

Our goal is to change the way people **think** about, **talk** about and **treat** persistent pain.

**NHS**

Flippin' your understanding of pain could change the lives of you and your loved ones.

Issue no. 6

## Flippin' Pain™ launches unique resources to flip your understanding of pain

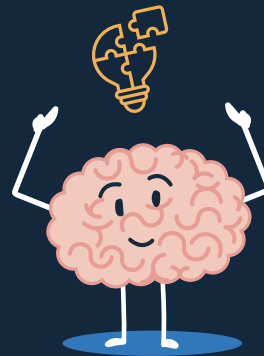
Developing an understanding of pain can be transformative: it can empower those who have lost control, inspire those who feel defeated, and provide guidance to those looking for a way forward.

The **Flippin' Pain Formula** is a suite of resources designed to allow people to engage with learning about pain in a variety of ways, and at a time, place, and pace that suits them. All the content was co-created by health care professionals, pain scientists, communication experts and people living with pain. By collaborating with a diverse team of experts we were able to ensure that the Formula materials are relatable, scientifically accurate, fun, and empathetic.

### The resources include:

- fun animations
- entertaining podcasts
- stylish infographics
- short quizzes

### The Formula for balancing the complex equation of persistent pain



The Formula is based around Flippin' Pain's 6 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

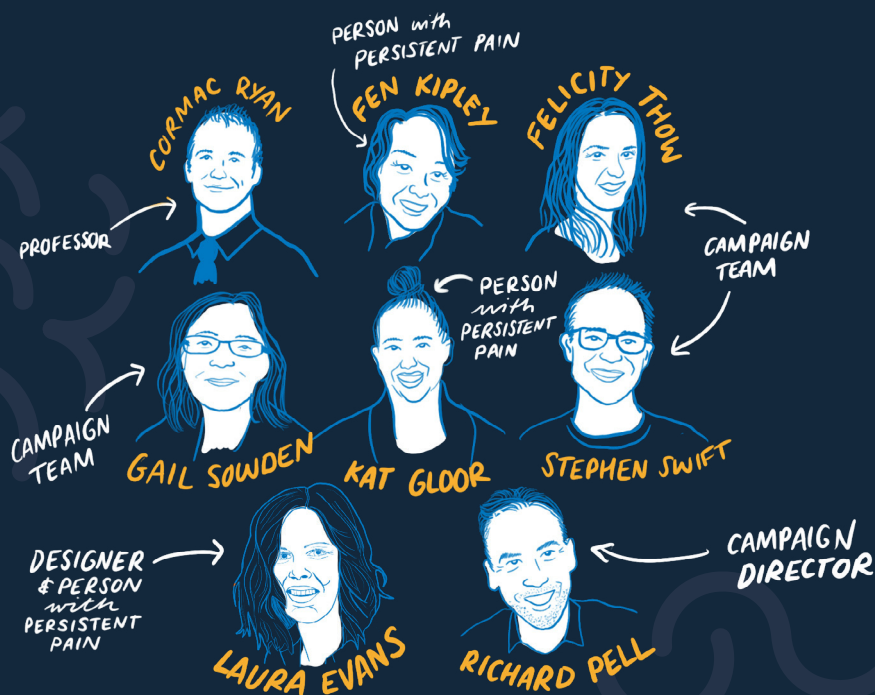


SPECIAL EDITION

# The perfect team

In creating the Formula, Flippin' Pain teamed up with the expert communication team at **Nifty Fox Creative** whose founder, Laura, shares our passion for improving the lives of people living with persistent pain...because she lives with it herself!

You can read about Laura's experience of persistent pain [here](#) and hear her explain why she's proud to be involved with Flippin' Pain [here](#).



## What are people saying?



**Laura**

Nifty Fox Creative

“ The Formula provides light at the end of the tunnel for people with persistent pain: Clear education and a roadmap on how to recover, with a healthy dose of realism and the message that it requires work on your part to progress on your journey. ”

Person with persistent pain - Ayrshire



**Ruth**

“ If I was at the beginning of understanding pain this resource would absolutely give me the confidence to take this knowledge on board and develop a mindset to tackle the pain

science and how it affects my life. It is like it has this totally go getter feel to it without preaching, without smugness. ”

“ Living with pain can quickly become debilitating. The Flippin' Pain resources aim to help people understand how pain works. Having this knowledge can enable those with persistent pain to take back control and decide for themselves how their pain could be better managed. ”



**Fen**

Person with persistent pain - Lincolnshire

“ The Formula is a haven for people where they can engage in learning about pain, feel empowered to take back control and develop the confidence to make informed decisions about the way forward. It's engaging, accessible, flexible and available 24/7. ”

Flippin' Pain Campaign Director



**Richard**

## In case you missed it...

At the end of October we hosted our first virtual **Pain: Do You Get It?** public seminar. The event, which drew an audience of > 300 people was spearheaded by our Community Pain Champion Prof. Cormac Ryan plus a panel of expert guests including people with living with persistent pain.

If you missed the event, or want to watch it again - good news! You can [watch the recording here](#). You can also catch up on the answers to the questions from our audience - both the ones that were answered live and the ones we revisited after the event - by reading through them [here](#).



### Want to see more?

You can watch all of our previous event recordings on our YouTube channel, as well as videos from our Flippin' Pain friends and of course lots of content on our key messages!

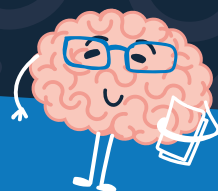
“ Thank you for the session. I found it very informative and it changed the way I view pain. I feel I will be less worried about it in future. ”

“ Loved the analogy of the car alarm. Excellent. Plus the recognition that chronic pain is real, even if we need to flip how we think about it. This is something I would like to work towards. It also helped to hear from someone who has been through the process. ”

“ I have previously attended my local pain management service who have tried to explain some of the things discussed but somehow it seemed to click more this time. ”

“ Just a thank you to all involved. It went so quickly. A thoroughly enjoyable afternoon. ”

## 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.



Sign up to our **mailing list** and receive our newsletters straight to your inbox!