



## Introduction

Pain Concern was awarded first place in the NAPP Chronic Pain Awards. The grant was used to develop a radio show aimed at those living with chronic pain.

The intention was to bring support into the homes of people with pain to help them better understand and manage their condition.



## Background

### Vision

To provide fortnightly internet radio programmes with the aim to help people understand their condition, reclaim their lives, and find inspiration on how to live with pain.

### Production

Working in partnership with Paul Harvard Evans provided joint editorial control over programme contents.

### Programmes

The first programme was broadcast in September 2010. Now there are 39 programmes available via online stream, downloads, and CDs.



## Research Objectives

**Evaluate** if *Airing Pain* has met its original project aim.

**Obtain** feedback about the value and/or benefit of *Airing Pain*.

**Demonstrate** how *Airing Pain* has met listeners needs.

**Demonstrate** to what extent *Airing Pain* has helped people increase their understanding of pain.



## Methodology

An **online questionnaire** was used to obtain:

- Quantitative data** for listener demographics and show popularity.
- Qualitative data** to provide feedback on listeners' experiences and opinions via multiple-choice and open-ended questions. For example, "What did you like/dislike about ..." and "Would you recommend *Airing Pain*".

Data were collected from regular listeners and healthcare professionals using SurveyMonkey and analysed with SPSS.



## Findings

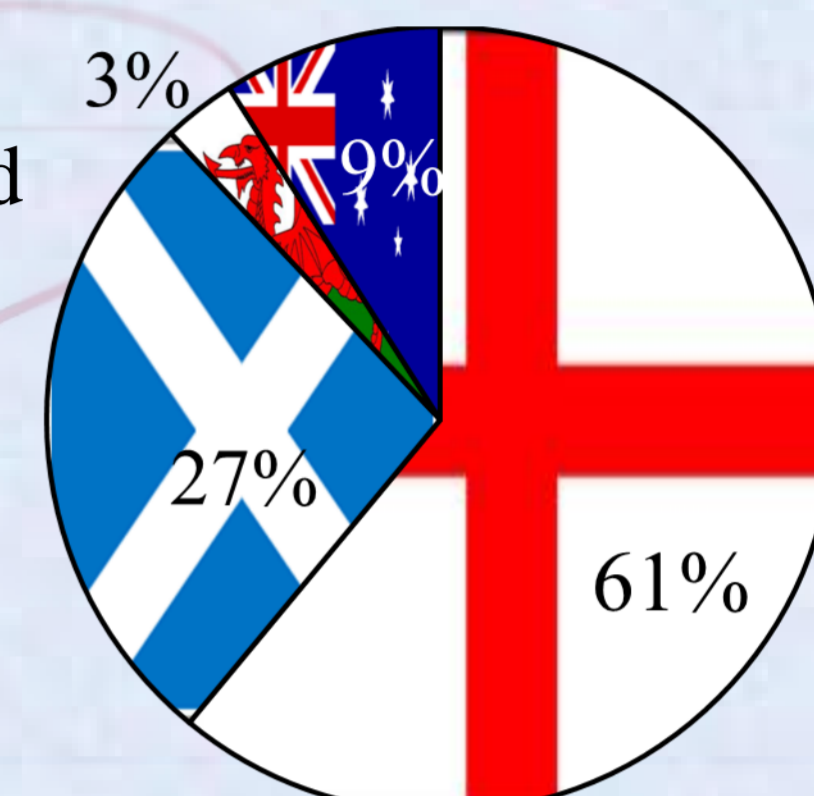
### Analysis of Listener Figures

Most people listened to *Airing Pain* live online (51%), followed by downloaded podcasts (31%) and CDs (29%).

### Summary of Survey Findings

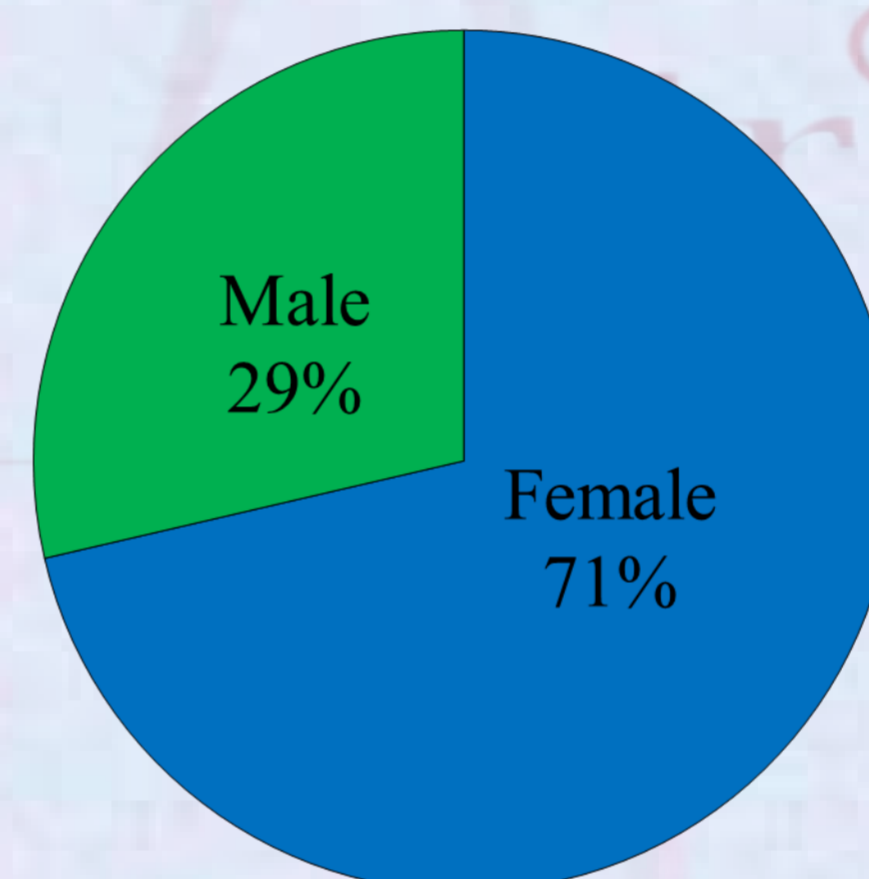
- Most listeners were from England, followed by Scotland, Australia and Wales

#### Listener location

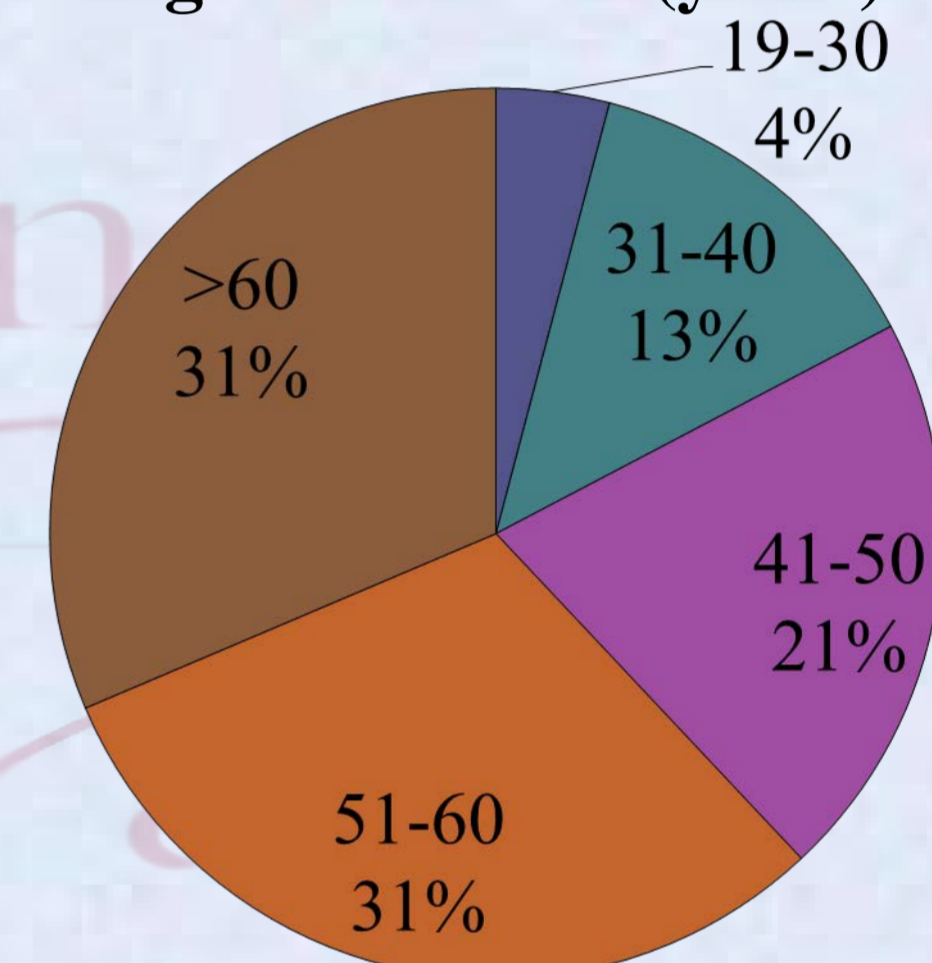


- Most listeners were female and above 60 years old

#### Gender of listeners



#### Age of listeners (years)



## Conclusion

### Our listeners valued *Airing Pain* and its...

- Focus on chronic pain as a condition in its own right
- Format and general content
- Use of patient stories
- Ability to reduce social isolation and offer support



## Recommendations

### Listeners' feedback helped identify areas for improvement:

- Increase publicity for *Airing Pain* programmes
- Encourage healthcare professionals to listen to *Airing Pain*
- Provide and expand on additional topics of high interest



## Actions from Recommendations

- Series 3 under way with shows 40 currently being broadcast, including a programme on pain in children
- Special issues on Northern Ireland Pain Services planned
- First show in series 3 (37) reached an unprecedented 1000 listeners in its first week of airing
- *Airing pain* shows are easier to access on the new Pain Concern website and remain very popular
- Additional programmes are planned, in production and transcripts for the hearing impaired will be available