain patients.' Another respondent looked forward to the new self-management advice column by Pete Moore: 'I think the Ask Pete section is a good idea. I'm sure people will like it.'

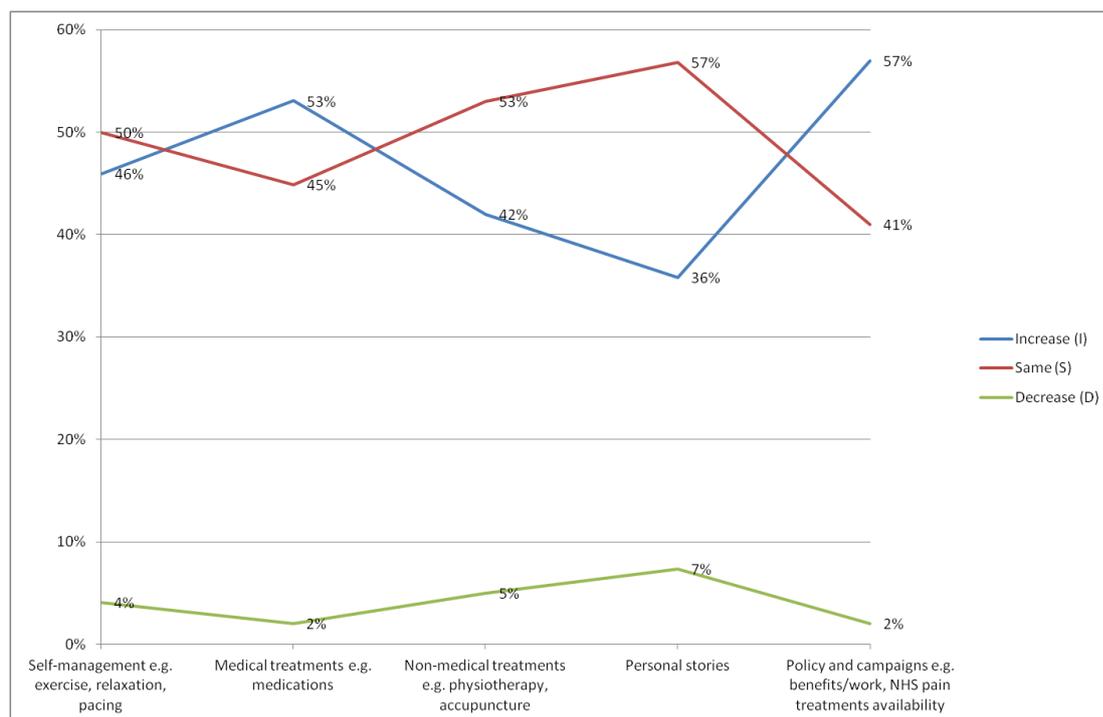
Respondents to the question 'Do you have any favourite articles or topics which you would like to mention?' picked out self-management without medications and 'other people's experiences'. One reader found the article on medical marijuana particularly interesting while another 'particularly appreciated your article on endometriosis and support groups'. A piece by our regular columnist Vidymala Burch also singled out for praise: 'I think the latest 'Beyond Suffering' article is excellent. I had already discovered mindfulness for myself but was pleased to see your article and feel it will help others.'

A range of specific topics for *Pain Matters* to cover in future were suggested including CRPS, trigeminal neuralgia treatments and Gilmore's groin. Respondents also called for articles on the more general themes of medications, different types of pain, people's stories, acceptance, explanations of the nervous system and local support groups. One respondent called for more attention to be paid to families and carers:

I would like to see more articles from carers and friends and family of those living with chronic pain. They are often sidelined by the person in pain and it would be great for a carer or family member to do an interview on what it is like living with someone in chronic pain.

Another mentioned the morale-boosting power of personal stories: '...an inspiration to keep going'.

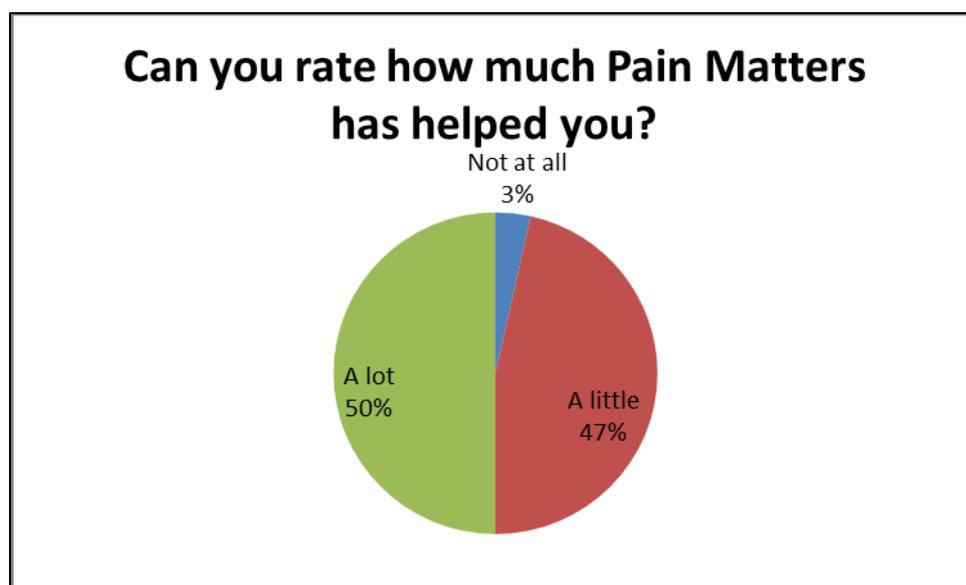
Figure 10: 'Would you like to see more, less or the same amount of these topics in Pain Matters?'



1.4 Does *Pain Matters* benefit its readers?

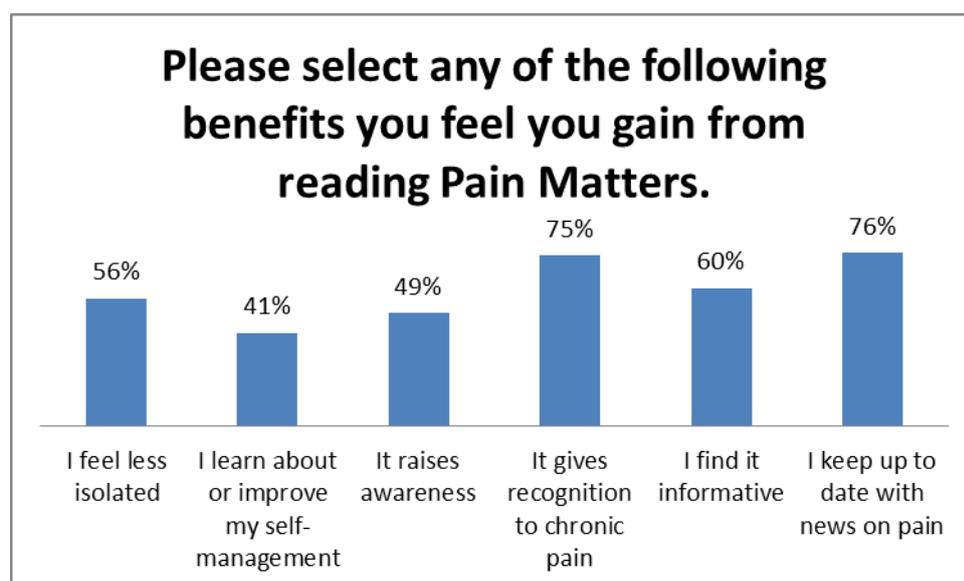
As we stated in the Research Aims, one of the fundamental goals of the evaluation exercise was to determine whether and how much *Pain Matters* benefits people in pain. To this end, we asked our readers to answer directly this question. Figure 11 shows the response with 47% (N=40) of respondents finding the magazine had helped them a little and an encouraging 50% (N=43) saying it had helped them a lot. Only 3% (N=3) found the magazine no help at all.

Figure 11



We then asked for more information regarding the specific ways in which readers believed *Pain Matters* had benefited them. Respondents were able to select more than one option with three quarters citing the recognition given to chronic pain (N=68) and keeping up to date with news on pain as benefits (N=69). Being kept informed came next with 60% (N=55), followed by feeling less isolated (56%, N=51). A smaller, but still substantial, proportion of respondents cited raising awareness (49%, N=45) and learning about/improving self-management (41%, N=37) as benefits of the magazine.

Figure 12



Respondents were asked to provide details of other benefits in comments and some also used this option to expand on the options we gave them. Feeling like there was an advocate for those in pain was mentioned by several readers, while others stressed the benefit of feeling like they are not alone.

A sample of the comments provides an insight into the range of ways in which people feel they have benefited from the magazine:

It provides evidence-based solutions or gives readers the information with which to make informed treatment decisions.

It is good to see that chronic pain is pushed up the political agenda by Pain Concern.

Confidence in talking to people about the problems of pain

It prompts me to look more things up online as I use a lot of the links given which enhance the magazine.

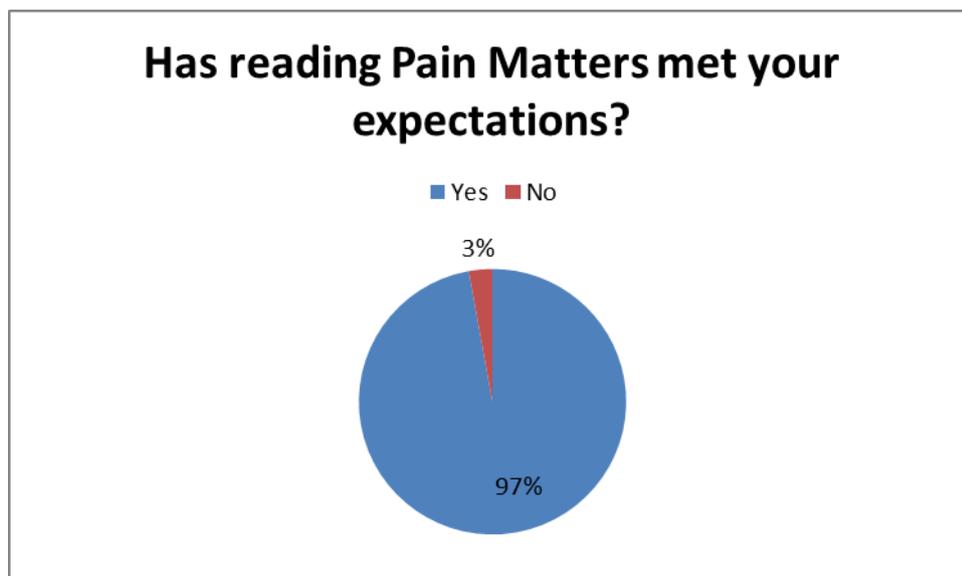
Interesting to learn about regional variations regarding help available

The magazine certainly reduces the feeling of isolation and I do so welcome its arrival.

1.5 Readers' overall opinions of *Pain Matters*

In addition to readers' views on the content of *Pain Matters* and the ways in which it might have been useful or beneficial for them, we wanted to know more generally what they thought of the magazine. To get an overview of readers' perceptions they were asked whether the magazine had met their expectations. Almost all respondents (97%, N=68) said it had with only 3% (N=2) saying it had failed to meet their expectations. One reader commented: 'It always makes me feel somebody cares when my issue arrives.'

Figure 13



We also asked for their opinions on value for money, design and readability as well as enquiring about how long readers spent reading the magazine issues and whether they have or would recommend it to others.

The vast majority (96% N=70) of those who answered the question thought *Pain Matters* represented good value for money. One respondent commented that the magazine was 'a lot of information for not a lot of money', while another called for a more regular and expanded publication: 'I would like to see a larger, more frequent magazine'.

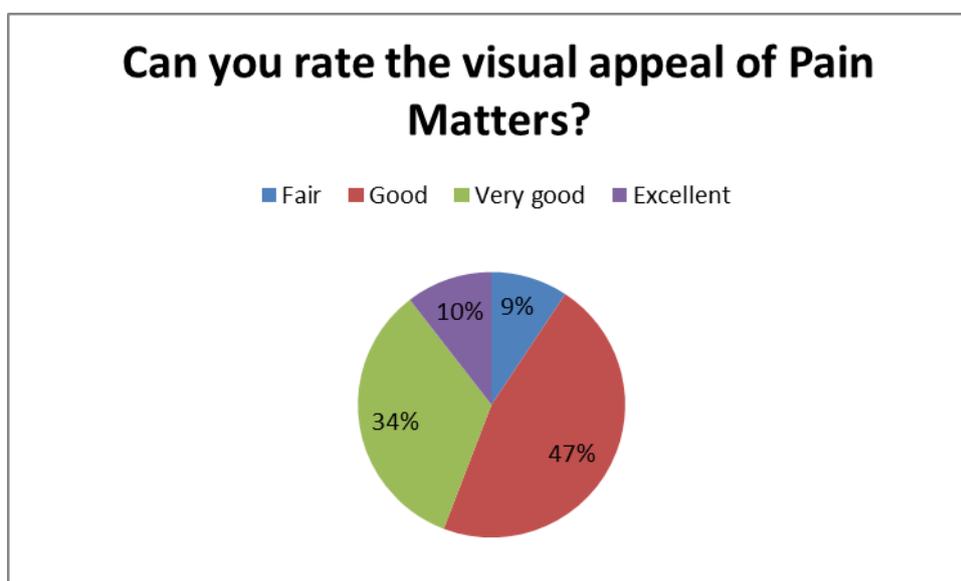
Respondents overwhelmingly found the magazine easy to read (97%, N=82). Some readers commented appreciatively on the lack of jargon: 'Articles are written in plain English, not too much

jargon.’ However, another respondent complained that they found the content ‘perhaps a little too simplistic’.

Readers typically read the magazine in under 1 hour (35%, N=35) or 1-2 hours (36%, N=36) although one reader’s comment on the question asking whether the magazine was easy to read suggested that ease of reading did not preclude spending a long time with each issue: ‘I find it very easy to read so it only takes me half an hour to read it all, however for my next answer I put 4+ hours as I return to the issues over and again.’

We received broadly positive responses when we asked readers to rate the visual appeal of *Pain Matters* (Figure 14) with 34% (N=29) rating it very good and 47% (N=40) rating it good. Few thought it to be excellent (10%, N=9), but fewer rated it fair (9%, N=8) and no respondents thought it poor.

Figure 14



Turning now to one of the most important measures for evaluating the magazine: have readers recommended it to friends or family or would they be likely to do so in the future? Encouragingly, over half (54%, N=44) said they already had recommended the magazine to someone, while 94% (N=77) would recommend it. One reader commented: ‘I have met people in pain who didn’t know that it was a condition in its own right and have given them some editions [of *Pain Matters*] and it has helped them.’

Figure 15

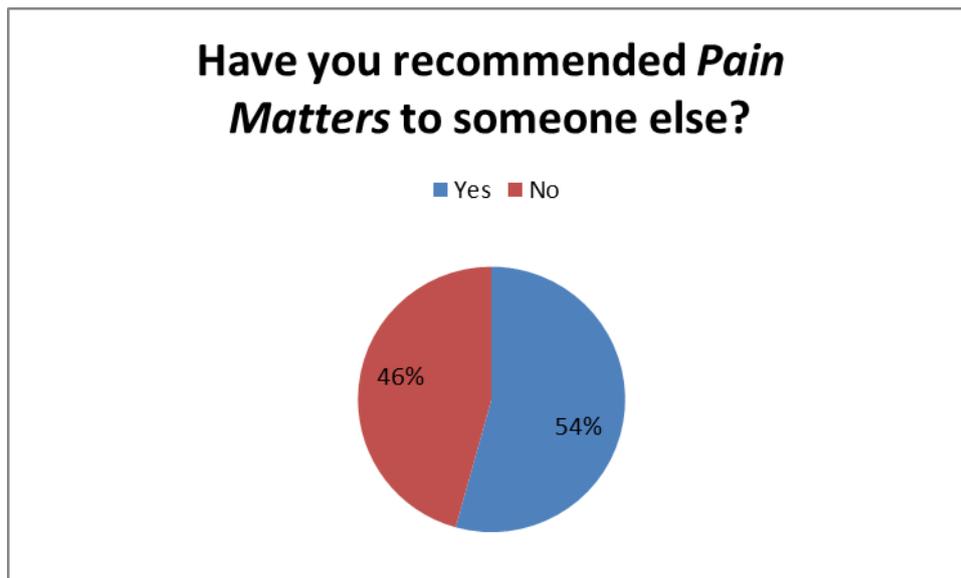
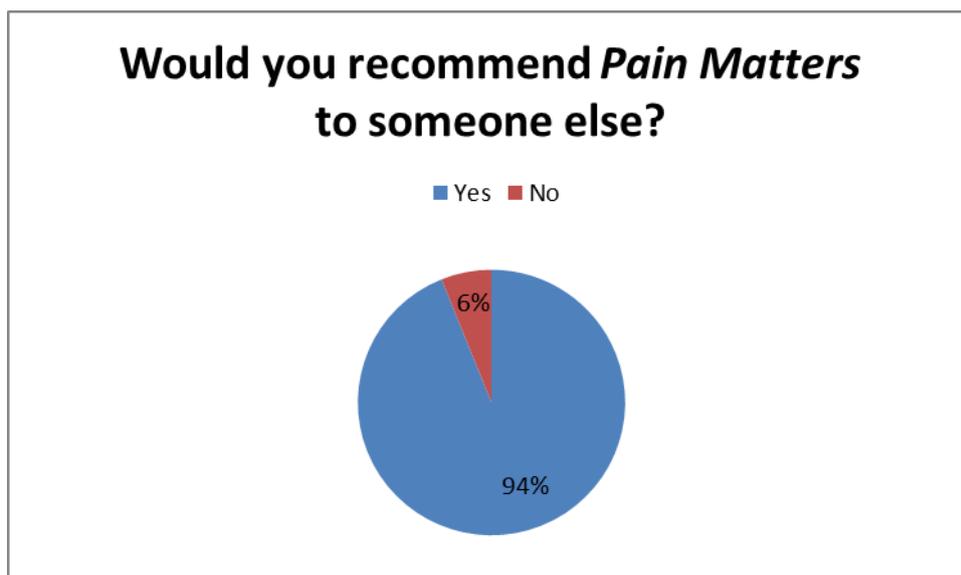


Figure 16

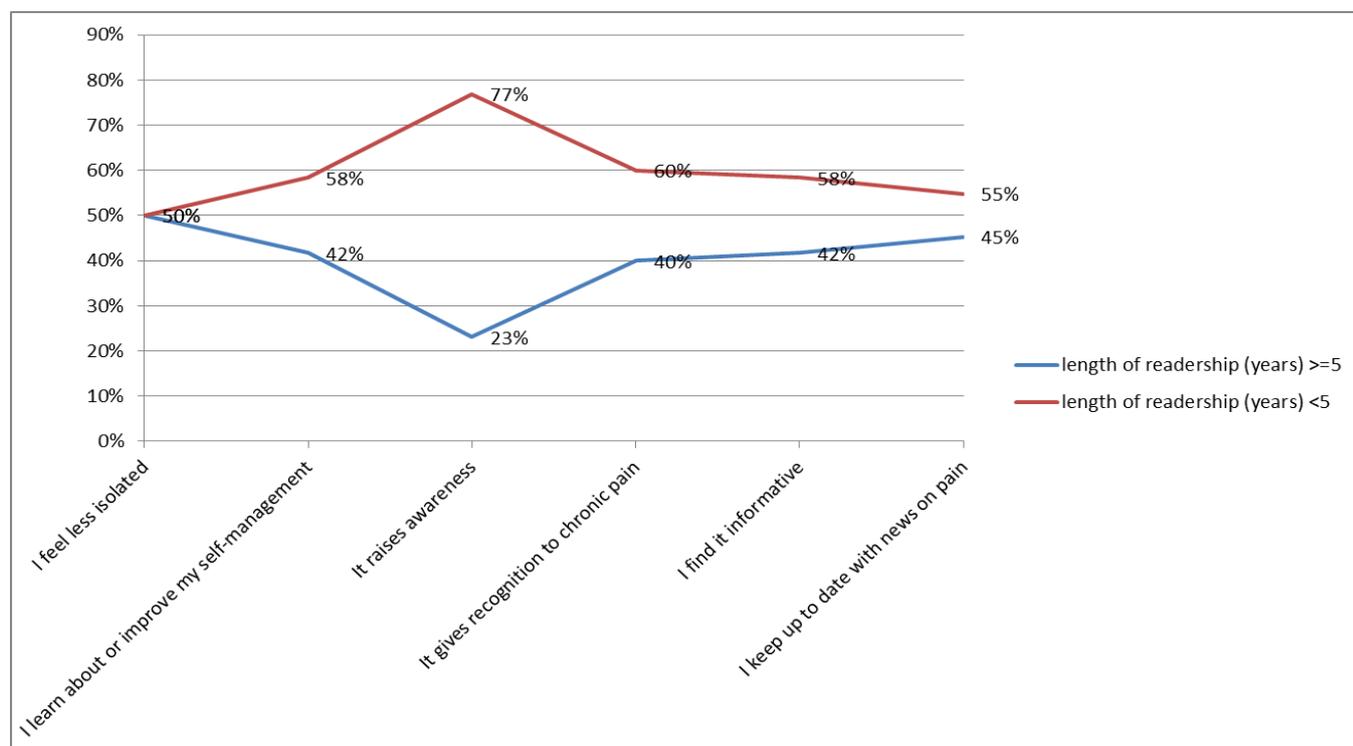


1.6 Readers old and new

As noted above, we found out that respondents had subscribed for an average of around five years (55 respondents answered this question). Asking readers for how long they had been reading *Pain Matters* gave us the opportunity to measure how far length of readership might influence views of the magazine.

There were no significant variations in how far respondents said the magazine had helped them overall, but when we looked at the data for the question on the specific ways they had been helped, a gap between these two cohorts emerged. Those reading for five years or more (≥ 5) were far less likely to point to awareness-raising as a benefit (23%, N=6) than those who had been readers for less than five years (<5) (77%, N=20) and less likely to value giving recognition to chronic pain (60% compared to 40%). It may be that readers of fewer years' standing are also likely to be those more recently diagnosed with chronic pain. As such, the need to see that their condition is recognised and acknowledged by others may be more keenly felt.

Figure 17: Benefits of *Pain Matters* and length of readership (years)



Part 2: Discussion

Introduction

Here we discuss the results of the survey as set out in Part 1 with a view to drawing out the significance of the data collected.

2.1 The *Pain Matters* reader

The findings presented in 1.1 suggest that the vast majority of readers are people living with chronic pain although healthcare professionals are reading *Pain Matters*. The magazine aims to provide content of interest to the whole 'pain community' (people in pain, their families and carers, and healthcare professionals), but it may be that healthcare professionals regard *Pain Matters* as primarily a patient support group publication. Some healthcare professionals did, however, comment on the popularity of the magazine among their patients: '*Pain Matters* is of enormous benefit to patients in clinic and on our Pain Management Programme.'

Older people are more likely to read the magazine and women predominate by a factor of almost four to one. To some degree this reflects the demographics of people living with pain: women are more likely than men to be diagnosed with chronic pain and many people develop chronic pain as they grow older – the National Pain Audit (2012), for instance, received responses from almost twice as many women as men and respondents had an average age of 53.8.¹ This still suggests that *Pain Matters* has a readership not fully representative of the overall population of people in pain – the survey indicates that only 10% of readers are under the age of 40. One reader commented that more articles featuring the experiences of younger people would be welcome: 'It would be great to hear from young people living with chronic pain too.' The fact that we had very few responses from digital subscribers makes it difficult to determine whether this format is more appealing to younger readers.

Respondents found out about *Pain Matters* from pain management clinics, other encounters with healthcare professionals, through Arthritis Care and by word of mouth, reinforcing the importance of maintaining and expanding relationships with the wider pain community. However, the internet proved to be the single most important source of new readers with painconcern.org.uk, perhaps unsurprisingly, the most important contributor to this. Search engines are also steering new readers towards *Pain Matters* with Facebook making a more modest contribution. Social media may be failing to find new readers because those who opt to follow Pain Concern's output are likely already to be aware of the other services we provide.

¹ *National Pain Audit Final Report* (2012): pp. 27-28.

Looking at the converse, i.e. the other Pain Concern services *Pain Matters* readers use, threw up some surprises. Only just over a third of respondents had listened to *Airing Pain* despite this having been prominently promoted in the magazine and being free to access. More readers had been sent or read copies of the (free) booklet, *A Guide to Managing Pain*, highlighting the continuing popularity of this publication. Overall, the website proves to be the most popular additional resource, although even this had been accessed by no more than three in five of our readers. This suggests that a print magazine still has an important role to play in reaching those who do not, or prefer not to, use the internet. As one reader put it: 'I've no access to the internet – I find the magazine a real god send'.

However, the fifth of respondents who have made use of Pain Concern's social media output indicate that there is a substantial minority of readers who wish to access information across both old and new media.

2.2 Readers' views of *Pain Matters*

The vast majority of respondents find *Pain Matters* to be a helpful or very helpful resource, which is easy to read and offers good value for money. Almost half of respondents had recommended the magazine and more say they would do so if the occasion arose. The data alone is strong evidence of the positive impact *Pain Matters* has on many of its readers, but respondents' comments help to illustrate this:

It always makes me feel more cheerful and optimistic.

Covers all aspects of living with long term pain very well

Very informative, helpful and educational

The importance of continuing to produce a print edition is demonstrated by the 60% of readers who read *Pain Matters* but have never accessed the Pain Concern website.

Readers are helped by the magazine in a variety of ways, the findings suggest, with many respondents valuing how the magazine keeps them up-to-date with news on pain and gives recognition to chronic pain. The value of the latter is particularly worth stressing as disbelief or lack of understanding from family, colleagues and healthcare professionals is a problem frequently reported by people in pain. Another very real problem faced by people in pain is isolation caused by the disability and loss of work and social life that often accompany the condition. It is therefore especially heartening to note that almost 60% of respondents found that the magazine made them

feel less isolated. One reader wrote movingly: 'It always makes me feel somebody cares when my issue arrives.'

A substantial although smaller proportion of readers, the survey indicates, have been helped by *Pain Matters* to learn about or improve the self-management of their condition. This is one of the key objectives of the charity and so it may be worth steering the magazine towards giving more space to practical self-management skills. However, it is possible that those respondents who did not select this option are simply sufficiently experienced at managing their condition that they read the magazine for the other benefits more frequently mentioned in the survey results. This theory may be supported by the lack of clear demand for more self-management information in responses to Question 10.

Opinions of the general appearance of the magazine were generally positive but not overwhelmingly so. There may be grounds for considering a redesign in the medium term to freshen it up.

Turning to the inside pages, respondents were generally satisfied with the balance of content with few calling for less coverage of any of the topics currently covered. The survey indicates that readers would be keen to hear more from people in pain when asked if there were any groups in the pain community deserving of more focus. This is a finding which seems slightly incongruous when we note that less than a third of respondents called for an increase in 'personal story' type articles, the content which most prominently feature the voices of those living with pain. It may be that people wish to hear more comment from people in pain in the other types of articles we publish.

Less ambiguous was the call from our respondents to see more content provided by or concerning researchers working on pain. They came second only to doctors in our respondents' ranking. Featuring more information about pain research would perhaps be a more realistic prospect for a change in editorial direction as the charity's commitment to promoting interdisciplinary approaches to pain management (in line with the International Association for the Study of Pain's model of best practice) would prevent a focus on doctors at the expense of other healthcare professionals.

Policy and campaigns was another area which our readers would like us to shine a greater spotlight on. This may require the development of a stronger external relations team at Pain Concern to provide more input into the editorial process. Medication is generally a more popular topic than self-management or alternative treatments, but not overwhelmingly so. The general consensus among our respondents leans towards maintaining a balance of different topics.

Part 3: Conclusions

Our primary objective in this evaluation was to assess whether and how far *Pain Matters* contributes towards Pain Concern's mission to empower people in pain and promote self-management. Based on respondents' feedback, we can say with a high degree of confidence that *Pain Matters* is helpful to many of its readers. As for these more specific objectives, the survey responses suggest that readers gain the following benefits from *Pain Matters*:

- Reduced feelings of isolation (among a majority of readers)
- Affirmation: reinforcing the message that pain is real and is recognised as a condition in its own right; this is supporting some readers in communicating with those around them
- Supports learning or reinforcing of self-management skills for some readers
- Keeps readers up-to-date with policy and research news on pain

Although the survey results indicate that there may be some benefit in making small adjustments to the magazine's content (perhaps increasing the attention given to policy and campaigns, and including more information on research and practical self-management), the evidence overall points to reader satisfaction with the balance of content. Short of increasing the size of the magazine, substantial adjustments to the coverage given to different topics may be a case of robbing Peter to pay Paul.

We have received many useful suggestions from readers for future articles ranging from dealing with loneliness to stem cell research to how people in different cultures cope with pain. We hope to be able to cover some of these suggestions in future issues.

Appendix: Questionnaire

Pain Matters Survey

We are constantly trying to improve Pain Matters, and would like to hear from you.

Please complete this survey and return it in the envelope provided.

Alternatively you can fill in the survey online at: survey.painconcern.org.uk

If you complete your details you will be entered into a draw to win a £20 Marks and Spencer gift card.

Thank you!

You and Pain Matters

As which of the following are you receiving Pain Matters?

- Free trial subscriber
 - Paid subscriber
 - Member of the charity
 - Digital subscriber
 - Digital purchaser (non subscriber)
 - Other (please specify)
-

Other (please specify)

How did you find out about Pain Matters?

- Via the internet
- By word of mouth
- From a healthcare professional (please specify below)
- From a media article (please specify below)
- From another charity or voluntary organisation (please specify below)
- Through a pain clinic or pain management programme (please specify below)
- Cannot recall

Which internet source did you find out about Pain Matters from? (if applicable)

- iTunes
 - Google Play Store
 - pocketmags.com
 - painconcern.org.uk
 - Search engine
 - Cannot recall
 - Other (please specify)
-

For how many years have you been a member or subscriber? (if applicable)

How do you pay for your paper subscription? (if applicable)

- Cheque
- Online
- By phone

If you use the digital version of the magazine, what device do you view it on?

Computer

Smartphone

Tablet

Inside Pain Matters

Would you like to see more, less or the same amount of these topics in Pain Matters?

	Less	Same Amount	More
Self-management e.g. exercise, relaxation, pacing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical treatments e.g. medications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-medical treatments e.g. physiotherapy, acupuncture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy and campaigns e.g. benefits/work, NHS pain treatments availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What sort of people would you like most like to hear more from?

- | | | |
|---|---|--|
| <input type="checkbox"/> People with chronic pain | <input type="checkbox"/> Physiotherapists | <input type="checkbox"/> Pain Concern volunteers and staff |
| <input type="checkbox"/> Carers | <input type="checkbox"/> Psychologists | <input type="checkbox"/> Other charities |
| <input type="checkbox"/> Friends and family of people with chronic pain | <input type="checkbox"/> Dieticians | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Doctors | <input type="checkbox"/> Pharmacists | |
| <input type="checkbox"/> Nurses | <input type="checkbox"/> Researchers | |
| | <input type="checkbox"/> Policy makers | |
-

Do you have any favourite regular features in Pain Matters which you would like to mention?

Do you have any favourite articles or topics which you would like to mention?

What topics would you like to see covered in Pain Matters?

Can you rate how much Pain Matters has helped you?

- Not at all A Little A lot

How long do you spend reading Pain Matters?

- Under 1 hour
 1-2 hours
 2-3 hours
 4+ hours

Do you feel that Pain Matters is value for money?

- Yes No

Please select any of the following benefits you feel you gain from reading Pain Matters?

- I feel less isolated
 I learn about or improve my self-management
 It raises awareness
 It gives recognition to chronic pain
 I find it informative
 I keep up to date with news on pain

Please Comment

Has reading Pain Matters met your expectations?

- Yes No

Please tell us about any other benefits

Please Comment

Have you recommended Pain Matters to someone else?

- Yes No

Can you rate the visual appeal of Pain Matters?

- Poor Fair Good
 Very Good Excellent

Would you recommend Pain Matters to someone else?

- Yes No

Do you find Pain Matters easy to read?

- Yes No Unsure

Please Comment

Which of the following have you used?

- Airing Pain radio show
 painconcern.org.uk website

- A Guide to Managing Pain booklet
- Pain Concern helpline
- Pain Concern helpline email service

- Pain Concern's forum on HealthUnlocked
- Pain Concern's social media (facebook, twitter)

Any other comments?

About You

Are you?

- A person living with chronic pain
- A friend of someone living with chronic pain
- A family member of someone living with chronic pain
- A supporter of someone living with chronic pain
- A healthcare professional
- An academic researcher
- An employee of another charity
- Other (please specify)

Are you?

- Male
- Female
- Other

In which country do you live/work?

- Scotland
- England
- Wales
- Northern Ireland
- Republic of Ireland
- Other (please specify)

What is your age?

- Under 18
- 18-30
- 31-40
- 41-50
- 51-60
- 61+

If you would like to be entered into the draw to win a £20 Marks and Spencer gift card please give your details below

Name

Email address

Telephone number

Postal address

Thank you for completing this survey