



County Durham
Clinical Commissioning Group



Sunderland
Clinical Commissioning Group

**PAINKILLERS
DON'T EXIST.**

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Sunderland CCG

PAINKILLERS DON'T EXIST.

magpie

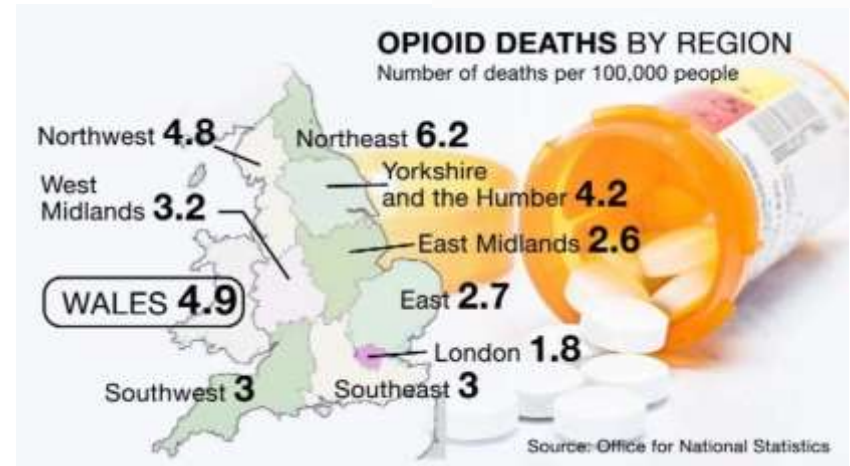
Painkillers Don't Exist is an NHS campaign across Sunderland and County Durham that aims to raise awareness of the dangerous effects of long-term high-dose pain medication and empower people living with pain to make informed decisions about their health.

www.painkillersdontexist.com

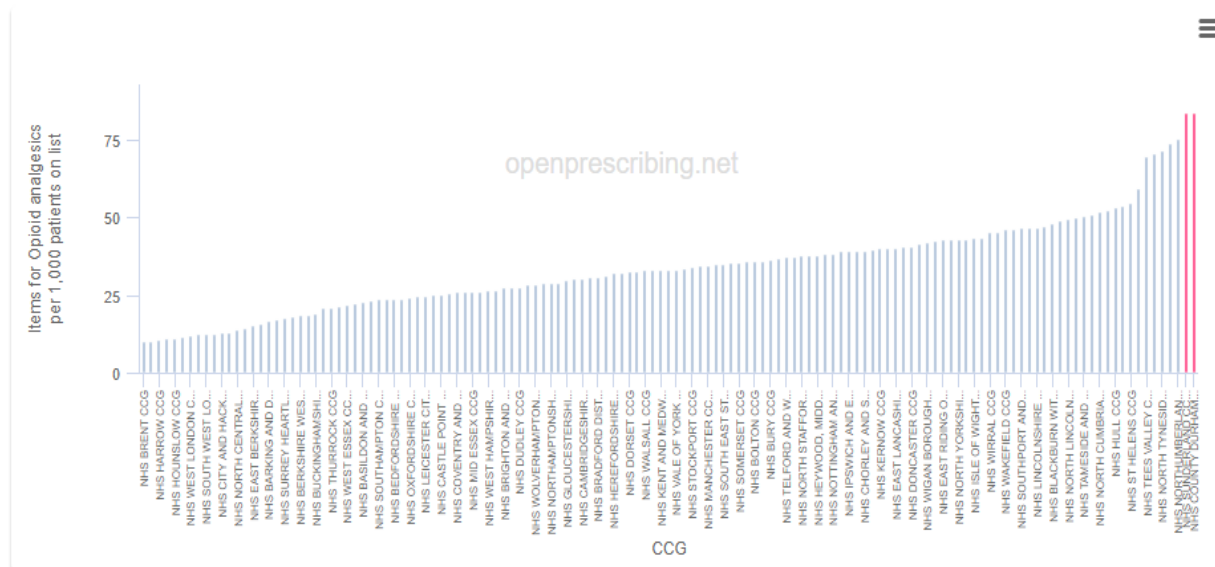
PAINKILLERS DON'T EXIST.

Side-effects of chronic opioid use include:

- Tolerance
- Addiction/misuse
- Hyperalgesia
- GI disturbance
- Immunological and hormonal disturbance
- Increased risks of fractures and myocardial infarctions
- Increased mortality



Items for Opioid analgesics vs patients on list by NHS SUNDERLAND CCG + NHS COUNTY DURHAM CCG and other CCGs in Jul '19



**“IF I TAKE IT IN THE MORNING I
JUST CAN’T WAKE UP.”**

**PAINKILLERS
DON'T EXIST.**

**WE NEED TO TALK
ABOUT PAINKILLER
ADDICTION.**

STEPHEN'S STORY

60-year-old Stephen has been suffering from chronic pain for almost 20 years. In 2013 he had no choice but to quit his job as the effects of his pain medication were making it impossible to focus.

OTHER WAYS TO MANAGE PAIN

Painkillers are not the only option to managing pain. Gentle exercise, physiotherapy, yoga, meditation, improved sleep, mindset and many other elements will contribute to your overall physical and mental well-being.



**PAINKILLERS
DON'T EXIST.**

ABOUT / STORIES / SUPPORT / CAMPAIGN

**LONG-TERM PAIN
MEDICATIONS
DON'T KILL PAIN,
THEY MASK IT.**

In the six months to June 2020, over 3 million prescriptions for pain medications have been dispensed in the North East and Cumbria alone. (Source: openprescribing.net)

ABOUT



Complemented by:

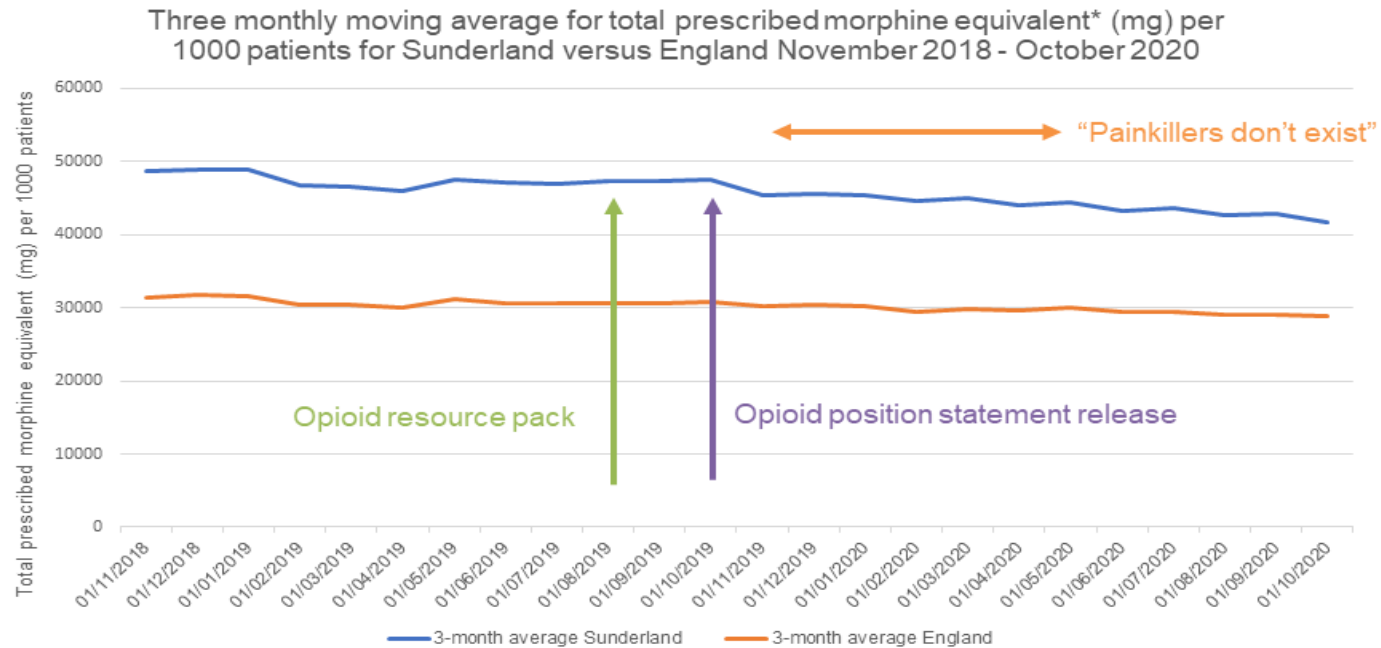
- Opioid prescribing position statement
- Opioid resource pack for prescribers

The theory - COM-B model



- Position statement - increase **psychological capability** of clinicians to appropriately avoid prescribing long-term opioids for non-cancer pain and persuade clinicians of the need for change, and as a result increase **reflective motivation** to change opioid prescribing behaviours
- Position statement, in conjunction with Opioid resource pack sought to **educate** clinicians with the knowledge needed to improve the quality of their conversations with patients around the use of opioids and their ability to review and reduce opioids for patients
- The opioid position statement, in conjunction with the 'painkillers don't exist' campaign aimed to increase **psychological capability** of the public to understand the potential harms associated with opioids, thereby reducing their **reflective motivation** to request opioids, and perhaps request a medication review where patients are already prescribed these medicines
- The combination of the opioid position statement, the painkillers don't exist campaign and the distribution of the opioid resource pack, we believe has increased **social opportunity** to have constructive conversations about opioid use between patients and their prescribers

The impact (Sunderland)



*Using equivalent morphine doses for all prescribed opioids from Open Prescribing (currently under review)

- In the 12 months to October 2020, Sunderland saw an average monthly reduction of 0.68% in total morphine equivalent per 1000 patients compared to 0.18% for England

Next steps

- Refresh and relaunch – linking in to new NICE guidelines (due early 2021)
- Include gabapentinoids more explicitly
- Wider review of services and access, including pain clinic
- Aim to get opioid and gabapentnoid prescribing on the ICS agenda