



Engage, Educate, Empower: 2023 Annual Review

7,694

people signed up for an event or to join the newsletter in 2023!



Engage

Of the people surveyed,

- 58% people lived with persistent pain, with 18% of these people taking opioids for over 3 months.
- 3% cared for someone living with pain.
- 40% worked in health/care (or similar). 55% of these see people with persistent pain at least once a week.

36,091

video views on our YouTube channel.



21,574

visitors to our website, including 1,693 to our Flippin' Pain Formula.

2,274

new followers on social media, including our new channels: TikTok and LinkedIn!

Just some of our amazing new partners and endorsements:



THE BRITISH PAIN SOCIETY
EXPERTISE WHERE IT MATTERS



North East and North Cumbria



Featured by:





Educate

We've taken steps to further develop and evaluate the way we deliver pain science education this year.

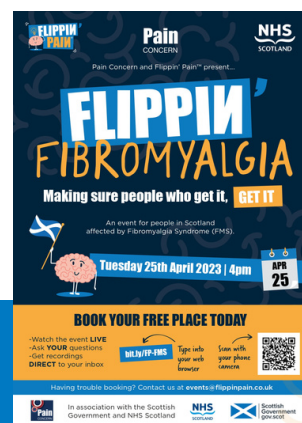
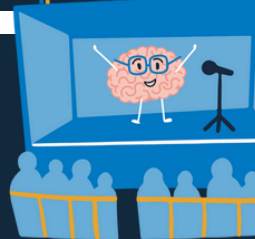
Our approach is explained in the video above, and explored as part of a recent article in the Journal of Pain.

As well as our trademarked 'Pain: Do you GET it?' talk, this year we've also delivered new talks and courses for a variety of audiences, including 'Lifting The Lid on Pain' and 'Flippin' Fibromyalgia'.

23 in-person events held in 2023.

6 webinars held online across the year.

2,534 people joined us at these events 'live' on the day, in-person and online.



76% reduced their inaccurate biomedical beliefs about pain after attending one of our events.



73% of those taking long-term opioids were open to reducing them after the event.



96%

would recommend our events (source: NHS Friends & Family Test).



77%

of people with persistent pain felt 'mostly able' or 'very able' to self manage after attending an event.



Lived experience continues to shape what we do. We're so lucky to work with many people who are willing to give their thoughts on our strategy and and share their stories at our events. Five of our panellists in 2023 went on to be featured by the media. You can read these below by clicking on each photo:

Helen



Maureen



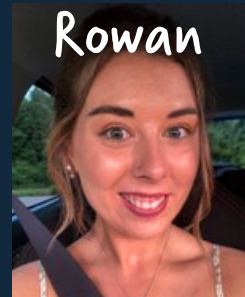
Ian



Kathleen



Rowan



Empower

Attendees this year have said:

"The knowledge that I gained from this webinar has left me feeling confident both that there are definite steps I can take to improve my condition and that there are professionals out there that can offer up to date, science based support. Give it a try. It's by far the most helpful information I've found on osteoarthritis."

"It changed my life. My whole outlook on life and everything has completely changed. I felt I was listened to and that things were explained to me in a user-friendly way. I still can't fathom it or comprehend it, but my hip pain has gone completely."

"An excellent event that should be mandatory for professionals like me. It got me to feel more confident with encouraging exercise and challenging inaccurate beliefs in a supportive way. Thank you."

"Absolutely brilliant team, life changing for me. I have only one opioid medication I am taking now and that's occasional. I've increased physical exercise, and found a network of people to help me through this pain. Thank you so much. You are absolute 'game changers'."





2023 saw our largest amount of events and some of our biggest audiences, as well as the most website users, YouTube views and newsletter sign ups to date. We've also implemented a whole new way of evaluating our work.

We can't wait to see what 2024 brings: and your organisation could work with us in the fight to reduce the burden of chronic pain.

- Targeted public outreach events
- Health professional education
- Waiting list & medicines optimisation initiatives
- Community engagement campaigns
- Digital Patient Activation Programme (coming soon)



Contact us

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