

# Support **PAIN BC**'s Campaign to "Change Pain and Change Minds"



**Please help us reduce the burden of chronic pain.**

*"Pain BC provided caring and compassion in my family's time of greatest darkness and need — a time when my father spoke openly of wanting to end his life because of his excruciating and unending pain. Pain BC offered us the best pain management resources available, sage advice, and perhaps most importantly, a sense of hope. I'm afraid to think where we would be today had they not been there for us when no one else could help us or seemed to care. Pain BC is the only organization working at various levels to bring attention to this critical issue and to bring about real change — we experienced it firsthand. It was Pain BC who restored my father's faith and confidence that help existed." — Gerald Ramogida*

Your support will help us ease the suffering and improve the quality of life of hundreds of thousands of British Columbians who struggle daily with relentless, often crippling pain.



Changing pain.  
Changing minds.

## Pain BC is a beacon of hope and healing for British Columbians in pain.

Pain BC began as a grassroots movement led by an interdisciplinary group of pain experts frustrated by the lack of resources available to patients. It grew into a multi-faceted, province-wide initiative, incorporating as a non-profit organization in late 2008. In the few years since, Pain BC has emerged as the 'go to' organization for people in pain looking for practical resources and peer support, health care providers seeking tools to better assess and manage their patients' pain, as well as health care decision makers committed to systemic change.

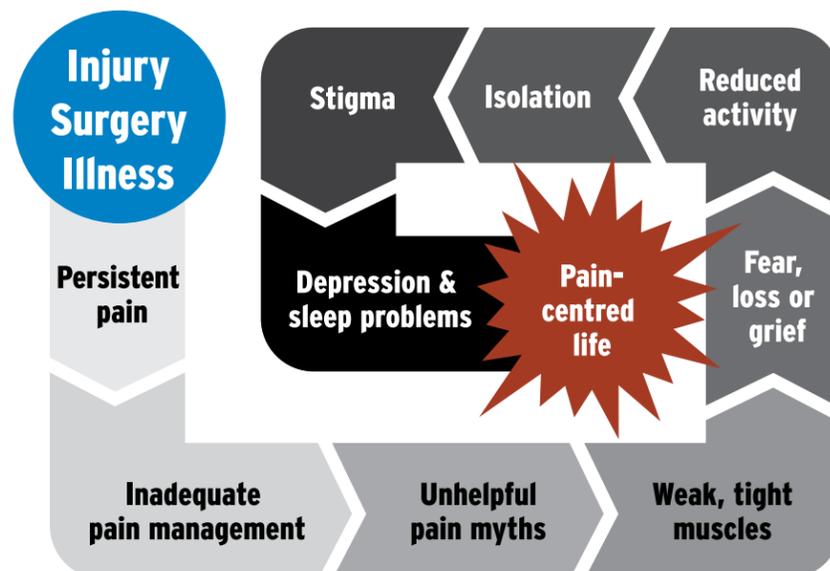
Pain BC recognizes that nothing affects our wellbeing more than pain; whether living with a chronic condition (like arthritis, heart disease, or cancer), suffering with an illness like fibromyalgia or Complex Regional Pain Syndrome, or recovering from injury or surgery, persistent pain is the common element with the single greatest impact on quality of life.

One in five British Columbians live with ongoing pain.

## An unrelenting, invisible disease with a devastating human toll

Chronic pain — that which persists for more than three months and often years beyond the expected time to heal from injury, surgery, or illness — is one of the most significant causes of suffering and disability worldwide. More than a symptom of an underlying health problem, chronic pain is a disease in its own right — a condition that has, of all chronic diseases, the greatest impact on quality of life. Often without visible indications, people living with persistent pain may appear "fine" to family, friends, and health care providers — all the while dealing with daily suffering, relationship breakdown, the potential for addiction, loss of productivity and purpose, and the threat of impoverishment. The skepticism and stigma around chronic pain cause feelings of extreme isolation, frustration, and hopelessness. Unsurprisingly, people living with persistent pain are two to four times as likely to attempt suicide as the general public.

## The pain spiral



## A silent epidemic more costly than cancer, heart disease, and HIV/AIDS combined.

One in five British Columbians — from children to seniors — live in ongoing, often agonizing pain. As our population ages, projections are dire, with numbers expected to swell to 1.1 million by 2020 and 1.23 million by 2030. Direct health care costs for persistent pain in Canada are estimated at more than \$6 billion per year, with annual productivity costs related to job loss and sick days at \$37 billion.

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## A badly broken system in urgent need of repair

Despite the financial and moral imperatives for addressing the problem of pain, patients still struggle to access appropriate medical assessment and treatment. When they do receive care, they often find a health care system lacking the necessary knowledge and resources to treat pain adequately. In fact, pain is inadequately addressed in 75% of patients experiencing chronic, acute, post-operative, and cancer pain. Perhaps most tellingly, veterinary students in Canada receive five times more pain management education than medical students do. Our family, friends, and neighbours are suffering. **The time to change pain is now.**

*“Through the efforts of Pain BC, real progress is being made reducing the burden of pain in our province. It has become the ‘go to’ organization for health care providers and decision makers working on this issue and a much-needed voice for people with pain and their caregivers. Pain BC has been successful because of the clarity of its purpose, the passion of its members, the vision of its leaders, and its credibility with decision makers. It is a nimble, lean and highly adaptable organization driven by a singular desire — to improve the lives of people suffering with life-depleting pain.”*

Dr. Brenda Lau, MD, FRCPC, FPPMANZCA, MM, CGIMS  
Founder, CHANGEpain Clinic; Founder, Royal College Pain Medicine Subspecialty Program; Clinical Associate Professor, University of British Columbia

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## Pain BC’s vision, mission, and strategies

Pain BC envisions an inclusive society where people in pain are able to live, work, play, relate, and learn with confidence and hope. We need your help to make this a reality.

Since our inception, we have worked to reduce the burden of pain through engagement, education, advocacy, and knowledge translation. Our efforts have been concentrated on three strategies for change:

1. Educating, promoting skill development, and building hope and confidence among people in pain and their families
2. Providing health care providers with the education, tools, and skills they need to improve the lives of people in pain
3. Facilitating the development and implementation of innovation and improvements in the health care system

## Excellence in governance

Pain BC’s volunteer Board is made up of leading pain experts from across health care disciplines, people in pain, and others from professional, business, and non-profit communities.

**Jonathan Christian**, Social Media Expert, We Make Stuff Happen

**David Hay**, Lawyer, Richards Buell Sutton LLP

**Sarah M. Jamieson**, Philanthropreneur RUN4CAUSE, Movement Coach, ACE, YT, Lv4, NLP

**Damien King**, Entrepreneur

**Marylene Kyriazis**, Doctor of Pharmacy, Consultant Clinical Pharmacist

**Gillian Lauder**, MD, Director, Acute Pain Service, BC Children’s Hospital

**Keith Meldrum**, Engineering Technologist

**Michael Negraeff**, Board Chair, MD, Pain Specialist, Vancouver General Hospital

**Neil Pearson**, Physiotherapist, Educator, Yoga Therapist, Clinical Assistant Professor (UBC)

**Brenda Poulton**, Nurse Practitioner, Pain Management, Royal Columbian Hospital

**Judy Pryce**, CAO and Director, Management Consulting, CHANGEpain

**Phoebe Scotland**, Quality Service Analyst, CLBC, Pain Researcher

**Tarnia Taverner**, Assistant Professor of Nursing, University of British Columbia

**Diana Trifonova**, Health Care Redesign, Vancouver Coastal Health

## Relevant programs responding to real needs

Pain BC initiatives are designed collaboratively with people in pain and front-line health care providers to ensure relevance to their lives and practice contexts. Examples of programming and services include:

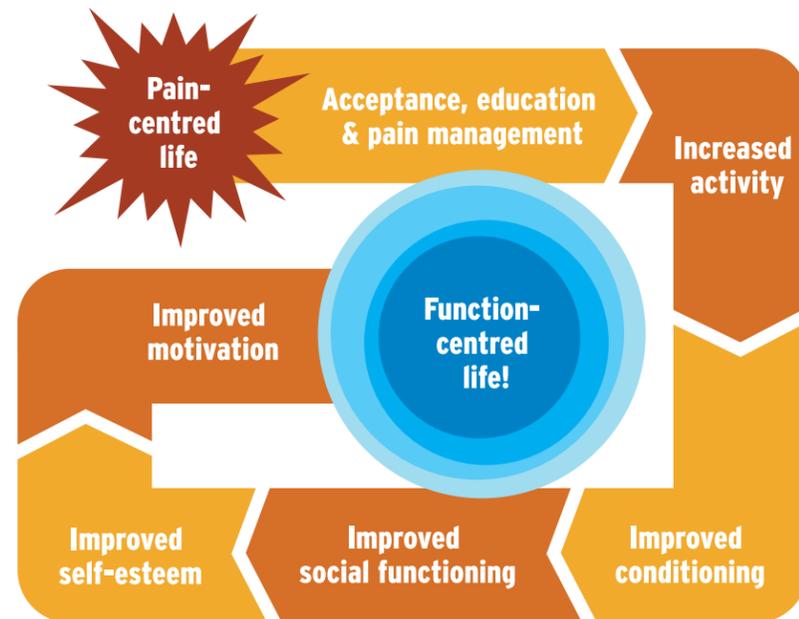
**“Pain Waves Radio”:** Pain BC produces an innovative monthly online radio show where people in pain call-in from across the province and speak directly with pain experts, sharing their questions, stories, and experience with others to educate and inform. Our nine episodes have been listened to over 35,000 times.

**Patient Education:** We host several programs every month, offering practical support and building tangible self-management skills for people in pain. Our live workshops and webinars are attended by thousands of people in pain across BC. All online programs are archived and added to the extensive patient resources available on our website.

**Peer Support:** People in pain are often disbelieved, invalidated, and feel isolated in the face of systemic barriers to accessing services. Our online peer support community offers meaningful connection, creates a hub for dialogue on new research, and directs people to practical resources in their own communities. Almost 4,000 British Columbians find support there, with more joining daily.

**Education for Health Care Providers:** Building pain management skills and confidence among health care providers is key to improving the lives of people living with chronic pain. We offer mentoring programs and workshops, as well as access via our website to the best available pain assessment and management tools. We host an annual conference to bring cutting edge practice to hundreds of practitioners on the front-lines. We’re working with the BCMA and Ministry of Health to educate over 500 GPs through the Chronic Pain Practice Support Program, integrating best practice pain assessment and management into their day-to-day work with patients.

## Breaking the pain spiral

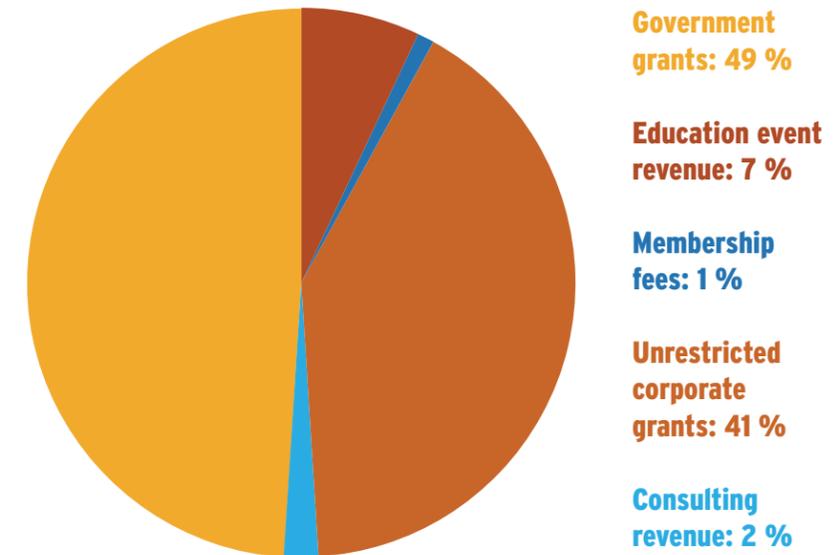


Veterinary students receive five times more pain management education than medical students do.

## Funding

Pain BC has done a lot with a little, effecting significant change in BC in a few short years. We’re poised to deepen our impact. To do this, we’re in the process of diversifying our funding sources. With your support we can build on our early wins, expand our reach, and increase our capacity to improve the lives of people living with pain.

*Note: Pain BC accepts no funding that compromises editorial or programmatic independence, organizational integrity, or Pain BC’s mission, vision, or values.*



## Please help us provide hope for friends, family and community members facing unrelenting pain.

Your help can change pain, reducing the suffering of people across British Columbia and in your own community. Your support will offer a lifeline to hundreds of thousands of people struggling to live with persistent pain.

- Support our interactive, online education programs, giving people in pain the tools, techniques and confidence to better manage their condition
- Expand our social media outreach, providing peer support and creating a knowledge hub for thousands of people in pain
- Contribute to our clinical education programs where hundreds of BC doctors, nurses, physiotherapists and other health care providers learn cutting edge pain management approaches
- Be a catalyst for change: support our work to develop and implement innovations in the health care system, working with health authorities to concretely improve health services and expand access to much needed resources

For more information on how you can support us to “change pain and change minds”, contact Pain BC Executive Director, Maria Hudspith ([maria@painbc.ca](mailto:maria@painbc.ca) or 604.349.0150), and visit our website at [www.painbc.ca](http://www.painbc.ca).

There are many names for pain.

Whatever **YOU** call it,  
there is **hope.**



**Changing pain.  
Changing minds.**

To donate, please contact us.

**Pain BC Society**  
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