

## Changing the Face of Pain – June 13, 2006

## Pain Awareness Month Action Plan

The objective of the Pain Awareness Month brainstorming session was to identify targeted activities for Pain Awareness Month (PAM) in September that could be incorporated into an action plan that identifies resources needed, responsibilities, timelines, and outcomes to measure success. We agreed to explore all avenues of activity: professional education, consumer education, public policy advocacy, and media advocacy. It was also agreed that our PAM activities would incorporate the Power Over Pain key messages and resources. Plans were further fleshed out in the breakout group discussions. Based on those discussions, this action plan has been prepared and will be used as the guide for the Changing the Face of Pain collaboration for Pain Awareness Month. The plan is very extensive and ambitious; prioritization of activities within this plan is necessary, given the limited time and resources available. Priority activities are highlighted in light turquoise. Individual collaborators are invited and encouraged to engage in and support activities that suit their organizational interests and priorities.

<b>Public Education:</b> The goal is to educate consumers to become empowered advocates for more effective pain assessment and treatment. The goal will be accomplished by distributing Power Over Pain materials and/or message to and through a number and variety of venues, including community education presentations and the media. Success will be measured by a) the number and variety of venues where materials are distributed, and b) the volume of materials distributed.				
<b>Step:</b>	<b>Delegated to:</b>	<b>Complete by:</b>	<b>Resources needed:</b>	<b>Follow-up:</b>
Contact various state/regional organizations and ask them to help distribute pain literature or incorporate the POP messages into the mechanisms (newsletters, websites) they use to communicate with their constituency.	AARP – John Carney American Cancer Society – Bridgett Meyers Meals on Wheels – Mary Cunningham Area Agencies on Aging – Bill Fix Regional Arthritis Centers – Beth Richards State LTC Ombudsman – Carol Scott MO Library Association / Missouri State Library– Ann Corley	July 7	Phone time	Let Ann Corley know what you found out and what follow-up needs to take place beyond this initial contact. <i>Follow-up thus far:</i> AARP – willing to put info on the web announcement board and imbed in August chapter newsletter. Ann will f/up on details Regional Arthritis Centers – will place stock of 150 Pain Action Guides in each of the 7 regional centers State LTC Ombudsman – packets being distributed to the 15 staff across the state for copying and distribution to volunteer network MO Library Association – MOPI can purchase ad space for POP message in August issue of association newsletter. Ann C. is trying to make contact with the Missouri State Library about publishing a pain message in their newsletter for August/September.
Solicit volunteers willing to make contacts not yet assigned (e.g. - Express Scripts, YMCA's, Missouri Hospital Association, local utility companies, grocery stores, in-store clinics, occupational health departments, churches, community	Ann Corley - Ann will contract the American Pain Foundation about approaching Express Scripts to enclose a pain message (e.g. - the pain care bill of rights) in their prescription mailings for the month of September.	July 15	E-mail distribution list	Volunteers will make contact and then let Ann Corley know what you found out and what follow-up needs to take place beyond this initial contact. <b>If you are interesting and willing to make a local contact please do – and let Ann C. know.</b>

centers)				
Solicit and train Power Over Pain community education presenters	Ann Corley	August 1	Meeting space, lunch, travel time	Training session has been set for July 11, 11 – 1 pm at the offices of the Missouri Alliance for Home Care in Jefferson City. <b>Thus far, 10 collaborators are attending. Space is still available. Please let Ann Corley know by July 10 if you want to attend.</b>
Make list of community groups for presentations that collaboration members can sign up to contact for community presentations. Start by contacting the state organization for help in getting the information out to local chapters and identifying local contacts.	Ann Corley & regional POP coordinators	August 1	Phone, e-mail time	Groups to list: Lion's Club, Rotary Club, Chambers of Commerce, Jaycees, gardening clubs, retiree associations (e.g. – nurses, teachers), YMCA's, support groups for various health conditions that cause pain, Salvation Army. <b>Will discuss this topic further during the 1 pm conference call on July 11 (open to all collaborators. Please join the call if you are interested and available.</b>
<b>Media Advocacy:</b> The goal is use the media as an education and advocacy tool to increase awareness during PAM. Success will be measured by number and variety of media venues thru which the pain messages are delivered.				
Contact various radio and television media regarding doing a show on pain	St. Louis University – Ray Tait NPR St. Louis – Rebecca Rengo-Kocher Paul Pepper Show (Columbia) – not yet assigned Up to Date (Kansas City) – Ann Corley Nurse Lucy Show (Jeff City) – Belinda Heimericks	July 20	Phone time	Let Ann Corley know what you found out and what follow-up needs to take place beyond this initial contact.
Prepare “letter to the editor” and press release pieces for print media distribution.	Ann Corley	August 30	Development time	Ann will prepare and distribute to all collaborators to submit under their signature to their local papers in September.
Contact the Association of Rural Electric Cooperatives about putting a pain education piece in their September issue of <i>Rural Missouri</i>	Ann Corley	Column and photo due August 1.	Writing time	We have received the go-ahead to submit a 400-word guest column for the September issue. Circulation is 500,000. Rebecca Rengo-Kocher will write the column.
Prepare opinion piece for print media distribution, including mainstream, minority focused papers, and throwaway papers	Ann will consult with Tricia Schlechte, Ray Tait and Lori Ladd on the development of this piece	August 30	Phone, e-mail and writing time	The article will be prepared to be submitted to papers across the state with the understanding that it would be submitted by a “local expert” who also identifies themselves as a member of the Changing the Face of Pain in Missouri collaborative
Prepare and distribute press release statewide for Pain Advocacy Day and Pain Awareness Month Proclamation	Ann Corley & Tricia Schlechte	2 cycles – August 30 and Sept.		

on September 13.		11		
<b>Professional Education:</b> The goal is to enhance provider knowledge and practice. The goal will be accomplished by using existing information sources to distribute education pieces to provider groups. Success will be measured by number and variety of venues thru which the educational pieces are delivered.				
<b>Step:</b>	<b>Delegated to:</b>	<b>Complete by:</b>	<b>Resources needed:</b>	<b>Follow-up:</b>
Prepare education piece for collaborators to include in the August or September issue of their association newsletter, e-zine and/or web resource listings. Consider the feasibility of tailored messages for provider specialty and/or hot button topics to grab attention	Ann Corley will consult with Tricia Schlechte, Ray Tait and Lori Ladd on the development of this piece, and “hot button topics” including (e.g. controlled substance rules, APN prescribing, translating pain management ideas into practice	July 26	Development time	Ann will forward a draft of the education piece to the collaborators for comment prior to the July 28 deadline.
Contact organizations who were not at the meeting to see if they will include the same education piece in their August/ September news cycle.	Kansas City Nursing News – Belinda Heimericks Missouri Hospital Association – Tricia Schlechte Missouri Alliance for Home Care – Ann Corley	July 15	Phone time	Let Ann Corley know what you found out and what follow-up needs to take place beyond this initial contact. <i>Follow-up thus far:</i> <i>Missouri Alliance for Home Care</i> – will include POP message on web announcement board in September.
<b>Public Policy:</b> The goal is to begin to build relationships with policy makers so that in the longer-term we will be able to proactively influence pain policy within the state of Missouri. The goal will be accomplished by meeting with elected officials on Pain Advocacy Day and distributing a targeted pain message. Success will be measured by a) the number of volunteers who participate in the day’s activities, and b) the number of legislator offices visited on Pain Advocacy Day. Note: Pain Advocacy Day is scheduled for 9/13/06, in conjunction with the Governor’s signing of the Proclamation declaring September as Pain Awareness Month in the state of Missouri.				
<b>Step:</b>	<b>Delegated to:</b>	<b>Complete by:</b>	<b>Resources needed:</b>	<b>Follow-up:</b>
Develop talking points formulated to ensure that everyone is presenting the same message. Talking points will include: <ul style="list-style-type: none"> <li>• Cost of untreated pain – financial as well as functional, quality of life, etc.</li> <li>• Access to care – to include underserved populations, reimbursement</li> <li>• Ambiguous language in statutes – this should be mentioned as having been identified as a significant barrier for healthcare professionals in appropriately addressing pain.</li> </ul> Note the impact that this ambiguous language had had on the state report card and inform legislators the language is being reviewed and recommendations for change will be addressed within the coming months.	Ann Corley	September 1	Development time	Ann Corley will forward a draft of the education piece to the collaborators for comment prior to September 1 deadline and will follow-up with Senator Kennedy’s office for logistical support and guidance

Organize delegation to be present at Governor’s office for signing of the Proclamation at 10 am	Ann Bickel	September 1	Phone / e-mail time	
Organize delegation to visit legislator’s offices and make a brief presentation and/or leave talking point piece.	Ann Corley and POP coordinators	September 1	Development time	All collaborators are encouraged to participate.
Meet with participants for a brief time prior to meeting with legislators to review talking points and strategy for the day	Not yet assigned	September 13	Development time	
Place a table on the 3 <sup>rd</sup> floor rotunda with literature, including: Power Over Pain materials, Missouri Pain Initiative overview and the 2005 annual report of Advisory Council.	Not yet assigned	September 13	Educational materials	

Each breakout group also brainstormed ideas for activities beyond Pain Awareness Month. Highlights of each group discussion are as follows:

**Community Education**

Rather than form any working group or subcommittee, the group recommends all members of the Changing the Face of Pain collaboration incorporate pain education into their own on-going organizational activities via methods that suit their interests and resources. They are also encouraged to distribute POP and pain material at professional meetings whenever feasible and personally at their church, to their hairdresser, realtor, etc. There was discussion on whom to target as well as what to distribute. We do want to ensure our outreach efforts reach the poor/working poor and under served populations. There was discussion on the importance of addressing the emotional and spiritual aspects of pain and that this needs more attention.

Effective resource coordination, a ready supply of printed materials, and ongoing communication are central to the success of our community education efforts. Coordination and communication will be the responsibility of the Ann Corley and the regional POP coordinators. Some organizations may be able to help with printing costs, especially if they can add their own logo to the education pieces. The Missouri Pain Initiative has limited resources to restock beyond the currently allotted supply of POP materials. Ideas and activities shared include:

- Contact the state/regional offices of the major faith traditions for help in getting the information out to local churches, synagogues, mosques, and worship centers, and identifying local contacts.
- Print a laminated card with the pain care bill of rights on one side and resources on the other that for distribution at community education and advocacy events
- Compile a list each other’s website so, if desired, organizations can add them to their websites.
- Distribute list of regional Power Over Pain Coordinators so collaborators know whom to contract for more materials.
- Develop specific goals and outcomes related to community education over the longer term.

Given the ambitiousness of our the Pain Awareness Month action plan, all of these items will be tabled until our October 4 meeting

**Provider Practice Improvement**

The breakout group that focused on professional education organized its recommendations around three general themes summarized as follows:

*Global/general strategies* -The group summarized traditional strategies by which educational materials are distributed to health professionals. These include presentations at professional meetings, materials distributed to physicians through educational offices (sometimes supported by pharmaceutical companies), and

information included in Board and/or association and/or DHSS/MHA newsletters. Another channel could include the transmission of information through electronic media (email), especially with relevant websites linked in the text.

*Hard-to-reach professionals* - The group suggested that hard-to-reach professionals (i.e., those without a historical interest in effective pain management) might be reached through messages tailored specifically for the provider specialty. Particular attention could be paid to “hot button” topics, including the controlled substance rules, Advanced Practice Nursing prescribing initiatives, ideas for translating best pain management concepts into effective and profitable clinical practice. In addition to targeting professionals by specialty training, messages could be tailored to practice settings (e.g., LTC facilities, hospice, and family practice) and/or clinical demographics (e.g., pediatric, geriatric).

*Innovative communication channels* - The group proposed that emailing “fast facts” messages to providers on a regular basis could be effective in sensitizing them to effective pain management. The group was particularly interested in pursuing such channels if DHSS could provide support for sending messages/newsletters on a regular basis. Recognizing that such support is labor intensive, the group was less enamored of the strategy if the e-mailings occurred on a less regular basis.

Another suggestion involved the designation of a provider/practice as a “model” by an organization with established credentials in pain management. For example, MOPI was proposed as a potential arbiter of such designations. The winner could be recognized in a manner that is professionally meaningful and also serve as a model for other practitioners.

Several group members opined that insurance carriers might be interested in setting standards for good pain medicine. If insurance carriers set standards, providers would be incentivized to adhere to practices consistent with the standards. Members of the group, however, could think of no particularly effective inducements that would persuade insurance carriers to establish such a position vis a vis pain management.

Another approach to communicating about the importance of pain management involved collaboration with licensing boards. Such boards routinely provide self-assessment modules to their membership as part of their regular mailings. They may be open to including a self-assessment module on pain management, especially if the work to develop such a module were done for them and then vetted by them.

Given the ambitiousness of our the Pain Awareness Month action plan, most of these items will be tabled until our October 12 meeting

## **Public Policy**

The public policy breakout group agreed that a Joint Statement highlighting support of pain management as a healthcare priority should be pursued with the Boards of Healing Arts, Nursing and Pharmacy with others invited to sign on in support at a later date. The group agreed that the signing of the Joint Statement should be followed by information in Board newsletters, etc. highlighting available educational opportunities and clarification of responsibilities. Furthermore, as in the Federation of State Medical Boards Policy Statement, failure to treat pain should be identified as inappropriate treatment and this message should be articulated with the dissemination of the Joint Statement. The Advisory Council is meeting on August 10, at which time they will further discuss the Joint Statement.

The group discussed the value and importance of preparing policy briefs for both the Joint Statement and the challenges posed by the ambiguous language in Missouri statutes. John Carney from the Center for Practical Bioethics offered to assist with this in the coming months.