



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. 13

Recent Events

Since our last update we've hosted three events and brought the Brain Bus to the people of the Black Country. Huge thanks to all who came along to Bentley Bridge and Merry Hill, as well as those who joined us for the public seminar in West Bromwich.

If you missed us in the West Midlands, you can also catch up on the webinar we hosted at the start of November, which featured discussion about opioids and whether or not to push through pain.

Phantom Limb Pain: Do You Get It?

We delivered this webinar in association with Finding Your Feet on the specialist topic of phantom limb pain that affects up to 87% of people following amputations. Finding Your Feet is Scotland's leading amputee charity.



Watch the West Midlands webinar here...



Watch the phantom limb pain webinar here...



Cloudy With a Chance of Pain

Our regular spotlight on where pain has featured in the news or mainstream media

If you watched I'm a Celebrity, Get Me Out of Here this year, you might have caught the episode where MP Matt Hancock got bitten by a scorpion.

This reminded us of Lorimer Moseley's experience in the Australian bush where he talks about the role of threat receptors (nociceptors) when he was bitten by a snake (spoiler: it didn't hurt...until much MUCH later...)

Watch Here



Read Here



Prof's Corner

In this edition of Prof's Corner, Professor Cormac Ryan discusses a recently published piece of research that investigated what people with back pain believed regarding the causes, outcomes, and treatments for their pain.



The Flippin' Pain campaign aims to help people shift their understanding of chronic pain to one that aligns with the best and most up to date scientific understanding. This is because we believe that many people hold an understanding of chronic pain that is based upon the scientifically debunked and outdated structural pathology model i.e. 'my pain is solely caused by my damaged muscle/ligament/disc etc'. In turn this means that people understandably base their well-intentioned health behaviours upon a flawed model, resulting in poor pain management choices e.g. not exercising because they are worried it will damage their body, despite the wealth of evidence supporting the use of exercise for chronic pain. But is our belief correct? What is the public's understanding of pain? Is there a need for Flippin' Pain?

Much of the literature on this topic is old and offers a very simplistic view of peoples' understanding. However, a recent study sheds more light (Hodges et al. 2022). In this study, a group of 29 patients with low back pain were asked to create a mind map of the causes, outcomes, and treatments of their back pain and pain in general. They were asked to make connections between different causes and more heavily weight the causes they believed to be most important. Using some clever maths, they then averaged the mind maps from the individuals to create a group map. They found that people attributed the majority (40%) of their low back pain to biomechanical factors (e.g. posture), 21% to lifestyle factors (e.g. inactivity), and a further 10% to injury/pathology, while only 17% and 7% of back pain was attributed to psychological (e.g. anxiety) and social factors (e.g. access to support networks), respectively. While this study was about back pain it is not unlikely that similar results would be found in people with other chronic pain conditions.

So, what does this tell us? This tells us that peoples' understanding of pain is partly biopsychosocial, but it is heavily weighted towards the - Biological (71%) rather than the Psychological (17%), and Social (7%) - indicative of a prevailing belief in the outdated structural pathology model. This study confirms the need for Flippin' Pain to provide people with a more scientific understanding and thus empower them to make more informed choices about their pain management. It shows the size of the challenge that exists for the campaign and the many miles we have yet to travel on this journey. Finally, what this study does is provide each of us with a tool to explore our own understanding of pain.

Here's the challenge, spend the next 5 minutes building your own mind map of what you think is causing (your) pain. Add in all the factors you think are relevant and give each a percentage score based on how important you think it is. This is a great way to reflect on how far you have come on the pain science journey and how much further you have yet to travel. When you finish why not engage with some of our online resources, such as the [Flippin' Pain Formula](#) and see if it influences your mind map?



Hodges, P.W., Setchell, J., Daniel, E., Fowler, M., Lee, A.S., Popovich Jr, J.M. and Cholewicki, J., 2022. How Individuals With Low Back Pain Conceptualize Their Condition: A Collaborative Modelling Approach. *The Journal of Pain*.

Up & Coming

Save The Dates!

Our 2023 Community Outreach Tour is coming!

We're excited to have confirmed we'll be bringing the Flippin' Pain message and a host of events and activities to the North East of England. Keep an eye on our website, social media channels, and future newsletters for further details early in the new year.

After a successful tour in Lincolnshire, we'll be bringing back our sponsored Peloton. Last year a team of 20 dedicated individuals had an unforgettable experience cycling for 5 consecutive days, taking in 11 different locations, and contributing to around 20 campaign events and activities. The team included healthcare professionals, researchers, and people with personal lived experience of persistent pain.



Niki Jones, Person with lived experience of chronic pain, Brecon, South Wales



Clair Jacobs,
Physiotherapist, London:

“Great teamwork, bonding, cycling fabulous countryside and bringing pain care to the community.”

“I made life-long friends and achieved things I once did not think possible. The atmosphere was brilliant - respectful, kind, supportive and, as someone who lives with pain, I found that I was treated as an equal and valued participant.”

Join Our 2023

Tour!

This time we're hoping to take an even bigger team, so if you're passionate about bringing a contemporary understanding of pain to those who need it most and would like to know more about being involved in next year's tour please send an expression of interest to info@flippinpain.co.uk. Spaces are limited and we expect interest to be high so apologies in advance that we can't take everyone who applies!



This is Flippin'

Great!

Check out some of our resources

When we produce webinars, we always hear from the audience that they love the Q&A section, where they can ask people who also live with pain about their experiences. One of our favourite resources on our website is a leaflet produced by members of our wider team about what they wish they'd known about pain when they were first starting to live with it. You can check out 'If Only I'd Known' here:

Or on our webpage [here](#) alongside all our other recommended resources.



Bold statement right?

Painkillers Don't Exist is an NHS campaign that aims to raise awareness of the dangerous effects of pain medication and to empower people living with pain to make informed decisions about their health. The campaign acknowledges that painkillers don't 'kill' pain completely and should only be a short term solution with a view to reducing opioid prescriptions for chronic pain where appropriate.

If you're looking to reassess your pain medications, take a look at the campaign website and resources [here](#).



Real Stories

One of our most popular pages on the website is our Real Stories section, which features interviews with people who live with pain covering their experience and what they've learned along the way.

We've updated the page very recently and we're featuring Sharon's Story this month in the newsletter. Sharon talks about her experiences of Fibromyalgia and Hypermobility Syndrome and shares the challenges she faced when it came to asking for help. You can read all of our other Real Stories [here](#).

Sharon's Story



Pain Concern

Pain Concern are a charity looking out for those with persistent pain. Their quarterly magazine contains news and features on self-management techniques, pain treatments and personal experiences of living with pain. Print copies of Pain Matters are FREE of charge to anyone living with chronic pain and those who support them. To sign up, please click [here](#).

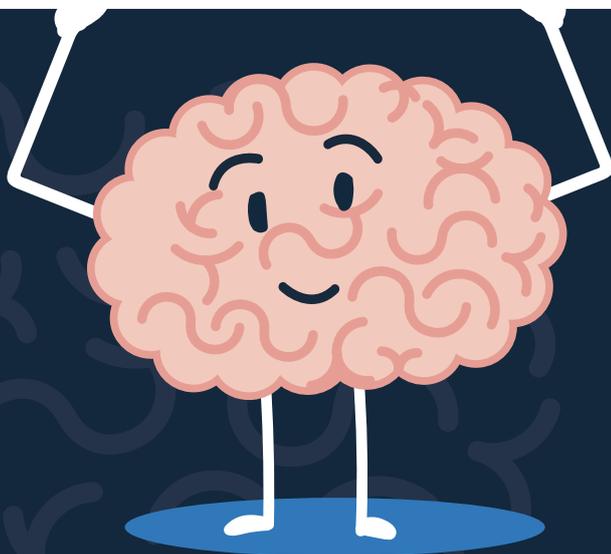


Pain Support Groups

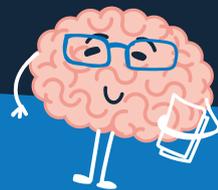
We are often asked for recommendations of support groups (online or in-person) for people living with pain. If you know of any great groups, please email us with their contact details and location so we can share!

Future newsletters

We'd love to hear what you like reading about in our newsletters and what you'd like to see more of! Let us know at info@flippinpain.co.uk



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.