

# What is the effect of framing of outcomes of medicinal treatment for hypertension on decisions about whether to take medication?

<b>Submission date</b> 09/03/2007	<b>Recruitment status</b> No longer recruiting	<input type="checkbox"/> Prospectively registered
		<input type="checkbox"/> Protocol
<b>Registration date</b> 04/05/2007	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan
		<input checked="" type="checkbox"/> Results
<b>Last Edited</b> 09/03/2010	<b>Condition category</b> Circulatory System	<input type="checkbox"/> Individual participant data

## Plain English summary of protocol

Not provided at time of registration

## Contact information

### Type(s)

Scientific

### Contact name

Ms Cheryl Carling

### Contact details

PO box 7004  
St Olavs Plass  
Oslo  
Norway  
N-0130  
+47 98627327  
cheryl.carling@kunnskapssenteret.no

## Additional identifiers

### Protocol serial number

N/A

## Study information

### Scientific Title

**Acronym**

HIPPO (Health Information Project, Presentation Online)

**Study objectives**

Our two main comparisons were formulated as the following null-hypotheses:

1. The congruence between participants values and their treatment decision is not better for positively framed messages showing gain over 10 years than for negatively framed messages showing loss over 10 years.
2. The congruence between participants values and their treatment decision is not better for negatively framed messages showing loss over 10 years than for negatively framed messages showing loss per year over 10 years.

**Ethics approval required**

Old ethics approval format

**Ethics approval(s)**

The University at Buffalo (New York, USA), Health Sciences Institutional Review Board, approved on 15 May 2002.

**Study design**

Randomized controlled trial

**Primary study design**

Interventional

**Study type(s)**

Not Specified

**Health condition(s) or problem(s) studied**

Hypertension (hypothetical scenario)

**Interventions**

Presentation of three statements about the effects of antihypertensives in preventing coronary vascular disease over ten years that are framed differently.

**Intervention Type**

Other

**Phase**

Not Specified

**Primary outcome(s)**

Hypothetical treatment decision: to take or not to take antihypertensives.

**Key secondary outcome(s)**

No secondary outcome measures

**Completion date**

31/05/2005

# Eligibility

## Key inclusion criteria

At least 18 years of age and fluent in Norwegian.

## Participant type(s)

Patient

## Healthy volunteers allowed

No

## Age group

Adult

## Lower age limit

18 years

## Sex

Not Specified

## Key exclusion criteria

Previous participation in this trial.

## Date of first enrolment

01/11/2004

## Date of final enrolment

31/05/2005

# Locations

## Countries of recruitment

Norway

## Study participating centre

PO box 7004

Oslo

Norway

N-0130

# Sponsor information

## Organisation

Norwegian Knowledge Centre for the Health Services (Norway)

ROR

<https://ror.org/01thff661>

## Funder(s)

### Funder type

Research council

### Funder Name

Norwegian research council (Norway)

## Results and Publications

### Individual participant data (IPD) sharing plan

### IPD sharing plan summary

Not provided at time of registration

### Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#">Results article</a>	results	01/03/2010		Yes	No