

HOW PEOPLE RESPONDED TO THE KNEE OSTEOARTHRITIS INFO VIDEO

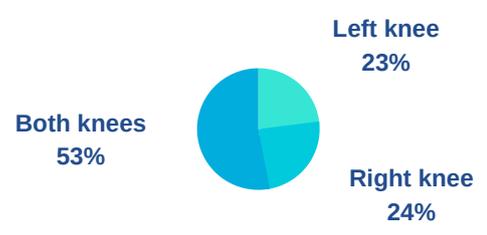
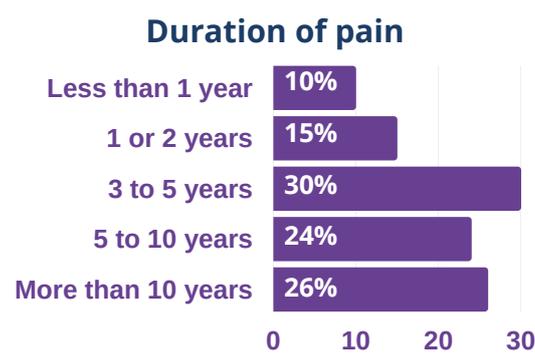
Study Aim: To investigate how people with knee pain respond to a new educational video delivering factual information with hope and optimism.

Who participated in the study?

101 people enrolled to do the survey (78 completed)
An additional, 18 people completed an interview

 **77% female**
 **23% male**

 **Average age: 63 years**



Pain

Average pain from 0-10: 4.6
Ranging from 0 to 8

RATED ON A SCALE OF 0-6:

Enjoyed the video	No -----x----- Yes
Helpful	No -----x----- Yes
Relevant to me	No -----x----- Yes
Believed the information	No -----x----- Yes
Learned new information	None -----x----- Lots

 **89% would recommend to a friend**

 **23% disliked some aspects**

 **74% said they will change how they manage their knee pain**

Themes from comments and interviews:

Reactions

Many but not all people felt positive emotions such as reassured, relieved, hopeful or happy. Many people felt more confident and felt they connected with the messages in the video.
A few people felt frustration. And a few people did not believe or did not trust the information.

Learning

Almost everyone gained some new knowledge.
However, some people said they did not learn anything, did not agree with the information, or believed it was wrong for them.
Almost everyone had more unanswered questions.

Intentions

People planned to do all sorts of new things to try and have a better life or keep from having surgery. Many were determined to stay positive.

Video is here:
<https://youtu.be/o8ZJN56aSic>