



Our goal is to change the way people **think** about, **talk** about and **treat** persistent pain.

NHS

Flippin' your understanding of pain could change the lives of you and your loved ones.

March 2020

Community Outreach Tour 2020

POSTPONED

Flippin' Pain Community Outreach Tour 2020 - POSTPONED

As many of you will be aware plans were well underway for our team of pain experts to hit the road this summer on a week-long tour of Lincolnshire, bringing a contemporary understanding of pain science to local communities across the county.

With regret, we have had to cancel the original tour dates in July due to the ongoing COVID-19 pandemic. We remain hopeful of rescheduling the tour for later this year but are unable to make any decisions regarding this for the foreseeable future.

Key features of the tour will include:

- **A Peloton (big cycle ride)** - members of the Flippin' Pain team and guest riders cycling the length and breadth of Lincolnshire.



- **The Brain Bus** - our interactive experience laboratory on wheels presenting a number of fun ways for you to understand pain, including Virtual Reality and sensory illusions.

- **Pain: Do You Get It?** - Public Engagement Events aimed at both the general public and healthcare professionals.



Introducing...

Flippin' Pain

You will probably have noticed that we have a new name and a new look!

The introduction of **Flippin' Pain** gives our campaign a recognisable identity of its own. The previously used **Pain: Do You Get It?** was a name borrowed from our peers in Australia who have been running their Pain Revolution campaign for a number of years now. After discussion with lots of people we arrived at the name Flippin' Pain which we think demonstrates our overarching objectives of *flipping* awareness and understanding in relation to persistent pain.

The bullet points of Engage, Educate and Empower reflect our approach to engaging communities, sharing information and promoting learning to provide people with the knowledge, skills and confidence towards recovery from the burden of persistent pain.

Behind the scenes

In our last newsletter we broke the news that we had appointed Prof. Cormac Ryan as our Community Pain Champion to front a large part of our campaign.

To find out more about our recruitment process, you can watch a [short video clip here](#) and read the [press release for his appointment here](#).

Take a sneak peak of our new website launching soon!

www.flippinpain.co.uk

Previous Events

Check out our highlight reel from our last 'Pain: Do You Get It?' event in Lincoln and listen to what some of our delegates had to say about their experience and take home messages from the day...



Lincoln Event

Round-up

We had a fantastic reaction to our most recent 'Pain: Do You Get It?' event in Lincoln, selling out the venue! Thank you to everyone who came, listened and provided feedback. This is invaluable to the continuous improvement of these type of events in the future of the Flippin' Pain campaign.

The talk was presented by Prof Lorimer Moseley and Prof Cormac Ryan on 18th February. The duo shared enlightening research-based insight into pain and concluded, that learning to change your understanding of pain can have lifechanging benefits for people living with pain, their families and their loved ones.

As part of his talk, Prof Moseley, who has for the past four years spearheaded Australia's Pain Revolution, explained: "Pain does not equal tissue damage, it actually means protection. Pain is about perceived risk and is not a good measure of damage or injury."

Prof Ryan added: "Pain is a marker of perceived threat or danger and it does a wonderful job of keeping your body safe."

You can [read our full event summary here](#).

Aussies on tour

Did you hear about Pain Revolution Australia's latest Rural Outreach Tour?

Our counterparts over in Australia completed their latest annual tour earlier this month cycling for 7 consecutive days through rural Victoria, delivering numerous public education and awareness raising events along the way. You can see what they got up to via their various social media channels below.

 @painrevolutionride

 @PainRevolution

 painrevolution



Check us out!

We've got loads of video content you can check out on [YouTube](#). Watch patient stories, footage from previous events, and find out more about our [key messages](#) and [aims of the Flippin' Pain campaign](#).

www.flippinpain.co.uk

info@flippinpain.co.uk

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