Motive8! Text Messaging Intervention to Promote Physical Activity in Knee Osteoarthritis

Holly Blake1, Anna Roberts1, Mark Batt2, Jonathan Moses1

1University of Nottingham, Nottingham, UK, 2Nottingham University Hospitals NHS Trust, Nottingham, UK, 3United Lincolnshire Hospitals NHS Trust, Lincolnshire, UK

Aim: To develop and test the feasibility of using a SMS text messaging intervention to promote physical activity in patients with knee OA.

Methods: 27 people (6 male, 21 female; aged 25-81 years) with knee osteoarthritis received 4 text messages per week, for 6 weeks and completed physical activity diaries. Telephone surveys were conducted at baseline and 6 weeks to measure physical activity levels and beliefs, including self-efficacy for exercise, barriers and benefits of exercise, social support and pain. Process evaluation included participant perceptions of the intervention and ‘real-time’ data on intervention fidelity and participant engagement.

Results: 648 messages were sent, 100% were accurately delivered. From baseline to 6 weeks, physical activity, self-efficacy for exercise, perceived benefits of exercise and social support significantly increased; reductions were observed in barriers to exercise and pain. Participants engaged with the intervention; 100% read the messages, 89% responded to texts requesting replies, 64% completed physical activity diaries with low attenuation (1.8% drop) by six weeks. Participants perceived messaging to be enjoyable (96%), personally relevant (85%), of appropriate frequency (100%) and duration (88%).

Conclusions: People with knee osteoarthritis can engage meaningfully with an interactive mobile phone messaging intervention over a six-week period. Health communications promoting physical activity demonstrate potential for behaviour change and positive implications for perceptions of exercise and pain. Data collected in ‘real-time’ can be used for process evaluation to demonstrate participant engagement and intervention fidelity.