



Flippin' Pain™

Community Outreach Tour

Flippin' Pain is a public health campaign supported by NHS Lincolnshire Clinical Commissioning Group. It has a clear goal: **To change the way people think about, talk about and treat chronic pain to improve the lives of those affected by it.**



Our campaign is the only one of its kind in the UK and this September we'll be hitting the road for a week-long extravaganza of public events and community engagement via a flagship Community Outreach Tour and peloton **in Lincolnshire**

The Problem of Pain

Chronic pain has been described as the most burdensome non-fatal disease facing humankind. It has a significant negative impact on the physical and mental health of those affected and the broader quality of life of both sufferers and their families.

Did you know?

- An estimated **28 million people** in the UK live with long-term pain
- Around 10 million report their chronic pain to be **moderately or severely disabling**
- Almost half of those with chronic pain have a diagnosis of **depression**
- Around two thirds are **unable to work** outside the home

National Institute of Clinical Excellence (2018)

And right here in Lincolnshire

- 20% of adults have long-term *musculoskeletal* conditions*
- 60,000 adults have a long-term illness or disability
- Lincolnshire has some of the highest rates of pain medication use in the country

*Musculoskeletal conditions are those affecting bones, joints, muscles and nerves.





The Campaign

In late 2019 a team of pain experts began a novel community engagement approach to providing people in Lincolnshire with a better understanding of the science of pain.

Prior to pandemic-related postponements of 'on the ground' campaign activities the Flippin' Pain campaign had delivered full-capacity public seminars in [Boston](#), [Grantham](#) and [Lincoln](#) (x2), featured live on BBC Radio Lincs and Lincoln City Radio and received coverage in local print media reaching an audience of over 200,000 people.

The campaign has continued to grow throughout 2020 and into 2021 attracting significant interest from around the UK and abroad with virtually hosted public seminars attended by >5000 people (primarily people living with pain and healthcare professionals) with a further 3000 having viewed our event recording.

“The talk made me see there is another way.”
Charlotte

12k

Website Views

5k

Mailing List

7.5k

Event Attendees

4.5k

Some Followers

10k

Video Views

11

Live Events

“The event was incredibly helpful, hopeful & informative.”
Helen

The initiative, inspired by the ground-breaking [Pain Revolution](#) movement in Australia, encourages people to rethink pain, re-engage and recover by bringing the real science of pain to the people. Understanding persistent pain is fundamental to improving the lives of people affected - it changes the way they respond to pain and can change relationships with friends, family and social and work life.





We're going on Tour!

This September, Flippin' Pain will embark on a world-first Community Outreach Tour, right here in Lincolnshire. Renowned **Pain Champions** – made up of pain scientists, healthcare professionals and patient advocates- and keen cyclists, will be hopping on their bikes to take part in a peloton tour covering the length and breadth of the county. They will deliver the messages of the campaign to the people that need them most, via an array of free-to-attend public events.



Joining the riders will be our exciting pop-up experience laboratory on wheels, **the Brain Bus**. An immersive, interactive and attention-grabbing spectacle inviting people to experience first-hand some of the mind-blowing lesser-known phenomena of pain science.

The tour will stop off at a multiple locations across the county, inviting people from all walks of life including medical professionals and those with persistent pain and their family and peers, to engage with the campaign. By collaborating with local authorities, health and care organisations and charity partners, Flippin' Pain will achieve significant reach and deliver impactful change within the Lincolnshire community.

**Pain Champions****Peloton****Brain Bus**

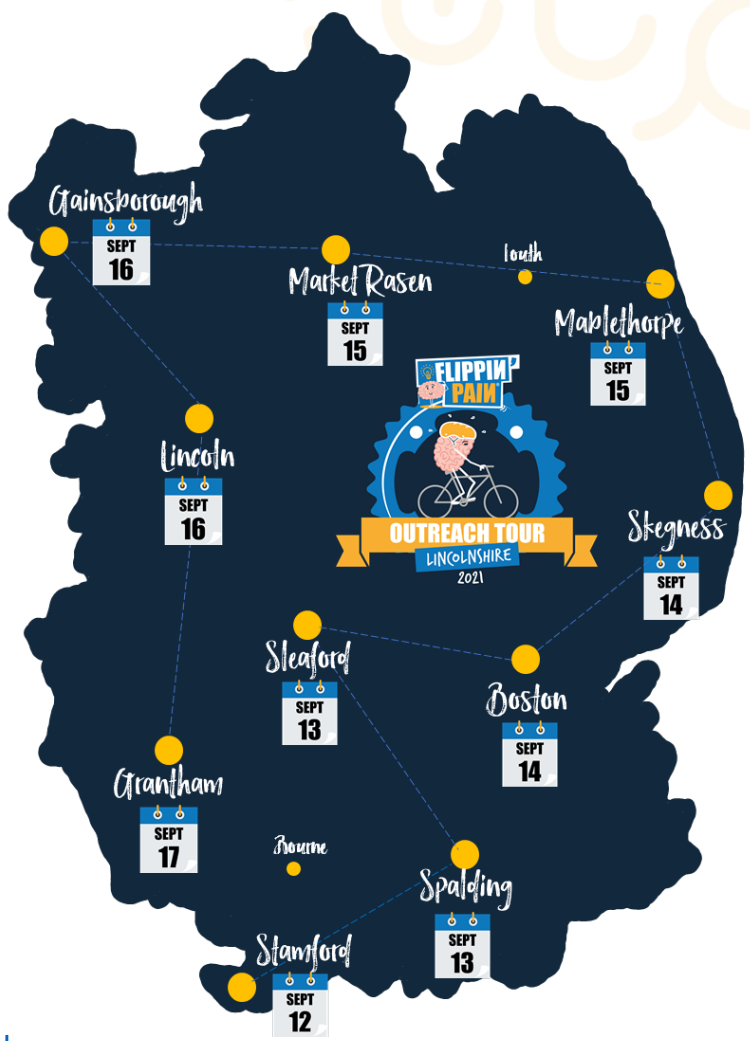


The Tour

Sunday 12th – Friday 17th Sept 2021

The Outreach Tour fronted by the Peloton will visit a minimum of 10 x locations spanning the county of Lincolnshire over a six-day period delivering at least 2 public engagement events each day.

Sun	12th Sept	Stamford
Mon	13th Sept	Spalding
Mon	13th Sept	Sleaford
Tues	14th Sept	Boston
Tues	14th Sept	Skegness
Wed	15th Sept	Mablethorpe
Wed	15th Sept	Market Rasen
Thur	16th Sept	Gainsborough
Thur	16th Sept	Lincoln
Fri	17th Sept	Grantham



For more information about the Lincolnshire Community Outreach Tour including sponsorship opportunities, joining the peloton, hosting an event or any other questions about how you can get involved and support the campaign please contact richard@flippinpain.co.uk



Flippin' Pain™ is powered by Connect Health and inspired by Pain Revolution

