

Flippin' Pain



A Public Health Approach to persistent pain

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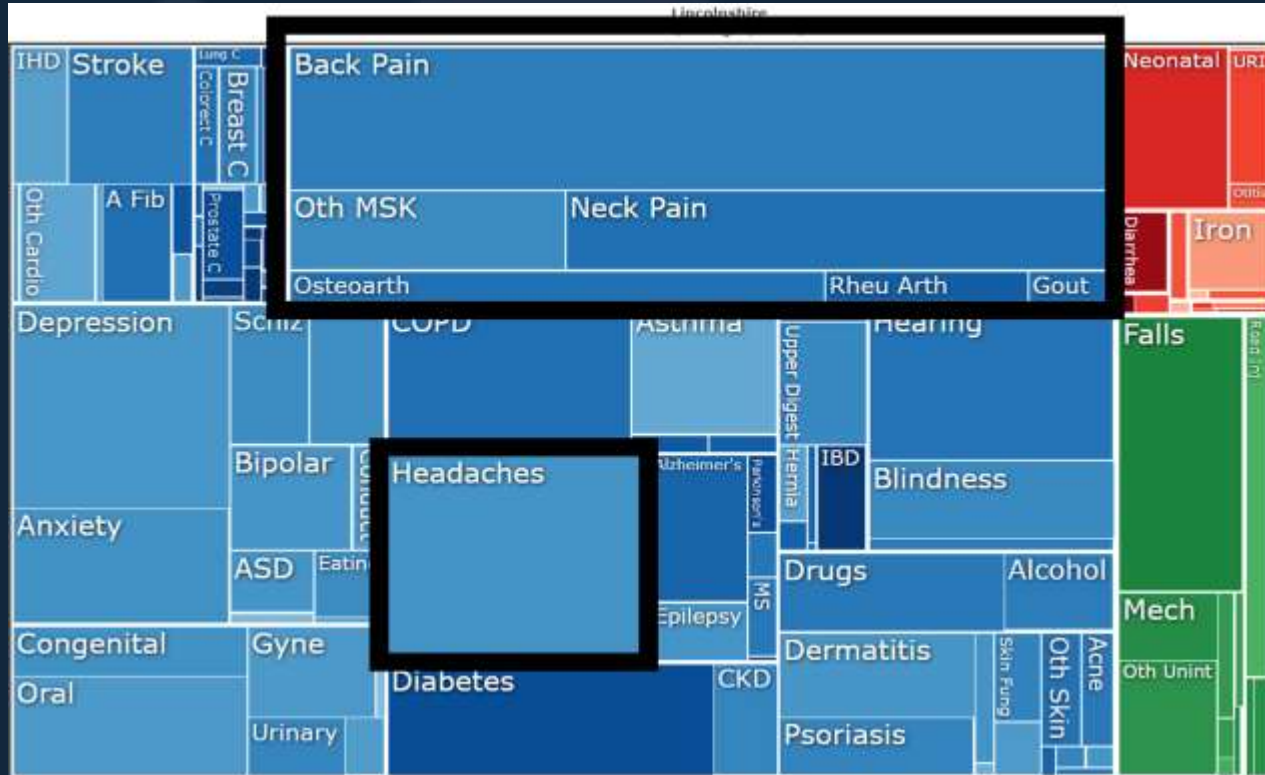
Professor of Clinical Rehabilitation, Teesside University

Community Pain Champion for the Flippin' Pain Campaign



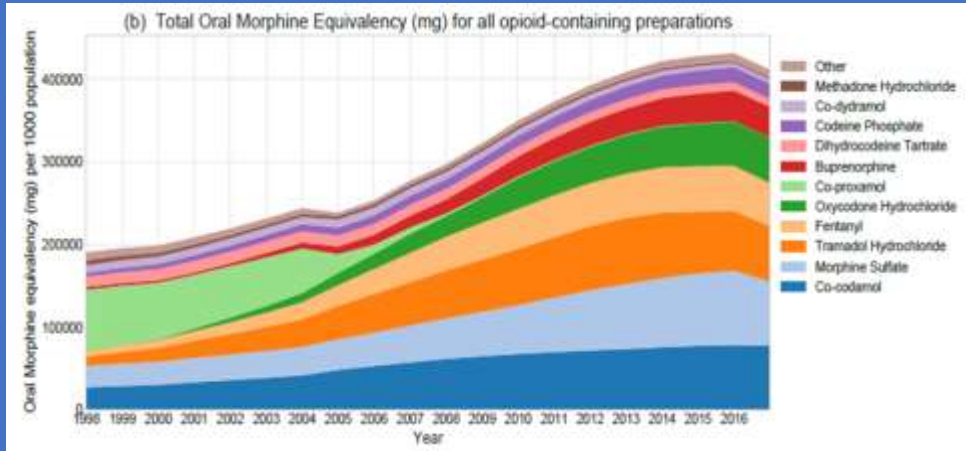
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Pain is a BIG Problem

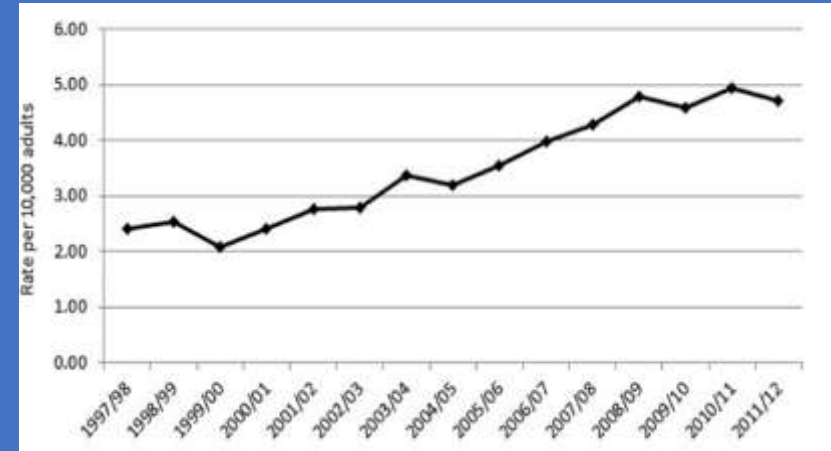


**~30% of
disability**

Prescribing & Surgery are increasing

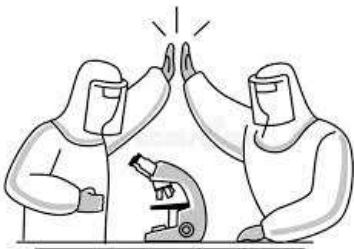


(Curtis et al, 2019)



(Weir et al, 2017)

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Knowledge is the key to success

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Pain Revolution



www.painrevolution.org



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Revolution by revolution.





Flippin' Pain



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Flippin' Pain is about



Changing the way we...



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...about Persistent Pain

Flippin' Pain Friends



Richard Pell
Campaign Director

Flippin' Pain Campaign Messages



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



Pain: Do You Get It?

Flippin' Pain Engagement Events



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Flippin' Pain: Peloton tour



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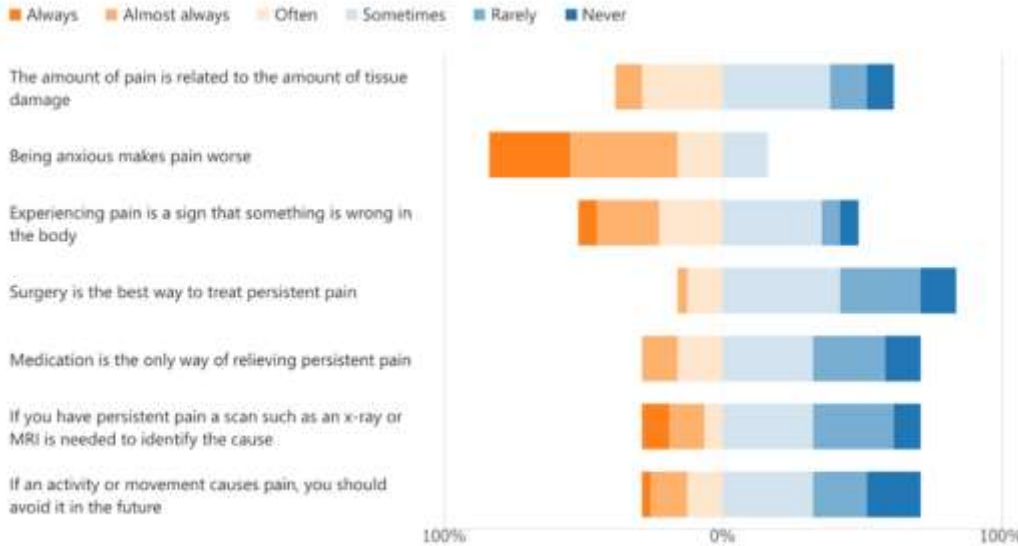
Flippin' Pain formula: Online



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Public Virtual Event feedback



What's a hot-spot not
Not a good spot!

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Virtual Event feedback



The talk was delivered in a way that was just the way I needed it. I have previously tried to explore chronic pain management but I have never discussed this with anyone. I will click more this time.

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Excellent. Plus the recognition that chronic pain is real, even if we need to flip how we think about it. It also helped to hear from someone who has been through the process. It was engaging all the way through.

range of
nel and
andsome
most weight
recently?

Clinician Virtual Event feedback



I'm a Clinical Psychologist working in chronic pain and I am relatively new to the specialism. I just wanted to thank you for making something highly engaging. Having a team who were highly enthusiastic and had clearly thought a lot about how to make it appealing to the audience made it a pleasure to watch. Would gladly watch any more you're doing in the future.

Clinician Virtual Event feedback



As an acupuncturist and massage therapist I would like to believe that I am shifting my practice more to the biopsychosocial model. Yesterday's webinar was awesome hearing first hand from the health care team, the scientist and even better, the client. I am wondering if I can share the recording of the webinar that I received today from evenbrite with my fellow colleagues and clients? I am the coordinator for the Massage Therapist Community Base Network meeting. I believe it would be valuable.

The Campaign



6
Live
Events

5801
Event
Delegates

2
Charities

4159
Mailing
List

TBC
Outreach
Tour

10k
Website
Views

3
Professional
Conferences

3.5k
Some
followers

5
Local
Radio



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Collaboration

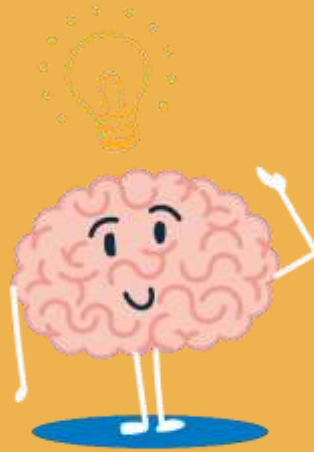


THE BRITISH PAIN SOCIETY
EXPERTISE WHERE IT MATTERS



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Thank you: Q & A



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