

Persistent pain is **COMMON** and can affect anyone

PAIN AND **FEAR**

CLOSED

DOWN *my* **WORLD**

NIKI

You are not alone.

Persistent pain affects over 30% of people in the UK.*

Flippin' Pain™ is a public health movement helping people to understand the science of pain and to 'flip' the way they think about it, talk about it, and treat it

Put yourself back in control
visit flippinpain.co.uk



EVERYTHING matters when it comes to pain

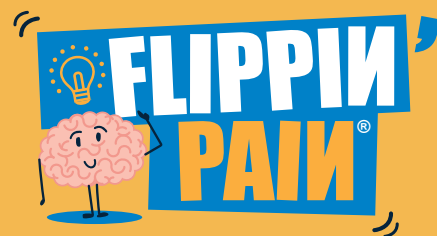


BRIAN

60% of people with long-term pain also experience symptoms of depression.*

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MEDICINES and surgeries are often not the answer

“ PAIN KILLERS?
THEY
DON'T
KILL
MY PAIN!
SHARON ”

In a study of 26,169 people with long-term pain,
painkillers reduced pain by less than 10%.*

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UNDERSTANDING your pain can be key

“ BEFORE UNDERSTANDING
PAIN, I WAS JUST
DROWNING



CAROLYN

Without **understanding pain**, some of
the **best treatments make no sense** at all.

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RECOVERY is possible



Understanding my pain helped me get it back.

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