

BMJ Open

BMJ Open is committed to open peer review. As part of this commitment we make the peer review history of every article we publish publicly available.

When an article is published we post the peer reviewers' comments and the authors' responses online. We also post the versions of the paper that were used during peer review. These are the versions that the peer review comments apply to.

The versions of the paper that follow are the versions that were submitted during the peer review process. They are not the versions of record or the final published versions. They should not be cited or distributed as the published version of this manuscript.

BMJ Open is an open access journal and the full, final, typeset and author-corrected version of record of the manuscript is available on our site with no access controls, subscription charges or pay-per-view fees (<http://bmjopen.bmj.com>).

If you have any questions on BMJ Open's open peer review process please email info.bmjopen@bmj.com

BMJ Open

It's ok to move! A protocol for a randomised controlled trial investigating the effect of a video designed to increase people's confidence becoming more active despite back pain.

Journal:	<i>BMJ Open</i>
Manuscript ID	bmjopen-2022-063250
Article Type:	Protocol
Date Submitted by the Author:	25-Mar-2022
Complete List of Authors:	O'Hagan, Edel; Neuroscience Research Australia; University of New South Wales Traeger, Adrian; The University of Sydney Faculty of Medicine and Health, Institute for Musculoskeletal Health, Sydney School of Public Health Schabrun, Siobhan; The University of Western Sydney, Brain Rehabilitation and Neuroplasticity Unit O'Neill, Sean; Liverpool Hospital, Department of Rheumatology; Ingham Institute Wand, Benedict; The University of Notre Dame Australia Cashin, Aidan; Neuroscience Research Australia, Centre for Pain IMPACT; University of New South Wales, Prince of Wales Clinical School Williams, Christopher; Hunter Medical Research Institute, University of Newcastle, School of Medicine and Public Health; Hunter New England Local Health District, Population Health Harris, Ian A; The University of Sydney; The University of New South Wales McAuley, James; Neuroscience Research Australia, University of New South Wales
Keywords:	Pain management < ANAESTHETICS, World Wide Web technology < BIOTECHNOLOGY & BIOINFORMATICS, Back pain < ORTHOPAEDIC & TRAUMA SURGERY

SCHOLARONE™
Manuscripts

It's ok to move! A protocol for a randomised controlled trial investigating the effect of a video designed to increase people's confidence becoming more active despite back pain.

Edel T O'Hagan^{1 2 3}

Adrian C Traeger⁴

Siobhan M Schabrun^{1 3}

Sean O'Neill^{3 5 6}

Benedict M Wand⁷

Aidan G Cashin^{1 8}

Christopher M Williams⁴

Ian A Harris^{3 4 5 9}

James H McAuley^{1 8}

1 Centre for Pain IMPACT, Neuroscience Research Australia, Sydney, New South Wales, Australia

2 Prince of Wales Clinical School, University of New South Wales, Sydney, New South Wales, Australia

3 Maridulu Budyari Gumal

4 Institute for Musculoskeletal Health, Sydney School of Public Health, Faculty of Medicine and Health, The University of Sydney, Sydney, New South Wales, Australia.

5 South Western Sydney Clinical School, Liverpool Hospital, The University of New South Wales, Sydney, New South Wales, Australia

6 Institute of Bone and Joint Research, Kolling Institute, The University of Sydney, Sydney, New South Wales, Australia

7 Faculty of Medicine, Nursing & Midwifery and Health Sciences, The University of Notre Dame Australia, Fremantle, Western Australia, Australia

8 School of Health Sciences, Faculty of Medicine and Health, University of New South Wales, Sydney, New South Wales, Australia

9 Ingham Institute of Applied Medical Research, Liverpool, Sydney, New South Wales, Australia

1
2
3 **Correspondence and requests for reprints to Edel O'Hagan, NeuRA, 139 Barker Street,**
4 **Randwick 2031 NSW. Australia. Phone: +61(2) 93991618 Email:**
5 **e.ohagan@neura.edu.au**
6
7
8
9

10 **Trial Registration**

11
12
13 The trial is registered with the Australia New Zealand Clinical Trials Registry (ANZCTR)

14 Trial Id: ACTRN12622000466741

15 The protocol is uploaded to the Open Science Framework website, under embargo.

16
17 <https://osf.io/c7j8t/>
18
19
20

21 **Protocol**

22
23
24 This protocol is reported following the SPIRIT checklist. [1] This is protocol version 1.
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Abstract

Introduction

Social media provide promising contemporary platforms for sharing public health information with a broad audience. Before implementation, testing social media campaigns that are intended to engage audiences and initiate behaviour change is necessary. This trial aims to investigate the effectiveness of a public health campaign to increase people's confidence in becoming more active despite low back pain in comparison with no intervention.

Methods and analysis

This is an online randomised controlled trial with two intervention groups and one control group in a 1:1:1 allocation. People over 18 years of age and fluent in English will be recruited via social media advertising. We developed a social media-based public health campaign to support recommendations for managing low back pain. The interventions are two videos. Participants in the control group will be asked questions about low back pain but will not view either video intervention. The primary outcome will be item 10 of the pain self-efficacy questionnaire, which asks participants to rate how confident they would feel to gradually become more active despite pain ranging from 0 (not at all confident) to 6 (completely confident). This outcome will be measured immediately in all participant groups. We will compare group means of the three arms of the trial using univariate analyses of variance.

Ethics and dissemination

This trial has been prospectively registered with the Australian New Zealand Clinical Trials Registry. We obtained ethical approval from our institutions Human Research Ethics Committee (HREC) before data collection. We will publish the results in a peer-reviewed medical journal and on institution websites.

Strengths and limitations

- This randomised controlled trial will investigate a new, simple, inexpensive approach to delivering a public health message about low back pain on a large scale
- A randomised controlled design allows for testing an intervention before being widely disseminated, which is not typical of mass media campaigns
- An entirely online randomised controlled trial allows participation across the world to increase the generalisability of the results
- We will include qualitative methods to understand how to optimise the intervention
- We will investigate the effect on proximal outcomes only, therefore have a limited insight into the effect on distal outcomes such as healthcare use

Introduction

Background and rationale

Low back pain is common and burdensome. The point prevalence of activity-limiting low back pain lasting more than one day is 7.8%, meaning that 577 million people have low back pain at any one time across the world. [2] Low back pain is the leading cause of disability worldwide, causing one of the largest absolute increases in the number of days lost to disability of any health condition over the last 20 years. [3] Experts from The Lancet Low Back Pain Series Working Group predict the cost of low back pain will continue to escalate. [4] Large scale initiatives are necessary to stem the cost of this global public health concern. [5]

Recent research suggests that people with low back pain value learning about causes of low back pain, [6] and people with low back pain who accept evidence-based messages, such as, pain does not equal damage, are likely to intend to self-manage their low back pain. [7] Yet, inaccurate information is common in community healthcare settings [8] and on health websites. [9] [10] Population based surveys conducted in Ireland, [11] Australia, [12] Norway, [13] Switzerland [14] and Canada [15] highlighted that an unhelpful, medicalised view of back pain is common. Challenging unhelpful beliefs about low back pain was identified as one of top ten priorities for researchers, considered vital to reverse the alarming global rise in low back pain disability and health care costs. [16]

One approach that has been successful at decreasing low back pain related costs on a large scale are mass media campaigns [17] [18] that deliver a public health message to a broad audience. [19] [20] An Australian mass media public health campaign effectively changed beliefs about low back pain and reduced associated costs.[17] [21] However, similar campaigns in Norway, [22] [23] Scotland, [24] Ireland, [25] and Canada [26] failed to demonstrate any impact on low back pain related health costs. One factor evident in the successful Australian campaign was the broad reach; the campaign reached 86% of the target population. [18] Social media provide promising contemporary platforms for sharing public health information with a broad audience. [27] Social media campaigns have the capacity for broad reach as there are 3.8 billion active social media users worldwide. [28] When a social media campaign is engaging, it can generate increasing likes and shares, termed "viral". [29]

1
2
3 A viral campaign creates a self-proliferating message, further extending reach. [29] [30] A
4 poorly developed campaign could fail to engage the targeted group. [31] A recent process
5 evaluation of health communication and promotion campaigns on social media found that
6 campaigns often do not sufficiently engage audiences to impact health behaviour. [32] Before
7 implementation, testing social media campaigns intended to engage audiences and initiate
8 behaviour change is necessary.
9

10
11
12
13
14
15 In this trial, we will investigate the effectiveness of a campaign about low back pain
16 compared to no intervention at improving an essential domain of pain-related self-efficacy.
17 We will conduct qualitative testing, including evaluating engagement to maximise the impact
18 of delivering a reassuring message about low back pain using social media.
19
20
21
22

23 Objective

24
25 This trial aims to investigate the effectiveness of a public health campaign to increase
26 people's confidence in becoming more active despite low back pain in comparison with no
27 intervention.
28
29
30

31 Trial design

32
33 This trial is a three-group, parallel, randomised controlled trial (RCT) with two intervention
34 groups and one control group in a 1:1:1 allocation.
35
36
37
38

39 **Methods**

40 Participants and interventions and outcomes

41 *Study setting:*

42
43 This will be an online community-based global trial. Participants will be recruited via social
44 media advertising.
45
46

47 *Eligibility criteria:*

48
49 People will be eligible for inclusion in this RCT if they are over 18 years of age and able to
50 understand spoken and written English.
51
52
53
54
55
56
57
58
59
60

Interventions

In collaboration with an advertising agency, VMLY&R, we developed a public health campaign, delivered by social media, to support recommendations for managing low back pain. The interventions comprise of videos described in brief below and in more detail in accordance with the TIDieR checklist in Appendix 1.

The video interventions are between 2 and 3 minutes long. Both follow the same narrative that scientists would like to reassure the public that low back pain is common, and that evidence suggests it is safe to move despite back pain. The featured scientists report that they are unsure of how to convey these messages to the public, which leads to designers at the advertising agency brainstorming how to help deliver the key message that it is safe to move. The advertising agency personnel suggest a dance. The video cuts back to the scientists who are reluctant to endorse one specific movement, such as a dance and conclude that it does not matter what you do as long as you move. The video ends with the superimposed text, "It's safe to move", "Your backbone has backbone". The second video is the same as the first, except that when the advertising agency suggests the dance, the scientists try it out and to add humour, there are some video clips of the scientists dancing.

Participants in the control group will not view either video intervention.

Outcomes

We will conduct both a quantitative and qualitative evaluation. When completing the outcomes, those without low back pain will be presented with a scenario where they have low back pain. In addition to the primary and secondary outcomes, participants randomised to either video intervention group will be asked additional questions regarding the video content, their engagement level, and overall experience.

Baseline questionnaires

Baseline questionnaires will include questions on age and gender. In addition, we will ask participants about the presence of low back pain, pain intensity over the preceding 24-hours and the duration of the current episode of low back pain.

Primary outcome

The intervention is intended to increase a person's confidence (or self-efficacy) that they can move safely despite low back pain. The primary outcome is therefore item 10 of the Pain Self-Efficacy Questionnaire (PSEQ) [26], a commonly used measure of self-efficacy for people with chronic pain. [33] Item 10 of the PSEQ asks participants to rate how confident they would feel to gradually become more active despite the pain with a range from 0 (not at all confident) to 6 (completely confident).

Secondary outcome

The secondary outcomes will be Factor 1 of the AxEL-Q Questionnaire. [34] The AxEL-Q is a questionnaire designed to assess attitudes toward first-line care for low back pain, Factor 1 comprises nine items and evaluates *Attitude toward staying active*. The score range for Factor 1 is 0 to 54, with higher scores indicating a more positive attitude toward messages about staying active. This outcome will be measured immediately in all participant groups.

Qualitative evaluation

We will conduct a mixed-methods qualitative evaluation consisting of three parts. Firstly, to understand the helpfulness of the video, we will ask participants four questions rated on a 7-point Numeric Rating Scale. Secondly, we will evaluate engagement with the video by asking participants six Yes/No questions. Finally, we will ask participants four open-ended questions to understand their experience watching the video. The questions included in the qualitative evaluation are outlined in Table 1.

Table 1- Questions that participants will be asked to understand engagement with video interventions

Helpfulness of the video <i>(rated on a 7-point Numeric Rating Scale)</i>	Engagement with the video <i>(Yes/No)</i>	Experience of watching the video <i>(Open-ended)</i>
Overall, did you find this video helpful, with a range from 0=not at all helpful to 6=extremely helpful	Did you like the video?	If any, what aspects were unclear to you?

<p>The information in the video was relevant to me, with a range from 0=not at all relevant to 6=extremely relevant</p>	<p>If you noticed this video in your social media feed, would you view it?</p> <p>If you viewed this video on your feed or timeline would “like” it?</p> <p>If you saw this video on your feed or timeline would share or re-tweet it?</p>	<p>What new things did you learn?</p>
<p>How much of the information in the video was NEW information for you, with a range from 0=no new information 6=great deal of new information</p>	<p>After watching the video, are you any less likely to request imaging (e.g. x-ray or MRI) for back pain?</p>	<p>What did you dislike?</p>
<p>Do you think the information in the video was true with a range from 0=not at all true to 6= completely true</p>	<p>Were any parts of the video unclear or didn't make sense?</p>	<p>How did this video make you feel about your back pain? (i.e. what emotions did you experience while watching the video?)</p>

Participant timeline

Participant progress through the study is shown in Figure 1. We will embed both video interventions into a survey which we will distribute online. Participants will access the survey via an anonymous link on social media channels Facebook, Twitter, Instagram and TikTok. The survey will include baseline questionnaires. Participants will be randomised to either of the intervention groups or the control group and then asked to complete primary and secondary outcomes. Participants randomised to each intervention group will be asked additional questions to evaluate the content of the videos.

Sample size

We simulated multiple treatment and control comparisons using Dunnett's test to calculate the sample size assuming a difference in means 0.5 and standard deviation 3. Based on 2000 Monte Carlo samples from the null distributions we will require an average group size of 461 for a total sample size of 1383 to power a one-way design with two treatment groups and one control group. This design would achieve an any-pair power of 0.81 with an error rate of 0.05.

Recruitment

Participants will be recruited through social media advertising. We will post an invitation to participate on the social media channels, Facebook, Twitter, Instagram and TikTok.

Sequence generation, allocation concealment and blinding

Using the Qualtrics survey platform, [35] we will add a "randomiser" function to the survey flow. The "randomiser" element will automatically assign respondents to one of the three groups and the corresponding block of questions. A researcher not involved in this study will have access to the randomisation sequence. The participants will self-enrol in the trial. We will blind all members of the research team to group allocation. To maintain blinding, we will not disclose the specific aim of the trial to participants. Instead, we will invite participants to be involved with back pain related research.

Data collection, management and analysis

The questionnaire will be electronic and data stored according to UNSW data security standards using Qualtrics. [35] Qualtrics allows for a direct export as a CSV file, which will then be uploaded to the R environment for statistical computing [36] for analysis.

We will analyse the data by intention-to-treat. We will use descriptive statistics to characterise the sample. We will report means and standard deviations for continuous variables. We will use frequencies and percentages to report categorical variables. For the primary and secondary outcomes, we compare between group means between all three arms of the trial using univariate analyses of variance (ANOVA).

We will conduct subgroup analyses to investigate whether the size or direction of the effect on the primary or secondary outcomes differs between people with and without low back pain and with low back pain of different durations and intensities.

Qualitative evaluation

We will report the median and inter-quartile range (IQR) range for the helpfulness questions and present these data with box plots. We will count and report the percentage of positive responses to the engagement questions. We will perform a thematic analysis to understand participants experience of watching the video and triangulate these data with the

1
2
3 demographic, helpfulness and engagement data. These analyses may assist in understanding
4 the relationship, if any, between demographic factors and the experience of watching the
5 video.
6
7
8
9

10 Monitoring

11 Trial data integrity will be monitored by regularly scrutinising data files for omissions and
12 errors. We will set up the questionnaire platform, Qualtrics, to ensure that participants
13 respond to every question before proceeding. We do not anticipate any harms. A senior
14 investigator not involved in the day to day administration of the trial will audit the trial
15 weekly.
16
17
18
19
20
21

22 Ethics and dissemination

23 We obtained ethical approval from our institutions Human Research Ethics Committee
24 (HREC), approval number HC210908. We will obtain informed consent from all participants
25 before participating in the trial. Protocol amendments will be numbered and uploaded to the
26 trial site on the Open Science Framework platform. Participants can remain anonymous. We
27 will collect general demographic data only. All authors will declare declarations of interest.
28 Data will be available on request from the corresponding author on completion of this trial.
29 We will store data securely for seven years as directed by our institutional HREC. We will
30 publish the results in a peer-reviewed medical journal. We will also publish the results on
31 institution websites.
32
33
34
35
36
37
38
39
40

41 Patient and public involvement

42 Consumers with low back pain were consulted throughout the design of the intervention
43 process. Each major milestone of the intervention development was reviewed by members of
44 the Musculoskeletal Health Consumer Community Council for Maridulu Budyari Gumal
45 (SPHERE), before proceeding to the next stage. The consumer group provided suggestions
46 which were implemented in the revised versions including changes to language and written
47 text superimposed in both videos. We sought feedback from the consumer community
48 council on the design of the survey to understand and minimise the burden of the intervention
49 and the time required to participate. We will ask the consumer community council to assist
50 with recruitment by sharing a link to the survey platform in their networks. We will continue
51
52
53
54
55
56
57
58
59
60

1
2
3 to consult with the consumer community council when disseminating the study results to
4 assist with choosing what information and results to share and in what format.
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

For peer review only

Competing interests

The authors have no known declarations.

Funding

We received funding from Maridulu Budyari Gumal (SPHERE) for this project.

Contributorship Statement

EO conceived the RCT, provided methodological expertise and wrote the protocol

ACT provided methodological expertise

SMS provided methodological expertise

SO provided methodological expertise

BMW provided methodological expertise

AGC provided methodological expertise

CMW provided methodological expertise

IAH provided methodological expertise

JHM is the guarantor and conceived the RCT, provided methodological and clinical area expertise

All authors read, contributed to and approved the final version of the manuscript

References

- 1 Chan A, Tetzlaff JM, Altman DG. SPIRIT 2013 Statement : Defining Standard Protocol Items for Clinical Trials. *Ann Intern Med* 2016;**158**:200–7. doi:10.7326/0003-4819-158-3-201302050-00583.Requests
- 2 Kyu H, Abate D, Abate K, *et al.* Global , regional , and national disability-adjusted life-years (DALYs) for 359 diseases and injuries and healthy life expectancy (HALE) for 195 countries and territories , 1990 – 2017 : a systematic analysis for the Global Burden of Disease Study 201. *Lancet* 2018;**392**:1859–922. doi:10.1016/S0140-6736(18)32335-3
- 3 Collaborators G 2019 D and I. Global burden of 369 diseases and injuries in 204 countries and territories, 1990–2019: a systematic analysis for the Global Burden of Disease Study 2019. *Lancet* 2020;**396**:1204–22. doi:10.1016/S0140-6736(20)30925-9
- 4 Hartvigsen J, Hancock MJ, Kongsted A, *et al.* What low back pain is and why we need to pay attention. *Lancet* 2018;**391**:2356–67. doi:10.1016/S0140-6736(18)30480-X
- 5 Foster NE, Anema JR, Cherkin D, *et al.* Prevention and treatment of low back pain: evidence, challenges, and promising directions. *Lancet* Published Online First: 2018. doi:10.1016/S0140-6736(18)30489-6
- 6 Leake HB, Moseley GL, Stanton TR, *et al.* What do patients value learning about pain? A mixed methods survey on the relevance of target concepts following pain science education. *Pain* 2021;**162**:2558–68. doi:10.1097/j.pain.0000000000002244
- 7 O’Hagan ET, Di Pietro F, Traeger AC, *et al.* What messages predict intention to self-manage low back pain? A study of attitudes towards patient education. *Pain* Published Online First: 2022. doi:doi: 10.1097/j.pain.0000000000002530
- 8 Abenhaim L, Rossignol M, Gabeille D, *et al.* The prognostic consequences in the Making of the Initial Medical Diagnosis of Work-Related Back Injuries. *Spine (Phila Pa 1976)* 1995;**20**:791.
- 9 Black NM, Sullivan SJ, Mani R. A biopsychosocial understanding of lower back pain: Content analysis of online information. *Eur J Pain* 2017;:1–17. doi:10.1002/ejp.1158
- 10 Ferreira G, Traeger AC, Machado G, *et al.* Credibility, accuracy, and comprehensiveness of internet-based information about low back pain: A systematic review. *J Med Internet Res* 2019;**21**:1–10. doi:10.2196/13357
- 11 Munigangaiah S, Basavaraju N, Jadaan DY, *et al.* Do “Myths” of low back pain exist

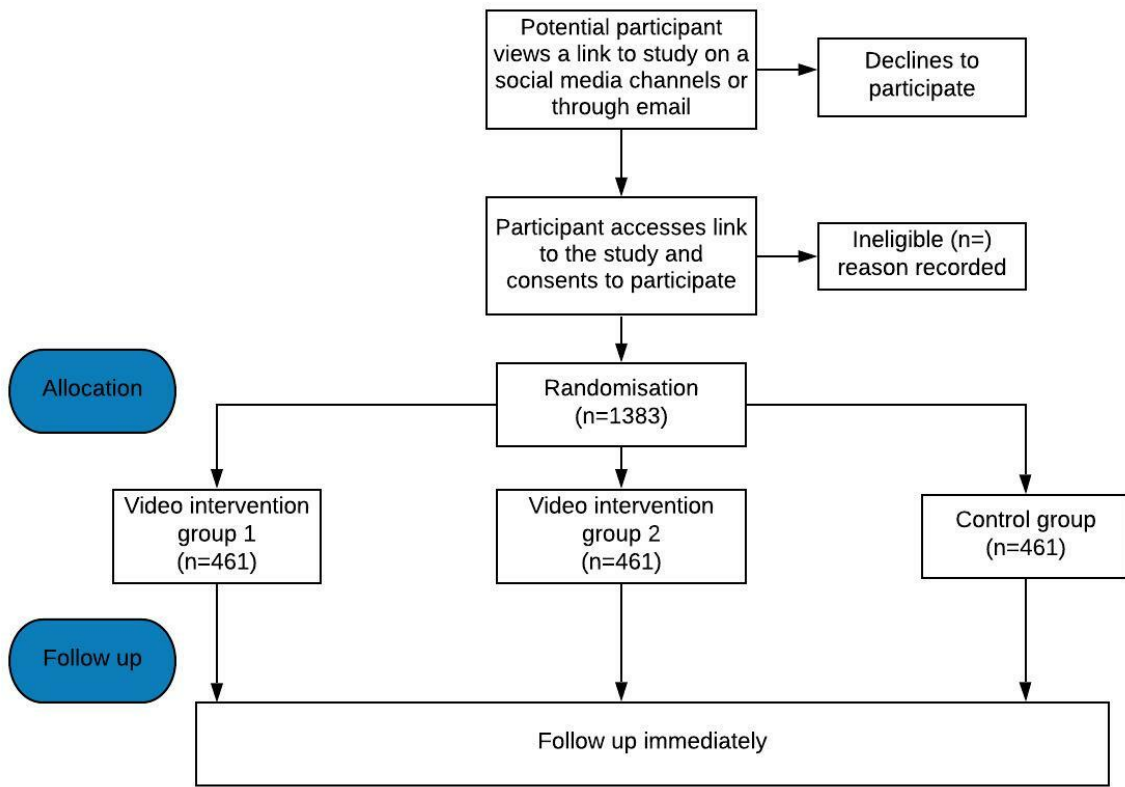
- 1
2
3 among Irish population? A cross-sectional study. *Eur J Orthop Surg Traumatol*
4 2016;**26**:41–6. doi:10.1007/s00590-015-1698-y
5
6
7 12 Jenkins HJ, Hancock MJ, Maher CG, *et al.* Understanding patient beliefs regarding the
8 use of imaging in the management of low back pain. *Eur J Pain (United Kingdom)*
9 2016;**20**:573–80. doi:10.1002/ejp.764
10
11
12 13 Werner EL, Ihlebaek C, Skouen JS, *et al.* Beliefs about low back pain in the
13 Norwegian general population: are they related to pain experiences and health
14 professionals? *Spine (Phila Pa 1976)* 2005;**30**:1770–6.
15 doi:10.1097/01.brs.0000171909.81632.fe
16
17
18 14 Christe G, Pizzolato V, Meyer M, *et al.* Unhelpful beliefs and attitudes about low back
19 pain in the general population: A cross-sectional survey. *Musculoskelet Sci Pract*
20 2021;**52**:102342. doi:10.1016/j.msksp.2021.102342
21
22
23
24 15 Hall A, Coombs D, Richmond H, *et al.* What do the general public believe about the
25 causes, prognosis and best management strategies for low back pain? A cross-sectional
26 study. *BMC Public Health* 2021;**21**:682. doi:10.1186/s12889-021-10664-5
27
28
29 16 Buchbinder R, Underwood M, Hartvigsen J, *et al.* The Lancet Series call to action to
30 reduce low value care for low back pain: an update. *Pain* 2020;**161**:S57–64.
31 doi:10.1097/j.pain.0000000000001869
32
33
34 17 Buchbinder R, Jolley D, Wyatt M. 2001 Volvo Award Winner in Clinical Studies:
35 Effects of a media campaign on back pain beliefs and its potential influence on
36 management of low back pain in general practice. *Spine (Phila Pa 1976)*
37 2001;**26**:2535–42. doi:10.1097/00007632-200112010-00005
38
39
40 18 Suman A, Armijo-olivo S, Deshpande S, *et al.* A systematic review of the
41 effectiveness of mass media campaigns for the management of low back pain. *Disabil*
42 *Rehabil* 2020;:1–29. doi:10.1080/09638288.2020.1743777
43
44
45 19 Mm B, Strzeszynski L. Mass media interventions for smoking cessation in adults (
46 Review). Published Online First: 2017.
47 doi:10.1002/14651858.CD004704.pub4.www.cochranelibrary.com
48
49
50 20 Grilli R, Ramsay C, Minozzi S. Mass media interventions: e cts on health services
51 utilisation (Review). Published Online First: 2002.
52 doi:10.1002/14651858.CD000389.www.cochranelibrary.com
53
54
55 21 Buchbinder R, Jolley D, Wyatt M. Population based intervention to change back pain
56 beliefs and disability: three part evaluation. *BMJ Br Med J* 2001;**322**:1516–
57
58
59
60

- 1
2
3 20.<http://www.bmj.com/content/bmj/322/7301/1516.full.pdf> (accessed 19 Mar 2018).
- 4
5 22 Werner EL, Ihlebæk C, Lærum E, *et al*. Low back pain media campaign: No effect on
6 sickness behaviour. *Patient Educ Couns* 2008;**71**:198–203.
7
8 doi:10.1016/j.pec.2007.12.009
9
- 10 23 Werner EL, Gross DP. The effects of a media campaign on beliefs and utilization of
11 imaging examinations in Norwegian patients with low back pain. 2009.
12
- 13 24 Waddell G, O'Connor M, Boorman S, *et al*. Working Backs Scotland: A Public and
14 Professional Health Education Campaign for Back Pain. *Spine (Phila Pa 1976)*
15 2007;**32**:2139.
16
- 17 25 Cunningham CG, Flynn TA, Toole CM, *et al*. Working Backs Project —
18 implementing low back pain guidelines. 2008;:580–3. doi:10.1093/occmed/kqn116
19
- 20 26 Gross DP, Russell AS, Ferrari R, *et al*. Evaluation of a Canadian back pain mass media
21 campaign. *Spine (Phila Pa 1976)* 2010;**35**:906–13.
22
23 doi:10.1097/BRS.0b013e3181c91140
24
- 25 27 Capurro D, Cole K, Echavarría MI, *et al*. The Use of Social Networking Sites for
26 Public Health Practice and Research: A Systematic Review. *J Med Internet Res*
27 2014;**16**. doi:10.2196/jmir.2679
28
- 29 28 Vivid Social. Social Media Statistics Australia – January 2021.
30
31 <https://www.socialmedianews.com.au/social-media-statistics-australia-january-2021/>
32 (accessed 7 Jul 2020).
33
- 34 29 Kim HS. Attracting Views and Going Viral: How Message Features and News-
35 Sharing Channels Affect Health Diffusion. *J Commun* 2015;**65**:512–34.
36
37 doi:10.1111/jcom.12160.Attracting
38
- 39 30 Yammine BS. Fight Coronavirus Misinformation. Using social media to spread good
40 pandemic science. *Nature* 2020;**581**:345.
41
- 42 31 Moorhead SA, Hazlett DE, Harrison L, *et al*. A new dimension of health care:
43 Systematic review of the uses, benefits, and limitations of social media for health
44 communication. *J Med Internet Res* 2013;**15**:1–17. doi:10.2196/jmir.1933
45
- 46 32 Neiger BL, Thackeray R, Wagenen SA Van, *et al*. Use of Social Media in Health
47 Promotion: Purposes, Key Performance Indicators, and Evaluation Metrics. *Health*
48 *Promot Pract* 2012;**13**:159–64. doi:10.1177/1524839911433467
49
- 50 33 Nicholas M. Pain self efficacy questionnaire (PSEQ). ... *Univ Sydney Pain Manag*
51 *Res* ... 1994;:5–6.<http://www.tac.vic.gov.au/files-to->
52
53
54
55
56
57
58
59
60

- 1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
- move/media/upload/pain_self_efficacy_questionnaire.pdf
- 34 O'Hagan ET, Skinner IW, Jones MD, *et al.* Development and Measurement Properties of the AxEL (Attitude toward Education and advice for Low back pain) Questionnaire. *BMC Heal Qual Life Outcomes* 2022;**20**. doi:<https://doi.org/10.1186/s12955-021-01908-4>
- 35 Smith R, Orgill S, Smith SM, *et al.* Qualtrics XM// The Leading Experience Management Software. 2002.<https://www.qualtrics.com>
- 36 Team RC. R: A language and environment for statistical computing (Version 3.4.2)[Computer software]. In: *R: A language and environment for statistical computing*. R Foundation for Statistical Computing. Vienna, Austria: 2012. <http://www.r-project.org/>

1
2
3 **Figure 1- Participant progress through the study**
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

For peer review only

Figure 1- Participant progress through the study



The TIDieR (Template for Intervention Description and Replication) Checklist*:

Information to include when describing an intervention and the location of the information

Item number	Item	Where located **	
		Primary paper (page or appendix number)	Other † (details)
1.	<p>BRIEF NAME</p> <p>A video designed for dissemination on social media to increase people's confidence becoming more active despite back pain.</p>		
2.	<p>WHY</p> <p>A carefully considered, engaging social media message could provide a low-cost alternative to deliver a media campaign about low back pain.</p>	3, 4	
3.	<p>WHAT</p> <p>Materials: The scientists involved in this study met to identify the most important message to be communicated to the general public about low back pain. Next, the scientists met with designers at an advertising agency to discuss and formalise a brief for the intervention. The advertising agency produced three initial storyboards to satisfy the brief for the video intervention, of which, one idea was refined over a series of meetings between the scientists and designers to form two video interventions used in this study.</p> <p>Before deciding on the final content and format the researchers presented the proposed video interventions to a consumer group for review. The consumer group recommend some changes to the language used in the superimposed text in both videos.</p>	4, 5	
4.	<p>Procedures:</p> <p>The final version of each video intervention is between 2 and 3 minutes long. Both follow the same narrative, that scientists would like to reassure the public that low back pain is common, but evidence suggests that it is safe to move despite back pain. The featured scientists report that they are unsure of how to convey this message to the public, which leads to the introduction of designers at the advertising agency brainstorming how to help deliver the message that it is safe to move. The advertising agency personnel suggest a dance. The video cuts back to the scientists who are</p>		

6/bmjopen-2022-013250 on 15 July 2022 Downloaded from http://bmjopen.bmj.com/ on April 20, 2024 by guest. Protected by copyright.

1	reluctant to endorse one specific movement, such as dance and conclude that it does not matter		
2	what you do as long as you move. The video concludes with the text, "It's safe to move", "Your		
3	backbone has backbone". The second video is exactly the same as the first, except when the		
4	advertising agency recommends the dance, the scientists try it out and to add humour, there are		
5	some video clips of the scientists dancing.		
6			
7			
8	WHO PROVIDED		
9	5. Participants will access the survey via an email or an anonymous link on social media.		
10			
11	HOW		
12	6. The video will run as an item in the survey, that the participant will click to access as part of survey		
13	process.		
14	WHERE		
15			
16	7. Each intervention will be delivered online.		
17			
18			
19			
20	WHEN and HOW MUCH		
21	8. Each intervention will be delivered, immediately after obtaining consent. Participants will have access		
22	to the allocated video intervention once.		
23	TAILORING		
24			
25	9. The researcher team will conduct a qualitative evaluation to enable tailoring of the intervention in		
26	future.		
27	MODIFICATIONS		
28			
29	10.* If the intervention was modified during the course of the study, describe the changes (what, why,		NA
30	when, and how).		
31			
32	HOW WELL		
33			
34	11. Planned: If intervention adherence or fidelity was assessed, describe how and by whom, and if any		NA
35	strategies were used to maintain or improve fidelity, describe them.		
36			
37	12.* Actual: If intervention adherence or fidelity was assessed, describe the extent to which the		NA
38	intervention was delivered as planned.		
39			
40			
41			
42			
43			
44			
45			
46			

1 ** **Authors** - use N/A if an item is not applicable for the intervention being described. **Reviewers** – use ‘?’ if information about the element is not reported/not
2 sufficiently reported.
3

4 † If the information is not provided in the primary paper, give details of where this information is available. This may include locations such as a published protocol
5 or other published papers (provide citation details) or a website (provide the URL).
6

7 ‡ If completing the TIDieR checklist for a protocol, these items are not relevant to the protocol and cannot be described until the study is complete.

8 * We strongly recommend using this checklist in conjunction with the TIDieR guide (see *BMJ* 2014;348:g1687) which contains an explanation and elaboration for
9 each item.
10

11 * The focus of TIDieR is on reporting details of the intervention elements (and where relevant, comparison elements) of a study. Other elements and methodological
12 features of studies are covered by other reporting statements and checklists and have not been duplicated as part of the TIDieR checklist. When a **randomised**
13 **trial** is being reported, the TIDieR checklist should be used in conjunction with the CONSORT statement (see www.consort-statement.org) as an extension of **Item**
14 **5 of the CONSORT 2010 Statement**. When a **clinical trial protocol** is being reported, the TIDieR checklist should be used in conjunction with the SPIRIT
15 statement as an extension of **Item 11 of the SPIRIT 2013 Statement** (see www.spirit-statement.org). For alternate study designs, TIDieR can be used in
16 conjunction with the appropriate checklist for that study design (see www.equator-network.org).
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42

BMJ Open

It's ok to move! A protocol for a randomised controlled trial investigating the effect of a video designed to increase people's confidence becoming more active despite back pain.

Journal:	<i>BMJ Open</i>
Manuscript ID	bmjopen-2022-063250.R1
Article Type:	Protocol
Date Submitted by the Author:	17-Jun-2022
Complete List of Authors:	O'Hagan, Edel; Neuroscience Research Australia, Centre for Pain IMPACT; University of New South Wales, Prince of Wales Clinical School Traeger, Adrian; The University of Sydney Faculty of Medicine and Health, Institute for Musculoskeletal Health, Sydney School of Public Health Schabrun, Siobhan; Neuroscience Research Australia, Centre for Pain IMPACT O'Neill, Sean; University of New South Wales, South Western Sydney Clinical School, Liverpool Hospital; The University of Sydney, Institute of Bone and Joint Research, Kolling Institute Wand, Benedict; The University of Notre Dame Australia, Faculty of Medicine, Nursing & Midwifery and Health Sciences Cashin, Aidan; Neuroscience Research Australia, Centre for Pain IMPACT; University of New South Wales, School of Health Sciences, Faculty of Medicine and Health Williams, Christopher; Hunter Medical Research Institute, University of Newcastle, School of Medicine and Public Health; Hunter New England Local Health District, Population Health Harris, Ian A; The University of Sydney Institute for Musculoskeletal Health, School of Public Health, Faculty of Medicine; University of New South Wales, South Western Sydney Clinical School, Liverpool Hospital McAuley, James; Neuroscience Research Australia, Centre for Pain IMPACT; University of New South Wales, School of Health Sciences, Faculty of Medicine and Health
Primary Subject Heading:	Communication
Secondary Subject Heading:	Public health
Keywords:	Pain management < ANAESTHETICS, World Wide Web technology < BIOTECHNOLOGY & BIOINFORMATICS, Back pain < ORTHOPAEDIC & TRAUMA SURGERY



1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

It's ok to move! A protocol for a randomised controlled trial investigating the effect of a video designed to increase people's confidence becoming more active despite back pain.

Edel T O'Hagan^{1 2 3}

Adrian C Traeger⁴

Siobhan M Schabrun^{1 3}

Sean O'Neill^{3 5 6}

Benedict M Wand⁷

Aidan G Cashin^{1 8}

Christopher M Williams⁴

Ian A Harris^{3 4 5 9}

James H McAuley^{1 8}

1 Centre for Pain IMPACT, Neuroscience Research Australia, Sydney, New South Wales, Australia

2 Prince of Wales Clinical School, University of New South Wales, Sydney, New South Wales, Australia

3 Maridulu Budyari Gumal

4 Institute for Musculoskeletal Health, Sydney School of Public Health, Faculty of Medicine and Health, The University of Sydney, Sydney, New South Wales, Australia.

5 South Western Sydney Clinical School, Liverpool Hospital, The University of New South Wales, Sydney, New South Wales, Australia

6 Institute of Bone and Joint Research, Kolling Institute, The University of Sydney, Sydney, New South Wales, Australia

7 Faculty of Medicine, Nursing & Midwifery and Health Sciences, The University of Notre Dame Australia, Fremantle, Western Australia, Australia

8 School of Health Sciences, Faculty of Medicine and Health, University of New South Wales, Sydney, New South Wales, Australia

9 Ingham Institute of Applied Medical Research, Liverpool, Sydney, New South Wales, Australia

1
2
3 **Correspondence and requests for reprints to Edel O'Hagan, NeuRA, 139 Barker Street,**
4 **Randwick 2031 NSW. Australia. Phone: +61(2) 93991618 Email:**

5 e.ohagan@neura.edu.au; edel.ohagan@sydney.edu.au
6
7
8
9

10 **Trial Registration**

11
12
13 The trial is registered with the Australia New Zealand Clinical Trials Registry (ANZCTR)

14 Trial Id: ACTRN12622000466741

15 The protocol is uploaded to the Open Science Framework website, under embargo.

16
17 <https://osf.io/c7j8t/>
18
19
20

21 **Protocol**

22
23
24 This protocol is reported following the SPIRIT checklist. This is protocol version 1.
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1 **Abstract**

2 **Introduction**

3 Social media provide promising contemporary platforms for sharing public health
4 information with a broad audience. Before implementation, testing social media campaigns
5 that are intended to engage audiences and initiate behaviour change is necessary. This trial
6 aims to investigate the effectiveness of a public health campaign to increase people's
7 confidence in becoming more active despite low back pain in comparison with no
8 intervention.

9 **Methods and analysis**

10 This is an online randomised controlled trial with two intervention groups and one control
11 group in a 1:1:1 allocation. People over 18 years of age and fluent in English will be recruited
12 via social media advertising. We developed a social media-based public health campaign to
13 support recommendations for managing low back pain. The interventions are two videos.
14 Participants in the control group will be asked questions about low back pain but will not
15 view either video intervention. The primary outcome will be item 10 of the pain self-efficacy
16 questionnaire, which asks participants to rate how confident they would feel to gradually
17 become more active despite pain ranging from 0 (not at all confident) to 6 (completely
18 confident). This outcome will be measured immediately in all participant groups. We will
19 compare group means of the three arms of the trial using univariate analyses of variance.

20 **Ethics and dissemination**

21 This trial has been prospectively registered with the Australian New Zealand Clinical Trials
22 Registry. We obtained ethical approval from our institutions Human Research Ethics
23 Committee (HREC) before data collection. We will publish the results in a peer-reviewed
24 medical journal and on institution websites.

1
2
3 25 **Strengths and limitations**
4
5

- 6 26 • This randomised controlled trial will investigate a new, simple, inexpensive approach
7 to delivering a public health message about low back pain on a large scale
8 27
9 28 • A randomised controlled design allows for testing an intervention before being widely
10 disseminated, which is not typical of mass media campaigns
11 29
12 30 • An entirely online randomised controlled trial allows participation across the world to
13 increase the generalisability of the results
14 31
15 32 • We will include qualitative methods to understand how to optimise the intervention
16
17 33 • We will investigate the effect on proximal outcomes only, therefore have a limited
18 insight into the effect on distal outcomes such as healthcare use
19 34
20
21
22
23
24 35
25
26
27
28
29
30
31
32
33
34
35
36

37 **Introduction**

38 Background and rationale

39 Low back pain is common and burdensome. The point prevalence of activity-limiting low
40 back pain lasting more than one day is 7.8%, meaning that 577 million people have low back
41 pain at any one time across the world. [1] Low back pain is the leading cause of disability
42 worldwide, causing one of the largest absolute increases in the number of days lost to
43 disability of any health condition over the last 20 years. [2] Experts from The Lancet Low
44 Back Pain Series Working Group predict the cost of low back pain will continue to escalate.
45 [3] Large scale initiatives are necessary to stem the cost of this global public health concern.
46 [4]

48 Recent research suggests that people with low back pain value learning about causes of low
49 back pain, [5] and people with low back pain who accept evidence-based messages, such as,
50 pain does not equal damage, are likely to intend to self-manage their low back pain. [6] Yet,
51 inaccurate information is common in community healthcare settings [7] and on health web-
52 sites. [8] [9] Population based surveys conducted in Ireland, [10] Australia, [11] Norway,
53 [12] Switzerland [13] and Canada [14] highlighted that an unhelpful, medicalised view of
54 back pain is common. Challenging unhelpful beliefs about low back pain was identified as
55 one of top ten priorities for researchers, considered vital to reverse the alarming global rise in
56 low back pain disability and health care costs. [15]

58 One approach that has been successful at decreasing low back pain related costs on a large
59 scale are mass media campaigns [16] [17] that deliver a public health message to a broad
60 audience. [18] [19] An Australian mass media public health campaign effectively changed
61 beliefs about low back pain and reduced associated costs.[16] [20] However, similar
62 campaigns in Norway, [21] [22] Scotland, [23] Ireland, [24] and Canada [25] failed to
63 demonstrate any impact on low back pain related health costs. One factor evident in the
64 successful Australian campaign was the broad reach; the campaign reached 86% of the target
65 population. [17] Social media provide promising contemporary platforms for sharing public
66 health information with a broad audience. [26] Social media campaigns have the capacity for
67 broad reach as there are 3.8 billion active social media users worldwide. [27] When a social
68 media campaign is engaging, it can generate increasing likes and shares, termed "viral". [28]

1
2
3 69 A viral campaign creates a self-proliferating message, further extending reach. [28] [29] A
4
5 70 poorly developed campaign could fail to engage the targeted group. [30] A recent process
6
7 71 evaluation of health communication and promotion campaigns on social media found that
8
9 72 campaigns often do not sufficiently engage audiences to impact health behaviour. [31] Before
10
11 73 implementation, testing social media campaigns intended to engage audiences and initiate
12
13 74 behaviour change is necessary.
14

75

15 76 In this trial, we will investigate the effectiveness of a campaign about low back pain
16
17 77 compared to no intervention at improving an essential domain of pain-related self-efficacy.
18
19 78 We will conduct qualitative testing, including evaluating engagement to maximise the impact
20
21 79 of delivering a reassuring message about low back pain using social media.
22

23 80 Objective

24
25 81 This trial aims to investigate the effectiveness of a public health campaign to increase
26
27 82 people's confidence in becoming more active despite low back pain in comparison with no
28
29 83 intervention.
30

31 32 84 Trial design

33
34 85 This trial is a three-group, parallel, randomised controlled trial (RCT) with two intervention
35
36 86 groups and one control group in a 1:1:1 allocation. This protocol is reported following the
37
38 87 SPIRIT checklist. [32]
39

40 41 88 **Methods**

42 43 44 89 Participants and interventions and outcomes

45 46 47 90 *Study setting:*

48
49 91 This will be an online community-based global trial. Participants will be recruited via social
50
51 92 media advertising.

52 53 54 93 *Eligibility criteria:*

55
56 94 People will be eligible for inclusion in this RCT if they are over 18 years of age and able to
57
58 95 understand spoken and written English.
59
60

1
2
3 96 *Interventions*
4

5 97 In collaboration with an advertising agency, VMLY&R, we developed a public health
6
7 98 campaign, delivered by social media, to support recommendations for managing low back
8
9 99 pain. The interventions comprise of videos described in brief below and in more detail in
10
11 100 accordance with the TIDieR checklist in Appendix 1.
12

13
14 101

15 102 The video interventions are between 2 and 3 minutes long. Both follow the same narrative
16 103 that scientists would like to reassure the public that low back pain is common, and that
17 104 evidence suggests it is safe to move despite back pain. In addition our previous evidence
18 105 suggested the value of providing validation to people experiencing low back pain. [33] The
19 106 earlier results showed that people seek validation on social media, one interpretation is due to
20 107 feeling dismissed or invalidated by clinicians. We aimed to increase the credibility of the
21 108 information and provide validation by using scientists and clinicians to narrate the video.
22 109 The featured scientists report that they are unsure of how to convey these messages to the
23 110 public, which leads to designers at the advertising agency brainstorming how to help deliver
24 111 the key message that it is safe to move. The advertising agency personnel suggest a dance.
25 112 The video cuts back to the scientists who are reluctant to endorse one specific movement,
26 113 such as a dance and conclude that it does not matter what you do as long as you move. The
27 114 video ends with the superimposed text, "It's safe to move", "Your backbone has backbone".
28 115 The second video is the same as the first, except that when the advertising agency suggests
29 116 the dance, the scientists try it out and to add humour, there are some video clips of the
30 117 scientists dancing.
31
32 118

33 119 Participants in the control group will not view either video intervention. The video
34 120 interventions will be uploaded to the study page on the Open Science Framework website
35 121 (<https://osf.io/c7j8t/>). They will be embargoed until after the trial is completed.
36
37
38
39
40
41
42

43 122 *Outcomes*
44

45 123 We will conduct both a quantitative and qualitative evaluation. When completing the
46 124 outcomes, those without low back pain will be presented with a scenario where they have low
47 125 back pain. In addition to the primary and secondary outcomes, participants randomised to
48 126 either video intervention group will be asked additional questions regarding the video
49 127 content, their engagement level, and overall experience.
50
51
52
53
54
55
56
57
58
59
60

1
2
3 128 *Baseline questionnaires*

4
5 129 Baseline questionnaires will include questions on age and gender. In addition, we will ask
6
7 130 participants about the presence of low back pain, pain intensity over the preceding 24-hours
8
9 131 and the duration of the current episode of low back pain.

10
11 132 *Primary outcome*

12
13 133 The intervention is intended to increase a person's confidence (or self-efficacy) that they can
14
15 134 move safely despite low back pain. The primary outcome is therefore is item 10 of the Pain
16
17 135 Self-Efficacy Questionnaire (PSEQ) [26], a commonly used measure of self-efficacy for
18
19 136 people with chronic pain. [34] A Rasch analysis of the PSEQ investigated each question to
20
21 137 identify the extent to which a positive answer to that question reflected the attribute (self-
22
23 138 efficacy).[35] The authors determined that item 10, 'increasing confidence becoming more
24
25 139 active', was easiest for participants to endorse.[35] meaning, an optimal "self-efficacy"
26
27 140 intervention should target that item. Item 10 of the PSEQ asks participants to rate how
28
29 141 confident they would feel to gradually become more active despite the pain with a range from
30
31 142 0 (not at all confident) to 6 (completely confident). Improving self-efficacy may facilitate
32
33 143 symptom management, a proximal component of the broader, distal target of self-
34
35 144 management. [33]

36
37 145 *Secondary outcome*

38
39 146 The secondary outcomes will be Factor 1 of the AxEL-Q Questionnaire. [36] The AxEL-Q is
40
41 147 a questionnaire designed to assess attitudes toward first-line care for low back pain, Factor 1
42
43 148 comprises nine items and evaluates *Attitude toward staying active*. The score range for Factor
44
45 149 1 is 0 to 54, with higher scores indicating a more positive attitude toward messages about
46
47 150 staying active. This outcome will be measured immediately in all participant groups.

48
49 151 *Qualitative evaluation*

50
51 152 We will conduct a mixed-methods qualitative evaluation consisting of three parts. Firstly, to
52
53 153 understand the helpfulness of the video, we will ask participants four questions rated on a 7-
54
55 154 point Numeric Rating Scale. Secondly, we will evaluate engagement with the video by asking
56
57 155 participants six Yes/No questions. Finally, we will ask participants four open-ended questions
58
59 156 to understand their experience watching the video. The questions included in the qualitative
60
157 evaluation are outlined in Table 1.

158 **Table 1- Questions that participants will be asked to understand engagement with video**
 159 **interventions**

Helpfulness of the video <i>(rated on a 7-point Numeric Rating Scale)</i>	Engagement with the video <i>(Yes/No)</i>	Experience of watching the video <i>(Open-ended)</i>
Overall, did you find this video helpful, with a range from 0=not at all helpful to 6=extremely helpful	Did you like the video?	If any, what aspects were unclear to you?
The information in the video was relevant to me, with a range from 0=not at all relevant to 6=extremely relevant	If you noticed this video in your social media feed, would you view it? If you viewed this video on your feed or timeline would "like" it? If you saw this video on your feed or timeline would share or re-tweet it?	What new things did you learn?
How much of the information in the video was NEW information for you, with a range from 0=no new information 6=great deal of new information	After watching the video, are you any less likely to request imaging (e.g. x-ray or MRI) for back pain?	What did you dislike?
Do you think the information in the video was true with a range from 0=not at all true to 6= completely true	Were any parts of the video unclear or didn't make sense?	How did this video make you feel about your back pain? (i.e. what emotions did you experience while watching the video?)

160 *Participant timeline*

161 Participant progress through the study is shown in Figure 1. We will embed both video
 162 interventions into a survey which we will distribute online. Participants will access the survey
 163 via an anonymous link on social media channels Facebook, Twitter, Instagram and TikTok.
 164 The survey will include baseline questionnaires. Participants will be randomised to either of
 165 the intervention groups or the control group and then asked to complete primary and
 166 secondary outcomes. Participants randomised to each intervention group will be asked
 167 additional questions to evaluate the content of the videos.

1
2
3 168 *Sample size*
4

5 169 We simulated multiple treatment and control comparisons using Dunnett's test to calculate
6
7 170 the sample size assuming a difference in means 0.5 and standard deviation 3. Based on 2000
8
9 171 Monte Carlo samples from the null distributions we will require an average group size of 461
10
11 172 for a total sample size of 1383 to power a one-way design with two treatment groups and one
12
13 173 control group. This design would achieve an any-pair power of 0.81 with an error rate of
14
15 174 0.05.
16

17 175 *Recruitment*
18

19 176 Participants will be recruited through social media advertising. We will post an invitation to
20
21 177 participate on the social media channels, Facebook, Twitter, Instagram and TikTok.
22

23
24 178 Sequence generation, allocation concealment and blinding
25

26 179 Using the Qualtrics survey platform, [37] we will add a "randomiser" function to the survey
27
28 180 flow. The "randomiser" element will automatically assign respondents to one of the three
29
30 181 groups and the corresponding block of questions. A researcher not involved in this study will
31
32 182 have access to the randomisation sequence. The participants will self-enrol in the trial. We
33
34 183 will blind all members of the research team to group allocation. To maintain blinding, we will
35
36 184 not disclose the specific aim of the trial to participants. Instead, we will invite participants to
37
38 185 be involved with back pain related research.
39

40 186 Data collection, management and analysis
41

42 187 The questionnaire will be electronic and data stored according to UNSW data security
43
44 188 standards using Qualtrics. [37] Qualtrics allows for a direct export as a CSV file, which will
45
46 189 then be uploaded to the R environment for statistical computing [38] for analysis.
47

48 190
49 191 We will analyse the data by intention-to-treat. We will use descriptive statistics to
50
51 192 characterise the sample. We will report means and standard deviations for continuous
52
53 193 variables. We will use frequencies and percentages to report categorical variables. For the
54
55 194 primary and secondary outcomes, we compare between group means between all three arms
56
57 195 of the trial using univariate analyses of variance (ANOVA).
58
59 196
60

1
2
3 197 We will conduct subgroup analyses to investigate whether the size or direction of the effect
4
5 198 on the primary or secondary outcomes differs between people with and without low back
6
7 199 pain and with low back pain of different durations and intensities.

8
9
10 200 *Qualitative evaluation*

11 201 We will report the median and inter-quartile range (IQR) range for the helpfulness questions
12
13 202 and present these data with box plots. We will count and report the percentage of positive
14
15 203 responses to the engagement questions. We will perform a thematic analysis to understand
16
17 204 participants experience of watching the video and triangulate these data with the
18
19 205 demographic, helpfulness and engagement data. We expect brief one line responses from
20
21 206 these questions, that would facilitate a qualitative analysis that is useful but not onerous.
22
23 207 These analyses may assist in understanding the relationship, if any, between demographic
24
25 208 factors and the experience of watching the video.

26
27 209 Monitoring

28
29 210 Trial data integrity will be monitored by regularly scrutinising data files for omissions and
30
31 211 errors. We will set up the questionnaire platform, Qualtrics, to ensure that participants
32
33 212 respond to every question before proceeding. We do not anticipate any harms. A senior
34
35 213 investigator not involved in the day to day administration of the trial will audit the trial
36
37 214 weekly.

38
39 215 Ethics and dissemination

40
41 216 We obtained ethical approval from our institutions Human Research Ethics Committee
42
43 217 (HREC), approval number HC210908. We will obtain informed consent from all participants
44
45 218 before participating in the trial. Protocol amendments will be numbered and uploaded to the
46
47 219 trial site on the Open Science Framework platform. Participants can remain anonymous. We
48
49 220 will collect general demographic data only. All authors will declare declarations of interest.
50
51 221 Data will be available on request from the corresponding author on completion of this trial.
52
53 222 We will store data securely for seven years as directed by our institutional HREC. We will
54
55 223 publish the results in a peer-reviewed medical journal. We will also publish the results on
56
57 224 institution websites.

1
2
3 225 Patient and public involvement
4

5 226 Consumers with low back pain were consulted throughout the design of the intervention
6
7 227 process. Each major milestone of the intervention development was reviewed by members of
8
9 228 the Musculoskeletal Health Consumer Community Council for Maridulu Budyari Gumal
10
11 229 (SPHERE), before proceeding to the next stage. The consumer group provided suggestions
12
13 230 which were implemented in the revised versions including changes to language and written
14
15 231 text superimposed in both videos. We sought feedback from the consumer community
16
17 232 council on the design of the survey to understand and minimise the burden of the intervention
18
19 233 and the time required to participate. We will ask the consumer community council to assist
20
21 234 with recruitment by sharing a link to the survey platform in their networks. We will continue
22
23 235 to consult with the consumer community council when disseminating the study results to
24
25 236 assist with choosing what information and results to share and in what format. We
26
27 237 acknowledge that the impact of research can vary depending on where the research is
28
29 238 conducted, [39] and there is a risk that the results have less impact with international
30
31 239 audiences or minority groups. If successful we will seek guidance from international
32
33 240 consumer and minority groups to understand how to reflect the preferences and needs of
34
35 241 people from different communities in future iterations of this video.
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 243 **Competing interests**
4
5

6 244 The authors have no known declarations.
7
8

9 245 **Funding**
10
11

12 246 We received funding from Maridulu Budyari Gumal (SPHERE) for this project.
13
14
15

16 247 **Contributorship Statement**
17
18

19 248 EO conceived the RCT, provided methodological expertise and wrote the protocol
20

21 249 ACT provided methodological expertise
22

23 250 SMS provided methodological expertise
24

25 251 SO provided methodological expertise
26

27 252 BMW provided methodological expertise
28

29 253 AGC provided methodological expertise
30

31 254 CMW provided methodological expertise
32

33 255 IAH provided methodological expertise
34

35 256 JHM is the guarantor and conceived the RCT, provided methodological and clinical area
36 expertise
37

38 258 All authors read, contributed to and approved the final version of the manuscript
39
40

41 259
42

43 260
44

45 261
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

262 **References**

- 263 1 Kyu H, Abate D, Abate K, *et al.* Global , regional , and national disability-adjusted
264 life-years (DALYs) for 359 diseases and injuries and healthy life expectancy (HALE
265) for 195 countries and territories , 1990 – 2017 : a systematic analysis for the Global
266 Burden of Disease Study 201. *Lancet* 2018;**392**:1859–922. doi:10.1016/S0140-
267 6736(18)32335-3
- 268 2 Collaborators G 2019 D and I. Global burden of 369 diseases and injuries in 204
269 countries and territories, 1990–2019: a systematic analysis for the Global Burden of
270 Disease Study 2019. *Lancet* 2020;**396**:1204–22. doi:10.1016/S0140-6736(20)30925-9
- 271 3 Hartvigsen J, Hancock MJ, Kongsted A, *et al.* What low back pain is and why we need
272 to pay attention. *Lancet* 2018;**391**:2356–67. doi:10.1016/S0140-6736(18)30480-X
- 273 4 Foster NE, Anema JR, Cherkin D, *et al.* Prevention and treatment of low back pain:
274 evidence, challenges, and promising directions. *Lancet* Published Online First: 2018.
275 doi:10.1016/S0140-6736(18)30489-6
- 276 5 Leake HB, Moseley GL, Stanton TR, *et al.* What do patients value learning about
277 pain? A mixed methods survey on the relevance of target concepts following pain
278 science education. *Pain* 2021;**162**:2558–68. doi:10.1097/j.pain.0000000000002244
- 279 6 O’Hagan ET, Di Pietro F, Traeger AC, *et al.* What messages predict intention to self-
280 manage low back pain? A study of attitudes towards patient education. *Pain* Published
281 Online First: 2022. doi:doi: 10.1097/j.pain.0000000000002530
- 282 7 Abenham L, Rossignol M, Gabeille D, *et al.* The prognostic consequences in the
283 Making of the Initial Medical Diagnosis of Work-Related Back Injuries. *Spine (Phila*
284 *Pa 1976)* 1995;**20**:791.
- 285 8 Black NM, Sullivan SJ, Mani R. A biopsychosocial understanding of lower back pain:
286 Content analysis of online information. *Eur J Pain* 2017;:1–17. doi:10.1002/ejp.1158
- 287 9 Ferreira G, Traeger AC, Machado G, *et al.* Credibility, accuracy, and
288 comprehensiveness of internet-based information about low back pain: A systematic
289 review. *J Med Internet Res* 2019;**21**:1–10. doi:10.2196/13357
- 290 10 Munigangaiah S, Basavaraju N, Jadaan DY, *et al.* Do “Myths” of low back pain exist
291 among Irish population? A cross-sectional study. *Eur J Orthop Surg Traumatol*
292 2016;**26**:41–6. doi:10.1007/s00590-015-1698-y
- 293 11 Jenkins HJ, Hancock MJ, Maher CG, *et al.* Understanding patient beliefs regarding the

- 1
2
3 294 use of imaging in the management of low back pain. *Eur J Pain (United Kingdom)*
4 295 2016;**20**:573–80. doi:10.1002/ejp.764
- 5
6 296 12 Werner EL, Ihlebaek C, Skouen JS, *et al.* Beliefs about low back pain in the
7 297 Norwegian general population: are they related to pain experiences and health
8 298 professionals? *Spine (Phila Pa 1976)* 2005;**30**:1770–6.
9 299 doi:10.1097/01.brs.0000171909.81632.fe
- 10
11 300 13 Christe G, Pizzolato V, Meyer M, *et al.* Unhelpful beliefs and attitudes about low back
12 301 pain in the general population: A cross-sectional survey. *Musculoskelet Sci Pract*
13 302 2021;**52**:102342. doi:10.1016/j.msksp.2021.102342
- 14
15 303 14 Hall A, Coombs D, Richmond H, *et al.* What do the general public believe about the
16 304 causes, prognosis and best management strategies for low back pain? A cross-sectional
17 305 study. *BMC Public Health* 2021;**21**:682. doi:10.1186/s12889-021-10664-5
- 18
19 306 15 Buchbinder R, Underwood M, Hartvigsen J, *et al.* The Lancet Series call to action to
20 307 reduce low value care for low back pain: an update. *Pain* 2020;**161**:S57–64.
21 308 doi:10.1097/j.pain.0000000000001869
- 22
23 309 16 Buchbinder R, Jolley D, Wyatt M. 2001 Volvo Award Winner in Clinical Studies:
24 310 Effects of a media campaign on back pain beliefs and its potential influence on
25 311 management of low back pain in general practice. *Spine (Phila Pa 1976)*
26 312 2001;**26**:2535–42. doi:10.1097/00007632-200112010-00005
- 27
28 313 17 Suman A, Armijo-olivo S, Deshpande S, *et al.* A systematic review of the
29 314 effectiveness of mass media campaigns for the management of low back pain. *Disabil*
30 315 *Rehabil* 2020;:1–29. doi:10.1080/09638288.2020.1743777
- 31
32 316 18 Mm B, Strzeszynski L. Mass media interventions for smoking cessation in adults (
33 317 Review). Published Online First: 2017.
34 318 doi:10.1002/14651858.CD004704.pub4.www.cochranelibrary.com
- 35
36 319 19 Grilli R, Ramsay C, Minozzi S. Mass media interventions: e ects on health services
37 320 utilisation (Review). Published Online First: 2002.
38 321 doi:10.1002/14651858.CD000389.www.cochranelibrary.com
- 39
40 322 20 Buchbinder R, Jolley D, Wyatt M. Population based intervention to change back pain
41 323 beliefs and disability: three part evaluation. *BMJ Br Med J* 2001;**322**:1516–
42 324 20.<http://www.bmj.com/content/bmj/322/7301/1516.full.pdf> (accessed 19 Mar 2018).
- 43
44 325 21 Werner EL, Ihlebæk C, Lærum E, *et al.* Low back pain media campaign: No effect on
45 326 sickness behaviour. *Patient Educ Couns* 2008;**71**:198–203.
- 46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

- 1
2
3 327 doi:10.1016/j.pec.2007.12.009
4
5 328 22 Werner EL, Gross DP. The effects of a media campaign on beliefs and utilization of
6
7 329 imaging examinations in Norwegian patients with low back pain. 2009.
8
9 330 23 Waddell G, O'Connor M, Boorman S, *et al.* Working Backs Scotland: A Public and
10
11 331 Professional Health Education Campaign for Back Pain. *Spine (Phila Pa 1976)*
12 332 2007;**32**:2139.
13
14 333 24 Cunningham CG, Flynn TA, Toole CM, *et al.* Working Backs Project —
15
16 334 implementing low back pain guidelines. 2008;:580–3. doi:10.1093/occmed/kqn116
17 335 25 Gross DP, Russell AS, Ferrari R, *et al.* Evaluation of a Canadian back pain mass media
18
19 336 campaign. *Spine (Phila Pa 1976)* 2010;**35**:906–13.
20
21 337 doi:10.1097/BRS.0b013e3181c91140
22
23 338 26 Capurro D, Cole K, Echavarría MI, *et al.* The Use of Social Networking Sites for
24
25 339 Public Health Practice and Research: A Systematic Review. *J Med Internet Res*
26 340 2014;**16**. doi:10.2196/jmir.2679
27
28 341 27 Vivid Social. Social Media Statistics Australia – January 2021.
29 342 <https://www.socialmedianews.com.au/social-media-statistics-australia-january-2021/>
30 343 (accessed 7 Jul 2020).
31
32 344 28 Kim HS. Attracting Views and Going Viral: How Message Features and News-
33 345 Sharing Channels Affect Health Diffusion. *J Commun* 2015;**65**:512–34.
34 346 doi:10.1111/jcom.12160.Attracting
35
36 347 29 Yammine BS. Fight Coronavirus Misinformation. Using social media to spread good
37 348 pandemic science. *Nature* 2020;**581**:345.
38
39 349 30 Moorhead SA, Hazlett DE, Harrison L, *et al.* A new dimension of health care:
40
41 350 Systematic review of the uses, benefits, and limitations of social media for health
42
43 351 communication. *J Med Internet Res* 2013;**15**:1–17. doi:10.2196/jmir.1933
44
45 352 31 Neiger BL, Thackeray R, Wagenen SA Van, *et al.* Use of Social Media in Health
46 353 Promotion: Purposes, Key Performance Indicators, and Evaluation Metrics. *Health*
47 354 *Promot Pract* 2012;**13**:159–64. doi:10.1177/1524839911433467
48
49 355 32 Chan A, Tetzlaff JM, Altman DG. SPIRIT 2013 Statement : Defining Standard
50 356 Protocol Items for Clinical Trials. *Ann Intern Med* 2016;**158**:200–7. doi:10.7326/0003-
51 357 4819-158-3-201302050-00583.Requests
52
53 358 33 O'Hagan ET, Traeger AC, Bunzli S, *et al.* What do people post on social media
54 359 relative to low back pain? A content analysis of Australian data. *Musculoskelet Sci*
55
56
57
58
59
60

- 1
2
3 360 *Pract* 2021;**54**:102402. doi:10.1016/j.msksp.2021.102402
4
5 361 34 Nicholas M. Pain self efficacy questionnaire (PSEQ). ... *Univ Sydney Pain Manag*
6
7 362 *Res* ... 1994;**5**–6.[http://www.tac.vic.gov.au/files-to-](http://www.tac.vic.gov.au/files-to-move/media/upload/pain_self_efficacy_questionnaire.pdf)
8
9 363 [move/media/upload/pain_self_efficacy_questionnaire.pdf](http://www.tac.vic.gov.au/files-to-move/media/upload/pain_self_efficacy_questionnaire.pdf)
10
11 364 35 Di Pietro F, Catley MJ, McAuley JH, *et al.* Rasch analysis supports the use of the pain
12
13 365 self-efficacy questionnaire. *Phys Ther* 2014;**94**:91–100. doi:10.2522/ptj.20130217
14
15 366 36 O’Hagan ET, Skinner IW, Jones MD, *et al.* Development and Measurement Properties
16
17 367 of the AxEL (Attitude toward Education and advice for Low back pain) Questionnaire.
18
19 368 *BMC Heal Qual Life Outcomes* 2022;**20**. doi:[https://doi.org/10.1186/s12955-021-](https://doi.org/10.1186/s12955-021-01908-4)
20
21 369 [01908-4](https://doi.org/10.1186/s12955-021-01908-4)
22
23 370 37 Smith R, Orgill S, Smith SM, *et al.* Qualtrics XM// The Leading Experience
24
25 371 Management Software. 2002.<https://www.qualtrics.com>
26
27 372 38 Team RC. R: A language and environment for statistical computing (Version 3.4.
28
29 373 2)[Computer software]. In: *R: A language and environment for statistical computing*.
30
31 374 *R Foundation for Statistical Computing*. Vienna, Austria: 2012. [http://www.r-](http://www.r-project.org/)
32
33 375 [project.org/](http://www.r-project.org/)
34
35 376 39 O’Hagan ET, Rizzo RRN, O’Keeffe M. Impact of being first : comparing media
36
37 377 coverage for two studies investigating the relationship between exercise. *Br J Sports*
38
39 378 *Med* 2021;**0**:1–2. doi:10.1136/bjsports-2021-105012
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

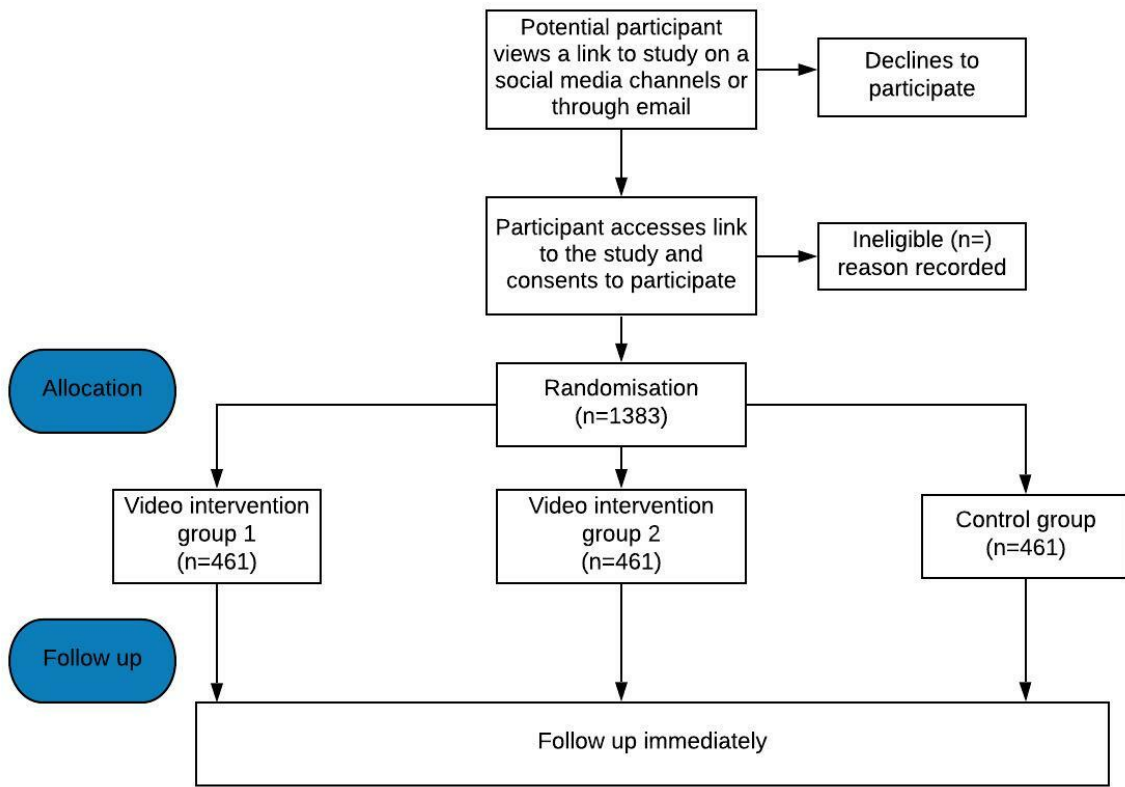
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

381 **Figure 1- Participant progress through the study**

382

For peer review only

Figure 1- Participant progress through the study



view only



Template for Intervention
Description and Replication

The TIDieR (Template for Intervention Description and Replication) Checklist*:

Information to include when describing an intervention and the location of the information

Item number	Item	Where located **	
		Primary paper (page or appendix number)	Other † (details)
1.	<p>BRIEF NAME</p> <p>A video designed for dissemination on social media to increase people's confidence becoming more active despite back pain.</p> <p>WHY</p> <p>A carefully considered, engaging social media message could provide a low-cost alternative to deliver a media campaign about low back pain.</p> <p>WHAT</p> <p>Materials: The scientists involved in this study met to identify the most important message to be communicated to the general public about low back pain. Next, the scientists met with designers at an advertising agency to discuss and formalise a brief for the intervention. The advertising agency produced three initial storyboards to satisfy the brief for the video intervention, of which, one idea was refined over a series of meetings between the scientists and designers to form two video interventions used in this study.</p> <p>Before deciding on the final content and format the researchers presented the proposed video interventions to a consumer group for review. The consumer group recommend some changes to the language used in the superimposed text in both videos.</p>		
4.	<p>Procedures:</p> <p>The final version of each video intervention is between 2 and 3 minutes long. Both follow the same narrative, that scientists would like to reassure the public that low back pain is common, but evidence suggests that it is safe to move despite back pain. The featured scientists report that they are unsure of how to convey this message to the public, which leads to the introduction of designers at the advertising agency brainstorming how to help deliver the message that it is safe to move. The advertising agency personnel suggest a dance. The video cuts back to the scientists who are</p>		

6/bmjopen-2022-063250 on 15 July 2022. Downloaded from <http://bmjopen.bmj.com/> on April 20, 2024 by guest. Protected by copyright.

<p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18</p>	<p>reluctant to endorse one specific movement, such as dance and conclude that it does not matter what you do as long as you move. The video concludes with the text, "It's safe to move", "Your backbone has backbone". The second video is exactly the same as the first, except when the advertising agency recommends the dance, the scientists try it out and to add humour, there are some video clips of the scientists dancing.</p> <p>WHO PROVIDED</p> <p>5. Participants will access the survey via an email or an anonymous link on social media.</p> <p>HOW</p> <p>6. The video will run as an item in the survey, that the participant will click to access as part of survey process.</p> <p>WHERE</p> <p>7. Each intervention will be delivered online.</p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p>19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42</p>	<p>WHEN and HOW MUCH</p> <p>8. Each intervention will be delivered, immediately after obtaining consent. Participants will have access to the allocated video intervention once.</p> <p>TAILORING</p> <p>9. The researcher team will conduct a qualitative evaluation to enable tailoring of the intervention in future.</p> <p>MODIFICATIONS</p> <p>10.* If the intervention was modified during the course of the study, describe the changes (what, why, when, and how).</p> <p>HOW WELL</p> <p>11. Planned: If intervention adherence or fidelity was assessed, describe how and by whom, and if any strategies were used to maintain or improve fidelity, describe them.</p> <p>12.* Actual: If intervention adherence or fidelity was assessed, describe the extent to which the intervention was delivered as planned.</p>	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46

1 **** Authors** - use N/A if an item is not applicable for the intervention being described. **Reviewers** – use ‘?’ if information about the element is not reported/not
2 sufficiently reported.
3

4 † If the information is not provided in the primary paper, give details of where this information is available. This may include locations such as a published protocol
5 or other published papers (provide citation details) or a website (provide the URL).
6

7 ‡ If completing the TIDieR checklist for a protocol, these items are not relevant to the protocol and cannot be described until the study is complete.

8 * We strongly recommend using this checklist in conjunction with the TIDieR guide (see *BMJ* 2014;348:g1687) which contains an explanation and elaboration for
9 each item.
10

11 * The focus of TIDieR is on reporting details of the intervention elements (and where relevant, comparison elements) of a study. Other elements and methodological
12 features of studies are covered by other reporting statements and checklists and have not been duplicated as part of the TIDieR checklist. When a **randomised**
13 **trial** is being reported, the TIDieR checklist should be used in conjunction with the CONSORT statement (see www.consort-statement.org) as an extension of **Item**
14 **5 of the CONSORT 2010 Statement**. When a **clinical trial protocol** is being reported, the TIDieR checklist should be used in conjunction with the SPIRIT
15 statement as an extension of **Item 11 of the SPIRIT 2013 Statement** (see www.spirit-statement.org). For alternate study designs, TIDieR can be used in
16 conjunction with the appropriate checklist for that study design (see www.equator-network.org).
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42