Pain Education for the Nation: 15 October 2025  
Social and newsletter toolkit

Please feel free to use these social media posts and graphics to promote these events to everyone across your channels.

If you have any questions or suggestions, please email [info@flippinpain.co.uk](mailto:info@flippinpain.co.uk).

Social posts

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| 30-50% of people in the UK are affected by persistent pain in some way: that’s more than 28 million people!  If you, or someone close to you, is one of these people, join Flippin’ Pain on the 15 October for their MEGA event: ‘Pain Education for the Nation’ 🙋  This event is for EVERYONE affected by pain and is free to attend, either in-person or via our live-stream 🎟️  More info >> <https://www.flippinpain.co.uk/event/pain-education-for-the-nation/?utm_source=public&utm_medium=partner&utm_campaign=peftn&utm_term=events> |
| Tune in, wherever you are 🎧  If you live with persistent pain, join us for Pain Education for the Nation!  📅 15 October 2025  ⏰ 5:30pm  🛜 Online  🎟️ Reserve here >> <https://www.flippinpain.co.uk/event/pain-education-for-the-nation/?utm_source=public&utm_medium=partner&utm_campaign=peftn&utm_term=events> |
| 15 October is European Day on Pain Awareness 🔎  Join ‘Pain Education for the Nation’, a fun and free look into the science of pain.  This isn’t one to miss >> <https://www.flippinpain.co.uk/event/pain-education-for-the-nation/?utm_source=public&utm_medium=partner&utm_campaign=peftn&utm_term=events> |
| Are you affected by persistent pain? 😔  You are invited to join ‘Pain Education for the Nation’: Flippin’ Pain’s biggest event yet to mark European Pain Awareness Day 🧠✨  Join them online or in Newcastle >> <https://www.flippinpain.co.uk/event/pain-education-for-the-nation/?utm_source=public&utm_medium=partner&utm_campaign=peftn&utm_term=events> |
| Got questions about pain?  Ask the experts LIVE at Pain Education for the Nation! 🎙️  Discover the science of pain + Q&A with people who’ve been there.  FREE livestream: Oct 15, 5:30pm  Register 👉 <https://www.flippinpain.co.uk/event/pain-education-for-the-nation/?utm_source=public&utm_medium=partner&utm_campaign=peftn&utm_term=events> |
| Persistent pain doesn’t have to define you.  Learn why we hurt, what helps, & hear real stories of recovery. 🧠  Join us on 15 October for Pain Education for the Nation, a FREE online event.  Register now 👉 <https://www.flippinpain.co.uk/event/pain-education-for-the-nation/?utm_source=public&utm_medium=partner&utm_campaign=peftn&utm_term=events> |
| Pain changes lives: but so can understanding it. 💡  This FREE online event (15 October) is for anyone living with persistent pain.  Please share this with the people who need it most.  <https://www.flippinpain.co.uk/event/pain-education-for-the-nation/?utm_source=public&utm_medium=partner&utm_campaign=peftn&utm_term=events> |
| If pain is part of your life, this is for you.  Join Flippin’ Pain for a FREE livestream exploring what pain really is - and how understanding it can change things.  Register today 👉 <https://www.flippinpain.co.uk/event/pain-education-for-the-nation/?utm_source=public&utm_medium=partner&utm_campaign=peftn&utm_term=events> |

Social images

Images have been created to work in Instagram, Facebook, Twitter and LinkedIn formats.

The Alt Text you can use is as follows:

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| An advert for a livestream called 'Pain education for the nation'. The poster says: 'support for everyone affected by pain. Join our livestream with Professor Cormac Ryan and our lived experience panel: Louise, Sashira, Mahin, Kai and Niki.' Wednesday 15 October 2025, 5:30pm to 7:30pm (BST). Online, all welcome!  There are photographs of the people involved, as well as logos for Flippin' Pain, We Are Undefeatable, Active Partnerships, NHS Scotland, Versus Arthritis, The British Pain Society and Cora Health. |

Email/newsletter copy (public)

**If pain is part of your life, this is for you.**

‘Pain Education for the Nation’ is a free livestream, coming to you on 15 October 2025.

Hosted by Flippin’ Pain, the livestream will explore the (often surprising) science of why persistent pain can happen, and what can help.

Enjoy a talk from Professor Cormac Ryan of Teesside University, and hear from people living with pain themselves. You’ll have chance to ask your questions to this expert team.

The livestream is completely free and anyone is welcome to join.

Live in Newcastle? Join us for the in-person taping at Northern Stage! [Omit if N/A]

[**For more information and to book, visit the Flippin’ Pain website.**](https://www.flippinpain.co.uk/event/pain-education-for-the-nation/?utm_source=public&utm_medium=partner&utm_campaign=peftn&utm_term=events)

Email/newsletter copy (professional)

**‘Pain Education for the Nation’ livestream: everyone is invited!**

This October, Flippin’ Pain is hosting ‘Pain Education for the Nation’, a free livestream for anyone affected by or working with persistent pain.

A partnership between Flippin’ Pain, We Are Undefeatable, Versus Arthritis, NHS Scotland, Active Partnerships and The British Pain Society, the livestream will explore the (often surprising) science of why we hurt. Attendees can enjoy an engaging talk from Professor Cormac Ryan of Teesside University and hear from people living with pain themselves.

We would appreciate your support in sharing this information with colleagues, patients and/or clients that would benefit.

Pain Education for the Nation

Wednesday 15 October, 5:30 – 7:30pm

Online (or in-person in Newcastle)

[**More information**](https://www.flippinpain.co.uk/event/pain-education-for-the-nation/?utm_source=public&utm_medium=partner&utm_campaign=peftn&utm_term=events)

Social handles to tag partners

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| **Facebook**  @weareundefeatable  @NHSScotland  @VersusArthritis  @thebritishpainsociety  @FlippinPain | **Twitter**  @undefeatable  @ActivePartners\_  @NHSScotland  @VersusArthritis  @BritishPainSoc  @C0raHealth  @FlippinPain | **Instagram**  @we.are.undefeatable  @active\_partnerships  @versusarthritis  @britishpainsociety  @FlippinPain | **LinkedIn**  @cora-health2  @we-are-undefeatable  @active-partnerships-national-organisation  @FlippinPain @nhsscotland  @the-british-pain-society  @versus-arthritis | **Bluesky**  @britishpainsoc.bsky.social‬  @FlippinPain.bsky.social |