

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



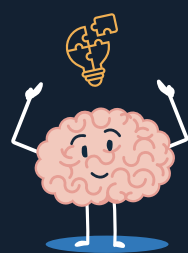
Flippin' your understanding of pain could change the lives of you and your loved ones.

Issue no. 7

## Did you catch our latest event?

On Feb 3rd we hosted a live webinar aimed at **healthcare professionals** who work with people in pain. The event was a huge success, and we were delighted to welcome people from a broad and diverse range of clinical roles amongst the **3000+ sign-ups**. Represented professions included everything from doctors, dentists and dieticians, to podiatrists, paediatricians, personal trainers... and many more!

Our Community Pain Champion Prof. Cormac Ryan returned to give a whistle-stop tour of the Flippin' Pain campaign messages in his trademark storytelling style. There was also a particular focus on the impact healthcare professionals' beliefs about pain can have on people under their care and the treatment and advice they provide. This was followed by a panel discussion, led by event host Felicity Thow. As usual, the panel comprised of both healthcare professionals and people with lived experience of persistent pain.



## Pain Science for DUMMIES Non-Pain Specialists

If you haven't seen it yet (or want to watch it back again) the recording is available on our website and our YouTube page. Give it a watch and tell us what you think at [info@flippinpain.co.uk](mailto:info@flippinpain.co.uk)



Stephanie Preston,  
Person living with  
persistent pain



Dr Richard Makin,  
Consultant



Dr Lizzie Doherr,  
Pain Psychologist



Prof Cormac Ryan,  
Pain Scientist



Jackie Walumbe,  
Physiotherapist



Ruth Barber,  
Person living with  
persistent pain

“ As GPs who work with short appointments, and find persistent pain a real challenge, the Flippin' Pain messages are, quite simply, a game changer. ”

“ Thank you for valuable insight I'll take with me as I start my career. ”  
- Student Nurse

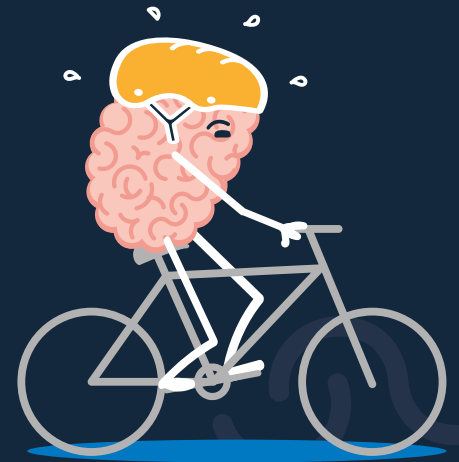
“ Completely changed my understanding and perceptions of pain. ” - Student Physio

## On the road again ... hopefully!

As you may know, we were originally planning our inaugural **Flippin' Pain Community Outreach Tour** in Lincolnshire for summer 2020 before Covid-19 threw a spanner in the works. We're now planning (tentatively) towards rescheduled dates in September.

We're chomping at the bit to take Flippin' Pain on the road and bring the science of pain directly to those who need it most. The exciting week-long event will involve daily public seminars, a peloton, our Brain Bus (interactive experience laboratory on wheels) and a ton of collaboration across the county.

If you're interested in learning more about the tour, would like to join the peloton, or would like to get involved in any other way please contact [richard@flippinpain.co.uk](mailto:richard@flippinpain.co.uk). Otherwise, watch this space and cross your fingers that we don't need to postpone again!



## Prof's Corner



In this new regular feature Prof. Ryan will share short & snappy reviews of interesting pieces of scientific research. In this recent study from the US, researchers wanted to find out what factors predicted whether people with acute (short-term) back pain would go on to experience persistent (long-term) back pain. Over to you Prof...



Over 5000 people with acute back pain were included in this study. Researchers collected a host of info about participants including whether the treatment provided to them was consistent with best evidence-based guidelines or not. Non-evidence-based treatments included things like prescribing opioids and inappropriate MRI/X-ray imaging. Approximately 1/3 of people still had back pain 6 months later- persistent pain. Being a smoker, being overweight, or having a history of anxiety/depression all increased the odds of developing persistent pain. Additionally, receiving non-evidenced based care was also associated with developing persistent pain, even after adjusting for the other factors. In fact, the more non-evidence-based care received the greater the likelihood of persistent pain: Receiving one non-evidence-based treatment increased the odds by 39%, receiving two increased it by 88% and receiving three increased it by 116%.

These results tell us how important it is that people who develop pain receive evidence-based care right from the start to optimise recovery. I believe that helping people with pain, and their healthcare professionals, to better understand pain in keeping with contemporary scientific understanding, will increase the chances that people will actually receive that evidence-based care, which is why the Flippin Pain™ Campaign is so important. ”



Access the  
full paper

## Cloudy with a chance of Pain



**Tim**

Person with Persistent Pain

## Seen something in the news about pain science recently?

Let us know about it and we'll ask one of our team to review it and may feature it in a future newsletter. A key objective of Flippin' Pain is to spread the word about the real science of pain. Debunking myths and addressing misunderstanding and misinformation along the way. We're interested in it all; the good, the bad and everything in-between.



Recently, one of our Flippin' Pain Friends, Tim, introduced us to a [BBC Sounds Crowd Science episode](#) titled 'How can I Beat Pain?' from Nov last year and we think it's well worth a listen.

Through a series of interviews with people living with pain and pain science experts, the host presents an easy to understand look at pain including an introduction to the concept of pain as a protective mechanism alerting us to a perceived risk to our body rather than a measure of damage or injury.

For more on this check out the 'Hurt does not always mean Harm' section of our [Flippin' Pain Formula resources](#). It features the fantastic Prof. Lorimer Moseley who is well known to followers of Flippin' Pain, a lady living with fibromyalgia, and a fascinating (and heart-wrenching) insight into the lives of two brothers with an incredibly rare condition which means they cannot feel pain.



## Calling all Freelance Digital Marketers...

We are on the lookout for someone to help us increase the reach and impact of Flippin' Pain including online marketing and social media. An ideal opportunity for a freelancer with experience in digital media marketing and an interest in health and behaviour change. If that's you, or you know someone who might be a good fit, [email us here](#).

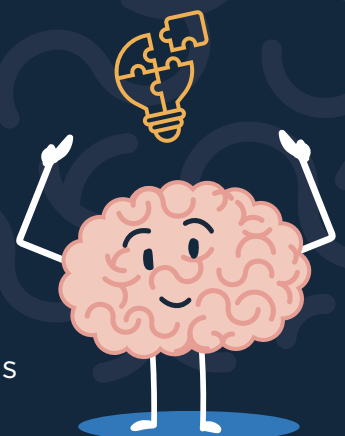
## This is Flippin' great!

### Understand Pain – Live Well Again

(free audiobook)

Written and narrated by Neil Smith, a Canadian Physiotherapist who is fully on board with the Flippin' Pain ethos, Understand Pain - Live Well Again is an audiobook that we have recently added to our Resources page on the Flippin' Pain website.

Across 10 chapters, Neil describes pain science in an accessible way and offers suggestions as to how to challenge our nervous systems to help turn down our pain alarm signals.





## In case you missed it...

In late 2020 we launched the **Flippin' Pain Formula** resources to support people to improve their understanding of pain science. The Formula, centres around the 6 key messages of the Flippin' Pain campaign and includes;

### • Podcasts

Listen on the go as Prof. Cormac Ryan walks you through each of our campaign messages including some interactive tasks along the way to support your understanding.

### • Animated videos

Engaging animations providing a quick and entertaining overview of each of our key messages.

### • Quizzes

A handful of multiple-choice questions to consolidate learning from each podcast or video.

### • Cool infographics

Stylish poster-style summaries of the podcast and video content to download or print out.

The Flippin' Pain Formula was co-created by a team of pain scientists, communication experts, health professionals and people living with persistent pain.

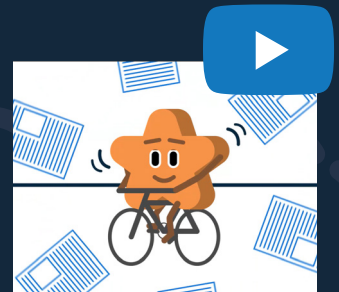
Drop us a note at [info@flippinpain.co.uk](mailto:info@flippinpain.co.uk) and let us know if you've used the Formula resources yourself or recommended them to other people!

Sign up to our **mailing list** and receive our newsletters straight to your inbox!



“ If you've ever wondered how to find the right analogy to share an understanding of pain, how to give simple evidence-based messages, or how to listen better to people living with pain, the Flippin' Pain webinars and online resources were made for you and your practice team. ”

- Lindsey, GP in Manchester



## Follow us!

Did you know that Flippin' Pain are on Social Media?

You can stay up to date with everything we're up to and receive lots of useful persistent pain related info via our social media channels.