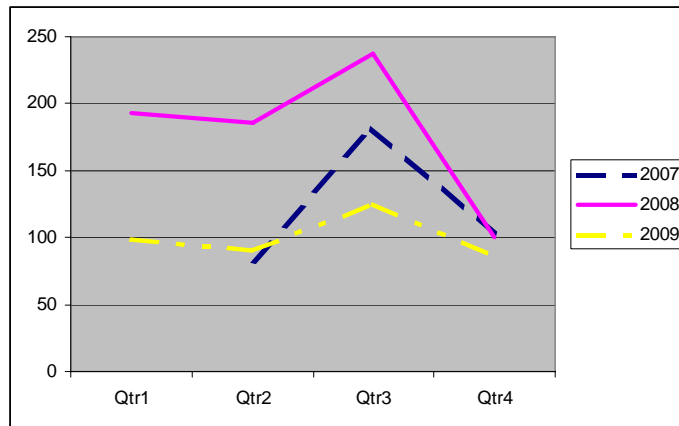
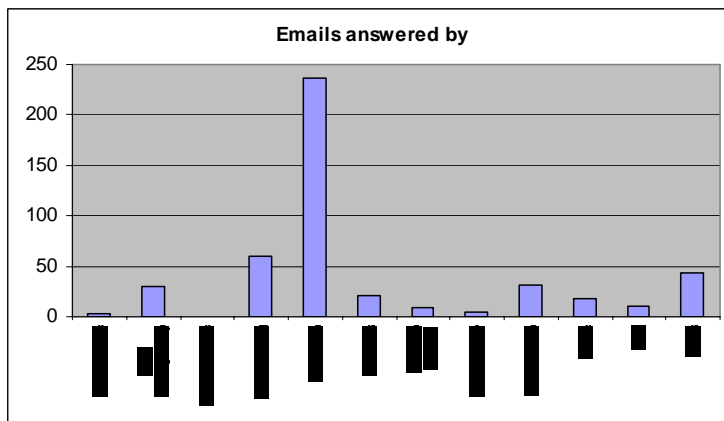


The Online Helpline in 2009

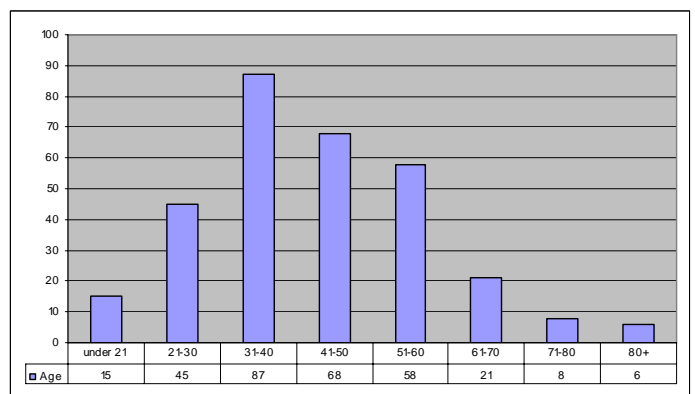
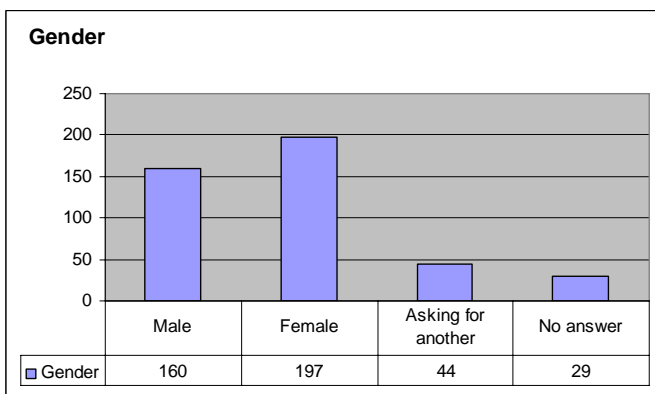
In 2009 the email service received 404 emails 75% in page. (95% of the emails received were answered within 7 days of receipt.)



A pattern is emerging where the third quarter has a significant rise in requests that may be due to BCAW publicity. Numbers year on year are dropping. In 2007 with only three quarters 365 emails were answered, in 2008, 716 were answered, and in 2009 only 404. The number of requests fell sharply when the new website went live in Oct 2008.

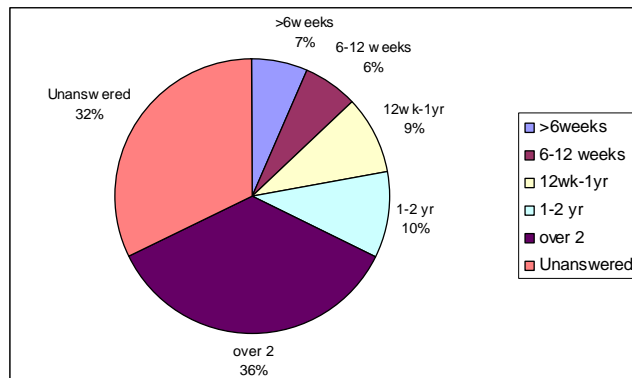
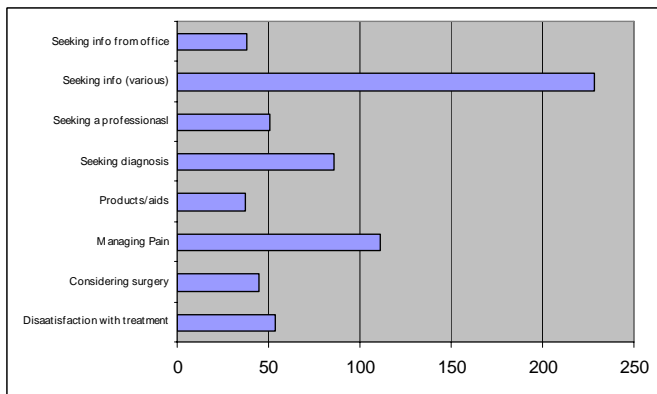


The email editor answers the majority of emails; she covers the weekend shift and takes up any urgent or unanswered ones. The recording is not accurate, as the system cannot cope with midyear changes of personal.



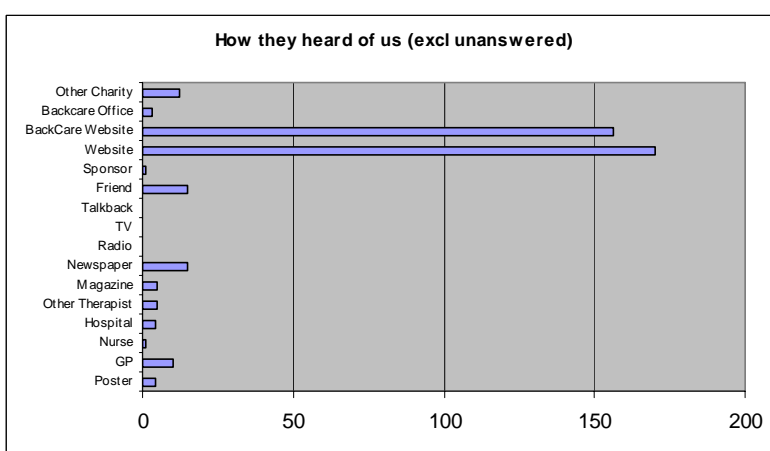
Female 45%, (58%) male 37% (32%), calling for others 10% (7.9). More men email than call the Helpline figs in brackets.

E-mailers are younger than Helpline callers, 31-40 being by far the largest group and 61-70 being smaller than the Helpline, The email spread is between 2 -60 while the Helpline is 31-70

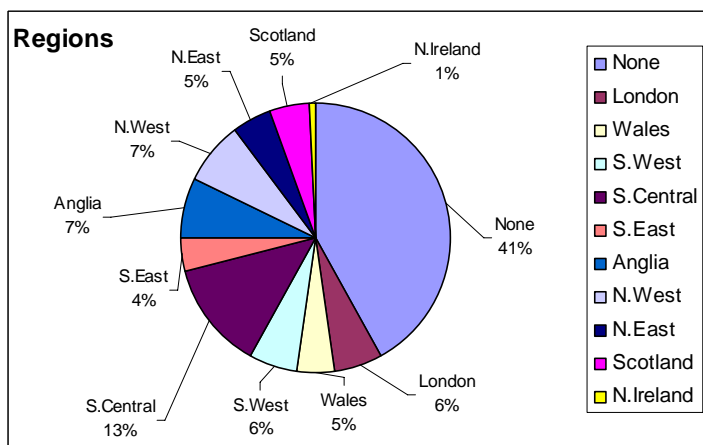


Reason for Calling -seeking information is the most significant category but like the Helpline, managing pain and seeking a diagnosis are also significant.

Length Suffered -the large number of unanswered impacts on this graph, but figures seem to be similar to the Helpline with the exception of the over 2 years which is 53% on the Helpline



Website is the only significant figure and other media and GPs are less significant than for the Helpline.



Southern England is the most significant but a large % have not answered.

Our typical caller remains female, living in Southern England, found us on the Internet, is between 31 and 40 years old and is seeking information probably on pain management