



Chronic Pain
AUSTRALIA

Australia's National Pain Week

22-28 July 2012

Grass Roots Sponsorship
for small organisations



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Growing hope for people in pain

EXECUTIVE SUMMARY NATIONAL PAIN WEEK 2012

Chronic Pain Australia is offering a highly valuable opportunity to sponsor one of the most important events on the calendar for stakeholders to the problem of pain in Australia. With the success of Australia's First National Pain Week in 2011, here is an opportunity for you to come on board as a Pearl or Sapphire corporate sponsor for National Pain Week 2012. There is also an opportunity to be an exhibitor or to sponsor a person in pain to attend a one day Mind Body Festival for people in pain. Sponsorship of National Pain Week demonstrates your ongoing commitment to making a difference in the lives of people who live with pain.

In July 2011 National Pain Week was launched by Chronic Pain Australia. The event attracted national and international media coverage with over 5 million media impressions recorded. It inspired people around the country to hold their own events. We propose that together, Chronic Pain Australia and our supporters build on the success of the 2011 event to create an even stronger National and International presence for National Pain Week in 2012.

Through *National Pain Week 2012* we are working towards the de-stigmatisation of the experience of chronic pain, creating healing relationships between the person in pain and their pain clinician/s and reducing the isolation and suffering of people in pain.

Organisations sponsoring National Pain Week can take advantage of:

- The demonstration of your involvement, ongoing commitment and support to addressing the needs of people in pain in Australia;
- Establishing and maintaining a prominent profile nationally across a range of service provider, stakeholder and pain management networks;
- The opportunity to be part of the drive to de-stigmatise chronic pain;
- The event attracting extensive media coverage nationally; and
- The opportunity to launch any new initiatives and services to an audience interested in the problem of pain.

This year we are running a one day festival for people in pain in Sydney. People in pain tell us that life holds little fun or excitement so the theme is FUN!! There will be talks, music, demonstrations, conversations, laughter and meeting others who share similar life impact of pain. We hope that in years to come we will be able to run similar events in every capital city. This event has a number of opportunities for sponsors, some of which are detailed below. Organisations wishing to set up an



exhibit at this festival also have an opportunity to participate. This document will detail a number of events already planned to give you further insight into National Pain Week, however specific sponsorship packages are listed here:

PEARL SPONSORSHIP - \$2000

If you support National Pain Week with a \$2000 sponsorship you are known as a pearl sponsor. Pearl sponsors are identified with their logo on their own page of the website and will provide information about their organisation for website visitors. Logo identity will be linked to the sponsor's own website and any initiatives or services being launched during National Pain Week will be showcased. Pearl sponsors will have their logo featured on a flyer available to participants of the one day Festival for people in pain, their families and friends. This flyer will also be included in the satchel provided to participants at the one day event for health professionals in Canberra (see later for detail).

SAPPHIRE SPONSORSHIP -\$1000

Sapphire sponsors will be featured on their own page on the National Pain Week website, with a description of their services and their logo linked to the sponsor's website.

FESTIVAL SCHOLARSHIP - \$1000

Your sponsorship support will help a person in pain attend the one day Festival in Sydney. A photo of the person in pain with their story and reasons for attending the Festival will be available to be featured on the sponsor's website and will also be featured on the Chronic Pain Australia website.

EXHIBITOR STAND AT FESTIVAL - \$1500

There are a limited number of display spaces available for providers of services. We particularly encourage interactive displays so that participants "sample" the various options available for people in pain. The festival is anticipated to attract up to 600 people who will include people in pain, their families and friends. More detail is available from the National Pain Week convenor.

OTHER SPONSORSHIP OPPORTUNITIES

We also need practical help. Would you like to donate prizes for the Festival for people in pain and the Digital Art Competition, or do you have other ways of supporting National Pain Week? Please don't hesitate to contact us to discuss your ideas.

The following document outlines the background to Chronic Pain Australia and National Pain Week, with an overview of the National Pain Week experience in 2011 and details of the events planned for 2012.



Grass Roots Sponsorship Proposal

Thank you for reviewing this proposal. We look forward to hearing from you. You can contact me on 0414 999 790 or email me at npw@chronicpinaustralia.org.au.

Best wishes

A handwritten signature in black ink that reads "C. Wales".

Dr Coralie Wales

Convenor National Pain Week 2012

On behalf of the Board of Chronic Pain Australia



INTRODUCTION

Chronic pain has become an enormous problem in Australia, with the prevalence having risen from an estimated one in five a decade ago [1] to one in three in 2010 [2]. Chronic pain ranks as the third most costly health condition and was estimated to cost over \$34 billion in 2007 [3]. Chronic Pain Australia works to create knowledgeable and empowered communities that understand how pain works and who are hopeful that they can take control of their pain.

We are reaching out to the many organisations who have an interest in supporting National Pain Week to start planning for nation-wide events and media coverage during Australia’s National Pain Week in 2012.

This document will firstly outline who we are, then review Australia’s First National Pain Week 2011. We will then detail our plans for National Pain Week 2012 before articulating our call to action – how you can support this event.





WHO WE ARE

Chronic Pain Australia incorporated in 2006 to become a strong voice for Australians experiencing chronic pain. Chronic Pain Australia was a lead organisation in developing the Australian National Pain Strategy, having partnered with the Faculty of Pain Medicine and the Australian Pain Society. This led to the final iteration of the strategy at the National Pain Summit in March 2010.

Our Mission is to reduce the unnecessary suffering and isolation caused by chronic pain in the Australian community.

Our Vision is that no Australian living with persistent pain should suffer alone or without access to resources and information which help them effectively manage their pain in a manner promoting dignity and self-respect, regardless of age, gender, belief, race, socio-economic or compensation status.

Our Core Objectives are to:

- Improve knowledge and understanding about chronic pain across Australia;
- Reduce the stigma associated with pain;
- Promote better understanding among health professionals about the physiology and the lived experience of chronic pain; and
- Work towards supported self-management of pain.

We support a number of projects which aim to engage the community in partnership to create solutions for chronic pain, including the S*K*E*C*H¹ project - a partnership between Chronic Pain Australia and the Hunter Integrated Pain Service (NSW Health) - and the *Give Silent Pain a Voice* which is a National Advocacy program². We publish a monthly e-bulletin which informs people in pain and others about developments in the field that have implications for people in pain. We initiated an international coalition of consumer organizations consisting of the Pain Association Scotland, the American Pain Foundation, the American Chronic Pain Association and the Canadian Pain Coalition. This coalition aims to undertake cross cultural consumer driven research into the lived experiences of people in pain.

¹ Supporting Knowledgeable and Empowered Communities in the Hunter New England

² A project which trains people in pain to speak out about their experience of pain to shed light on the reality of pain, aiming to reduce the stigma associated with it.



Grass Roots Sponsorship Proposal

Chronic Pain Australia is attempting to reduce the stigma surrounding the lived experience of pain. We are a not-for-profit charity. We value the contribution made by experienced and inspired volunteers, many who live with pain themselves.

The organisation is separately incorporated and managed by a Board of Directors. Board members contribute a range of expertise including business, legal, financial, clinical, and importantly we value members of the Board who live with chronic pain themselves. The organisation is further supported by an International Advisory Panel of expert academics, clinicians and consumer advocates. Chronic Pain Australia has to date managed funds to achieve a variety of projects including currently the "Give Silent Pain a Voice" national advocacy project, Australia's First National Pain Week in July 2011 ("Growing Hope for People in Pain"), the "Pain is Not Invisible" research project and others.

A great strength of Chronic Pain Australia is the network of professional affiliations we have developed including Australian and International organisations who share our objectives.

The Chronic Pain Association of Australia – Chronic Pain Australia - is a Health Promotion Charity, became endorsed to access GST concession, Income Tax exemption, FBT exemption and were also endorsed as a Deductible Gift Recipient from 10th October 2006. We have registered "Chronic Pain Australia" as an easier 'brand' to promote within the community. We have a license to fund raise through the NSW Office of Liquor, Gaming and Racing. abn: 20 870 423 944.



OUR NATIONAL PAIN WEEK 2012 PROJECT TEAM



Dr Coralie Wales is the President and founding Director of Chronic Pain Australia as well as the Convenor for National Pain Week 2012. She lives with chronic pain and has completed a PhD program through Sydney University analysing issues for health professionals working with people in pain within personal injury compensation systems. Coralie sits on a number of advisory panels as well as the executive of the NSW Agency of Clinical Innovation, chairing the Community Partnerships working party. She works with the Hunter Integrated Pain Service in NSW and together with Fiona Hodson and Chris Hayes created the S*K*E*C*H project which has developed an effective methodology for engaging the community in partnership with primary and tertiary levels of healthcare. She teaches health professionals about the complex neurophysiology of chronic pain in the SquareCogs Project. Coralie is a member of the Australian Pain Society and the Rehabilitation Counselling Association of Australasia.



Ms Fiona Hodson is a Pain Management Clinical Nurse Consultant with the Hunter Integrated Pain Service NSW, Australia. Fiona has worked in all aspects of pain service delivery including inpatient, outpatient, procedural, research, aged care, community, health promotion, education, strategic planning, redesign and management. She is instrumental in the development, coordination and implementation of an Integrated Persistent Pain Model (IPPM), which incorporates a lifespan approach that is culturally sensitive includes prevention, assessment and management of complexity from the Primary to Tertiary sector for HNELHN. She is a member on the Executive for the Agency for Clinical Innovation (ACI), NSW Pain Management Network and was recently appointed to a Taskforce for Pain Management in NSW. Fiona is also currently a NSW Director for the Australian Pain Society and is the special Chronic Pain Australia Board liaison delegate to Painaustralia.



Professor Garry Egger MPH, PhD has had over 40 years of experience in health promotion and epidemiology, with a mixture of teaching, consulting, clinical work, and research. During that time he has published around 150 peer reviewed articles, 30 books (including 6 texts), as well as numerous popular media publications and appearances, including as a regular columnist in health in The Medical Observer, ABC radio, Burke's Back Yard, Women's Day and others. In 1991, Dr Egger established the GutBuster program, the first 'waist loss' program of its type, in conjunction with the NSW Health Department's Hunter Region in Newcastle. Dr Egger is currently a Consultant Professor in Lifestyle Medicine and Applied health Promotion at Southern Cross University, and has adjunct Professorships at Newcastle and Southern Cross University.



Dr Chris Hayes has a background in anaesthesia before undertaking training as a pain medicine specialist. He works in Newcastle NSW and has been Director of Hunter Integrated Pain Service since its foundation in 1997. He is a current board member of the Faculty of Pain Medicine and is also medical co-chair of the Agency for Clinical Innovation's Pain Network in NSW. His interests include a "whole person" approach to pain and the redesign of health systems to achieve greater integration between community and primary levels and the specialist sector. He has recently published works explicating current thinking in metaflammation and its relationship to chronic pain.

We also are advised by an International Advisory Panel, including Professor Gillian Bendelow, Professor Lous Heshusius, Dr David Butler, Dr Stephanie Davies, Ms Renee Goossens and Professor David Champion:





NATIONAL PAIN WEEK 2012

22-28 July 2012

Although there will be a number of events scheduled for the week, the major focus will be a ground breaking conference on 25 July at Parliament House in Canberra.

AIMS OF NATIONAL PAIN WEEK 2012

The **aims** of *National Pain Week 2012* are based on the *Pain is Not Invisible* findings:

1. To contribute to the de-stigmatisation of the experience of chronic pain;
2. To work towards creating healing relationships between the person in pain and their pain clinician/s; and
3. To reduce the isolation and suffering of people in pain.

Consistent with these aims, the **objectives** articulated in the 2012 campaign are:

1. To contribute to the de-stigmatisation of the experience of chronic pain;
 - a. To provide scientific knowledge about pain and current thinking in language that is understood by people in pain and others in the community (including health providers).
2. To work towards creating healing relationships:
 - a. The importance of the social context of chronic pain and how health service providers are part of that context;
 - b. Improving the quality of information provided to health service providers especially providing research about the lived experiences of pain; and
 - c. See 1a above.
3. Reduce the isolation and suffering of people in pain:
 - a. Promote hopeful messages about the management of chronic pain;
 - b. The right of all people in pain to have access to treatments / strategies that work for them; and
 - c. Promote strategies that create connection / sense of community (eg online forums).

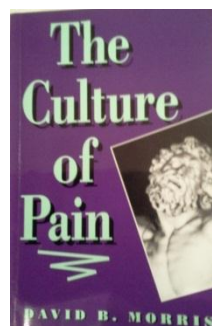
EVENTS

ONE DAY WORKSHOP FOR PRIMARY CARE PRACTITIONERS: PARLIAMENT HOUSE, 25 JULY 2012

Invited speakers will include Emeritus Professor David Morris (US). Professor Morris is a highly experienced researcher and author who discusses the importance of the social context of chronic pain and its role in the management of pain. This perspective liberates the sufferer of pain and empowers consumers. It also raises issues of social policy and stigma and the dynamic interplay between clinician and person in pain. We are working with the RACGP to accredit this event to enable CPD points for health professionals, and collaborating with Painaustralia.



Theatre and Theatre Foyer, Parliament House, Canberra



Emeritus Prof David Morris The Culture of Pain (1991) "a wide reaching exploration of medical and cultural approaches to pain and its management".

Dr Norman Swan will be a key presenter of National Pain Week and the International Conference



MIND/ BODY FESTIVAL FOR PEOPLE IN PAIN, THEIR FAMILIES AND THEIR LOVED ONES

Professor David Morris will be the keynote speaker of a one day workshop/ festival for people in pain and those who care for them in Sydney. This event will aim to provide an opportunity for people in pain around the nation to meet and spend time together while learning new and interesting information that provides hope for people in pain. Providers of services for people in pain will be invited to exhibit and meet people in pain who may benefit from knowing about their services. A prospectus will be released soon detailing this event.

10,000 FACES OF PAIN

This campaign will call for people in pain to register their name for the "10,000 faces of pain campaign". Imagine the impact of 10,000 faces of real people with real experiences of pain. This



online petition will call for pain to be made a National Health Priority, and our 10,000 names will drive a parliamentary debate.

DIGITAL ART COMPETITION

Details of our digital art competition will be uploaded to the National Pain Week website in March 2012 inviting people to create digital images that speak of the reality of the experience of pain. These works will be featured on the Chronic Pain Australia website and the winner will be announced at the end of National Pain Week.

There are other events which are being planned for National Pain Week. These will be detailed over the next few months and to a large extent will be driven by people in pain who want to raise the profile of chronic pain in the community.

KEY TARGET AUDIENCE

- the general community
- people in pain
- their 'carers', ie, family members and friends
- health professionals who care for people in pain - GP's and allied health service providers
- health services
- policy makers
- pharmacists
- employers
- industry bodies
- professional bodies



THE MEDIA CAMPAIGN

We demonstrated during Australia’s First National Pain Week that the PR campaign was effective in bringing attention to the themes and messages of the week. We will be engaging the services of a PR firm early in 2012 to help us with our campaign. We have commenced negotiations with various parties to secure a well-known celebrity for National Pain Week.

Our plans include dialogue with top selling weekly magazines to foster print partnerships with Chronic Pain Australia as well as targeting breakfast TV programs such as Sunrise. Google will feature National Pain Week as a Google desktop during the week in 2012.



Google Search

I'm Feeling Lucky

New! One world. Many stories. Google Earth celebrates one billion downloads.



*“I learnt that I am not alone and it gives me a strong
desire to enjoy being alive!”*

Registered user on the Chronic Pain Australia forum during Australia's First National Pain Week July 2011



AUSTRALIA'S FIRST NATIONAL PAIN WEEK 24-30 JULY 2011

Chronic Pain Australia created positive outcomes in each of our key aims for the First National Pain Week. Our team constructed a theme for the week to reflect our purpose: "Growing Hope for People in Pain". Across the nation, people in pain and those health professionals involved with them conceived grass roots events which provided ***"a national focus on the issues faced by those people living in pain"***, which was one of the aims of the week. Invitations to hold events created an ***"awareness of treatment options, support resources and information among chronic pain sufferers and their carers assisting sufferers in effectively managing their pain, thereby promoting dignity"*** as the list of events later in this report shows. We started to experiment with online polling and surveys, and anticipate that in the year to come we can consolidate our expertise in this area.

There were high levels of activity on the new community forum and extremely positive responses were recorded: *"I learnt that I am not alone and it gives me a strong desire to enjoy being alive!"* It is this reduction in isolation that is at the core of our mission, so it is gratifying to hear people who come to the website articulating their sense of connection.

We were pleased to note that significant players in the landscape for people in pain were attracted to the event. For example, the Australian Pain Society informed their members of the event and placed the poster in their newsletter. The Australian Pain Management Association promoted events in Queensland, and in South Australia the Bridges and Pathways Institute / Chronic Pain Network SA Taskforce held a series of workshops during the week. In WA the Fibromyalgia Support Network of Western Australia Inc held a very popular educational event. The Neuro Orthopedic Institute in SA ran an educational event.

Underpinning the whole event was the most important part of the event, people in pain. It was our ***desire "promote the destigmatisation of people living with chronic pain"*** and although we had no way of measuring this, we are confident that as we promote all of the aims for National Pain Week each year, we move closer to this important aim.



Radio National program “Life Matters” hosted by Richard Aedy, which ordinarily has a listening audience of over 2.5 million, was overwhelmed with callers to the switchboard due to interest in the story. There were articles in journals such as the Australian Pain Society Newsletter and the ANZCA Newsletter and of course national coverage in Womans Day. The Daily Telegraph featured a Chronic Pain Australia case study which revealed how pain can be successfully managed. Google alerts revealed many hits during National Pain Week:

GOOGLE ALERTS - chronic pain

NATIONAL PAIN WEEK

Cumberland Courier Newspapers

Chronic Pain Australia is running Australia’s first National Pain Week. The theme of NPW 2011 is GROWING HOPE FOR PEOPLE IN PAIN. **Chronic Pain** Australia is a non funded charity that is dedicated to reducing the social and other barriers to living with ...

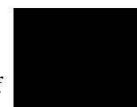
[See all stories on this topic »](#)

Chronic pain is endemic in Australia

Australian Ageing Agenda

By Yasmin Noone Almost two million older Australians who live with excruciating levels of **chronic pain** are not receiving treatment for their condition, and as a result are suffering unnecessarily in silence each and every day. **Chronic Pain** Australia ...

[See all stories on this topic »](#)



Australian Ageing
Agenda

A break through chronic pain barrier

The Daily Telegraph

IT affects one in three Australians and is one of the nation’s most costly health problems - yet **chronic pain** has been tagged the forgotten epidemic. Up to eight million people suffer from persistent pain, most commonly backache and headaches. ...

[See all stories on this topic »](#)

EVENTS

Importantly, the event created a grass roots response as shown in the spontaneous organisation of events nationally. We identified a number of organisations setting up independent events which coincided with National Pain Week and one organisation even set up a website to celebrate the week. The Neuro Orthopedic Institute in Adelaide held a lecture and created media awareness of the event in South Australia. Here is a sample of events held that we promoted on the website:

Saturday 23rd July

Inaugural support meeting for people living with Fibromyalgia: NSW

Monday to Friday 25-29th July



Information Stall for people in the local Gold Coast community. Qld

Monday 25 July

The Aberfoyle Park Challenging Pain Workshop: Are you living with long-term pain? : SA

Public Lecture by Professor Garry Egger and Dr Coralie Wales: What is chronic pain? NSW

'Holistic Tools for Managing Chronic Pain'. VIC

Wednesday 27th July

Seaford Pain Network Cafe Club for people living with chronic pain: SA

Thursday 28th July

Information Session and Discussion Group: NSW

Hunter Institute of Mental Health - Bake for No Ache!: NSW

Friday 29th July

Chronic Pain Network SA Taskforce

Hayley Cafarella: <http://rellacafa.com/livechat>

National Pain Week Lunch : ACT

Saturday, 30th July

Eliminate Pain, Restore Function: QLD

Fibromyalgia Support Network of Western Australia Inc: WA

'Picnic for Pain' : QLD, NSW, TAS

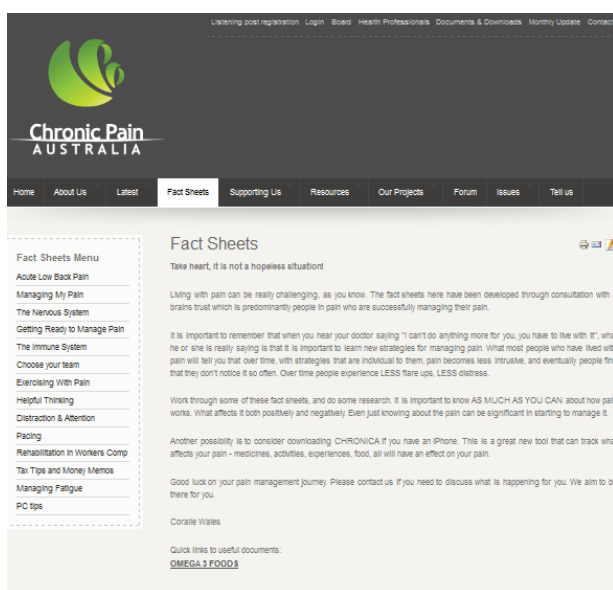
One of the most exciting events of the week was Hayley's live web chat. She gathered a group of participants online and was able to create a conversation about strategies that help with pain. The success of the event as communicated by participants has inspired us to further develop this as a Chronic Pain Australia tool for outreach for people in pain.





THE WEBSITE

We created a new website to coincide with the week. Functionality included instant updates, a mass mailing capability, a community forum and a survey module. Importantly, we are able to poll our members and visitors to the site to gain an insight into important issues for people in pain. For example, we worked with Painaustralia to highlight the development of Medicare Locals and were able to provide direct email links with scripted letters for those who wanted to contact their own local organisation to ensure chronic pain was on the radar. We streamlined fact sheets and created menus for these on many of the pages of the site to give visitors instant access to good consumer information.



Our major sponsors for NPW were identified on the front page in a rolling banner display. We initiated a clinical services directory and a health professional page where we have invited health professionals to comment on how they help people in pain.

Thank you for your time reviewing this document. We look forward to hearing from you.

The National Pain Week 2012 team



REFERENCES

1. Blyth, F.M., et al., *Chronic pain in Australia: a prevalence study*. *Pain*, 2001. **89**(2-3): p. 127-34.
2. Chronic Pain Australia, *Health Report on Chronic Pain*, in *The Pfizer Health Report*, Pfizer, Editor. 2011: Sydney.
3. Access Economics, *The High Price of Pain*. 2007, MBF Foundation: Sydney NSW Australia.