

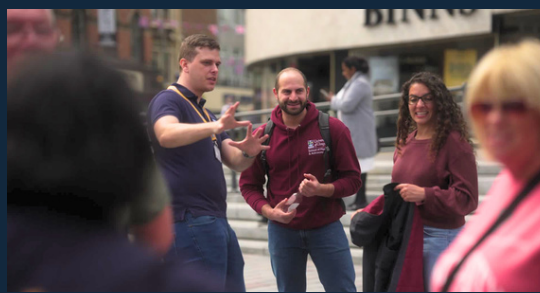


A 'whole community' approach to tackling Persistent Pain

Flippin' Pain brings a modern understanding of pain to those who need it most: combining community outreach and professional training in a range of unique, engaging and accessible ways.

Working with healthcare systems, local government, the third sector and community groups, we deliver engaging pain science education: an approach that shifts beliefs, expectations and community norms.

Knowledge is power: and Flippin' Pain empowers people to take back control, re-engaging with their recovery and bringing new hope to millions.



Our Impact



77%

of people with persistent pain felt 'mostly able' or 'very able' to **self manage**.

75%

of those taking **long-term opioids** were open to reducing them.



95%



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

88%



reduced their inaccurate biomedical **beliefs** about pain.

The picture of persistent pain in the UK

Persistent pain has been described as the most debilitating disease facing communities today.

Placing unbridled pressure and demand on healthcare systems, persistent pain is the leading cause of physical and mental disability across the UK.

Most people's understanding of pain is NOT the full picture. Knowing more about how pain works has been proven to change how we manage it, and even how it feels.

Flippin' Pain is here to help.

We design events, activities, and resources to 'flip' the way whole systems think about, talk about, and treat persistent pain.

Patients and the public are empowered, and more likely to seek out active, guideline-based care. Health professionals develop the skills and confidence to deliver better outcomes.

28 million

people in the UK have persistent pain.

People with persistent pain visit their GPs **5x** more often.

5x

50%

of people with persistent pain also live with mental illness.

2/3

of people with persistent pain are unable to work outside of the home.

40 million +

prescriptions for opioid pain medication in 2021/2022.



A partnership approach

We design and deliver interventions both independently and in multi-stakeholder collaboration (to achieve greater and more sustainable impact):



Our audiences so far...

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

148k

people have engaged with our key messages since 2019.*

7k

people have attended one of our 'Pain: Do You Get It?' events.

76k

people have watched the online versions back on YouTube!

4,803 of people surveyed before an event said they lived with pain. 42% of those took long-term opioids.



8,645 were health & care professionals. Of those surveyed, 88% saw people with persistent pain at least once a week. Only 8% said they were 'completely confident' in managing persistent pain.



*Total event registrations, website & podcast users, newsletter & social media followers.

Helen



Flippin' Pain is amazing! It all just sort of clicked. If I was a cartoon character, there would have been a light bulb above my head!



I find Flippin' Pain really helps me to foster a supportive patient-pharmacist relationship too, making shared decision-making about the best way forward much easier.

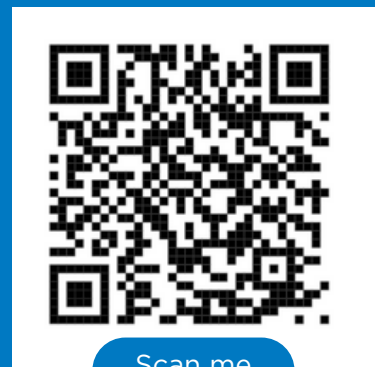


Laura



Flippin' Pain can help you reduce the burden of chronic pain in your area:

- Targeted public outreach events
- Health professional education
- Waiting list & medicines optimisation initiatives
- Community engagement campaigns
- Digital patient and public learning platform (coming soon)



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Contact us

www.flippinpain.co.uk

info@flippinpain.co.uk

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Flippin' Pain is endorsed by the European Pain Federation and British Pain Society.

