



# What is Flippin' Pain?

Flippin' Pain is a public health campaign, with a clear goal:

**To change the way people think about, talk about and treat persistent pain.**

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

## Why is it needed?

- **Persistent pain is common and reduces quality of life** – 30-50% of us in the UK live with persistent pain which negatively impacts our physical and mental health, our social and home lives and our ability to stay in work.
- **Persistent pain is often misunderstood** – in some instances what we believe to be true is in fact entirely different from the most up-to-date scientific understanding.
- **Healthcare design and delivery is sometimes not consistent with scientific understanding** – some healthcare approaches fail to fully embrace the biological, psychological and social impacts of living with pain.
- **Change is needed** – Where better to start than by raising awareness, facilitating a better understanding and empowering people to take back control?

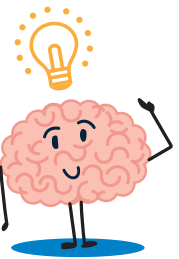


## How does it work?

Championed by *Connect Health* and supported by *NHS Lincolnshire Clinical Commissioning Groups*, Flippin' Pain recognises that involving local individuals and communities is essential for revolutionising our approach to persistent pain and making positive changes for those of us it affects.

Through raising awareness and facilitating a better understanding of persistent pain at a population level Flippin' Pain engages and empowers whole communities to rethink pain, re-engage and recover. Inspired and informed by the ground-breaking Pain Revolution movement in Australia (see [painrevolution.org](http://painrevolution.org)), Flippin' Pain is a community engagement initiative that brings the science of pain to people in the places they live and work.

- **Public Engagement Events** – Fun and informal public seminars delivered by experts including people with lived-experience of pain.



- **Community Pain Champions** – Experts with passion and outstanding understanding of contemporary pain science.

- **The Brain Bus** – Our exciting pop-up interactive experience laboratory on wheels.



- **Community Outreach Tour** – A week-long campaign tour across Lincolnshire headed by a peloton (a big bike ride).  
**POSTPONED - new dates TBC**

## Key messages

Persistent pain is **COMMON** and can affect anyone

Hurt does not always mean **HARM**

**EVERYTHING** matters when it comes to pain

**MEDICINES** and surgeries are often not the answer

**UNDERSTANDING** your pain can be key

**RECOVERY** is possible

## How can you get involved?

Interested in coming along to our “Pain: Do you get it?” events, meeting the Flippin’ Pain team or visiting our Brain Bus. Sign up to our mailing list and keep an eye on our website for news of upcoming events and announcements.



## Can you help?

We really want to reach as many local people as possible. If you would like to host or help support an event as part of our outreach tour we would love to hear from you. In addition, we are keen to speak to any businesses or individuals interested in providing sponsorship (including sponsorship in kind) to support delivery of the tour or to join the peloton. We are working with charities whose focus is supporting those living with persistent pain, to make sure any funds raised have an impact on those that need it most.

Contact us

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