

Changing the Face of Pain: Pain Awareness Month Activity Report

October 4, 2006

During the June 11 meeting of the Changing the Face of Pain collaborative, we identified targeted activities for Pain Awareness Month (PAM) in September and incorporated into an action plan that identified resources needed, responsibilities, timelines, and outcomes to measure success, with emphasis placed on completing the higher priority activities, denoted by the blue shaded boxes. The plan was then used as the guide for collaboration and action. This activity report lists the planned activities (with priority activity highlighted (in the shaded boxes) and reports how those activities were carried out.

<p>Public Education: <i>Goal:</i> Educate consumers to become empowered advocates for more effective pain assessment and treatment. <i>Strategy:</i> Delivering Power Over Pain materials and/or message to and through a number and variety of venues, including community education presentations and the media. <i>Success measured by:</i></p> <ul style="list-style-type: none"> • Number of venues where materials was distributed and/or pain presentation was given to public audience- 24 • Variety of venues where materials were distributed – 11 (e.g. – libraries, civic groups, hospitals, etc) • Volume of materials distributed (estimated): 5000 Pain Care Bill of Rights, 2200 each of APF pain brochure, resource guide and two newsletters 	
<p>Activities:</p> <p>Contact various state/regional organizations and ask them to help distribute pain literature or incorporate the Power Over Pain (POP) messages into the mechanisms (newsletters, websites) they use to communicate with their constituency. Solicit volunteers willing to make contacts not yet assigned (e.g. - Express Scripts, YMCA's, Missouri Hospital Association, local utility companies).</p>	<p>Results:</p> <p>Regional Arthritis Centers – 350 American Pain Foundation (APF) pain brochures and newsletters were distributed among the seven centers for placement in their walk-in areas State Long-Term Care Ombudsman Program – APF packets (i.e. – brochures, newsletters, and Pain Care Bill of Rights) being distributed to the 15 staff across the state for copying and distribution to their volunteer network Missouri State Library – published a pain message in their July newsletter that went out to all 3000 public and private libraries about PAM activities and encourage libraries to contact MOPI to schedule a POP presentation. Five POP presentations were schedule as a result of this announcement. Mid-Continent Public Library – a notice about PAM and the Pain Care Bill of Rights went to every household in 30-branch library system serving 500,000 households. Meals on Wheels – 4400 APF Pain Care Bill of Rights were distributed to Meals on Wheels recipients in the greater St. Louis area Express Scripts – A proposal and message were drafted and submitted. Their Public Affairs and legal departments are still reviewing them. SIUE/Barnes Jewish College of Nursing – passing out APF materials and MOPI fact sheet during September symposium SSM St. Mary's Health Center - Placing APF materials and MOPI fact sheet in weeklong Pain Awareness Month display</p>
<p>Solicit and train Power Over Pain community education presenters & solicit and schedule presentations.</p>	<p>Training – A total of 12 volunteers were trained Solicit presentations – several press and media pieces announcing pain awareness month were circulated across the state and information about the POP campaign and scheduling a community presentation was included in the general information. This Information was also added to the MOPI website. Presentations – A total of 16 community presentations have been presented to date (2 in August, 14 in September). 3 are currently scheduled for October. The APF brochures, newsletters, pain care Bill of Rights, and a MOPI fact sheet were available for distribution at all events.</p>

<p>Media Advocacy: <i>Goal:</i> Use the media as an education and advocacy tool to increase awareness during PAM. <i>Strategy:</i> Development and distribution of varying types of media pieces <i>Success measured by:</i></p> <ul style="list-style-type: none"> • Number of media venues thru which the pain messages were delivered - 11 • Variety of media venues thru which the pain messages were delivered – 7 (i.e. – press release, media advisory, letter to the editor, newspaper opinion-editorial, magazine guest columns, radio, cable TV, etc.) 	
Activities:	Results:
Contact various radio and television media regarding doing a show on pain	Circulating press releases and making direct contact with TV/Radio markets netted five radio interviews and four television shows/interviews to date. A radio and a TV show feature on scheduled for October. Ann Corley was contacted by the American Alliance of Cancer Pain Initiatives as invited to participate in a taping of comments regarding the September 26 release of the 2006 Pain Policy Report Card. Strauss Radio Strategies recorded an interview and distributed the sound bites to selected radio markets in Missouri. During Media and Advocacy training sponsored by the American Alliance of Cancer Pain Initiatives, July 28 th in Denver, Rebecca Rengo-Kocher and Ann Corley recorded pain messages that were to be distributed to selected radio markets in Missouri.
Prepare “letter to the editor” and press release pieces for print media distribution.	A 150-word letter to the editor was prepared and distributed to each collaboration member inviting them to sign and submit the article.
Contact the Association of Rural Electric Cooperatives about putting a pain education piece in their September issue of <i>Rural Missouri</i>	A 400-word guest column was submitted and approved for placement in the October 2006 issue; circulation is 500,000 households.
Prepare opinion piece for print media distribution, including mainstream, minority focused papers, and throwaway papers	An opinion -editorial piece was crafted and submitted to media markets in St. Louis Kansas City, Springfield, Jefferson City, Hannibal, Columbia and West Plains announcing pain awareness month were circulated across the state. The Kansas City Star and the West Plains Quill ran the piece.
Prepare and distribute press release statewide for Pain Advocacy Day and Pain Awareness Month Proclamation on September 13.	The Missouri Pain Initiative sent Advisory Council issued press releases in late August with details about PAM, the signing ceremony and MOPI’s website to get more information.
<p>Professional Education: <i>Goal:</i> To enhance provider knowledge and practice with regards to pain assessment and treatment. <i>Strategy:</i> By using existing information sources to distribute education pieces and presentations to provider groups. <i>Success measured by:</i></p> <ul style="list-style-type: none"> • Number educational pieces published - 2 • Variety of venues thru which the educational pieces and/or curriculum were delivered – 3 (i.e. -provider presentation, CME conferences, employee newsletter) 	
Activities	Results
Prepare education piece for collaborators to include in the August or September issue of their association newsletter, e-zine and/or web resource listings. Contact organizations who were not at the meeting to see if they will	The American Pain Foundation agreed to let us reprint a pain Q & A article on the topic of addiction, written by Scott M. Fishman, MD, from their Pain Community News archives. The article was distributed to all members of the collaborative on August 28 th . The following organizations included the article or some other pain education piece in the member correspondence: <i>Kansas City Chronic Disease Coalition, Barnes Jewish Hospital employee newsletter</i>

include the same education piece in their August/ September news cycle.	
Promote and share information on professional education conferences during September	A conference E-brochure for the MOPI-ASPMN fall conference and the SIUE/Barnes Jewish College of Nursing symposium was distributed to all collaborators who were encouraged to share the information with their membership. Also, the Area Health and Education Centers sent out an E-announcement to their contact lists. APF pain literature and a fact sheet were available at the MOPI booth. APF materials and MOPI fact sheet were handed out to attendees at both conferences. Also, the MOPI conference featured a workshop on POP
<p>Public Policy: <i>Goal:</i> Begin building relationships with policy makers so that in the longer-term we will be able to proactively influence pain policy within the state of Missouri. <i>Strategy:</i> By meeting with elected officials on Pain Advocacy Day and distributing a targeted pain message. <i>Success measured by:</i></p> <ul style="list-style-type: none"> • Number of volunteers who participate in the Pain Advocacy Day activities -12 • Number of legislator offices visited – 34 Senate offices, 161 House offices 	
Activities	Results
Develop talking points formulated to ensure that everyone is presenting the same message. Talking points will include:	Talking points and a pain fact sheet were drafted, reviewed and copied for use on Pain Advocacy Day. The handout outlined the prevalence of the pain problem and proposed solutions including: <ul style="list-style-type: none"> • Supporting clarification of the current ambiguous language in statutes, rules, and regulations regarding pain management. • Ensuring that intent and language of any prescription-monitoring bill is balanced such that while minimizing risks of abuse and diversion of medications, it will not negatively impact access to care for legitimate patients with pain. • Increasing access to care through the increasing access to pain care through passage of legislation authorizing advanced practice registered nurses to pain medications under a collaborative practice agreement.
Organize delegation to be present at Governor's office for signing of the Proclamation at 10 am, September 13.	A group of 10 volunteers from the collaborative, representing the Advisory Council, Missouri Pain Initiative, American Society for Pain Management Nursing – St. Louis and Kansas City Chapters, and the Oncology Nursing Society participated in the signing ceremony.
Organize delegation to visit legislator's offices and make a brief presentation and/or leave talking point piece. Place a table on the 3 rd floor rotunda with literature, including: Power Over Pain materials, Missouri Pain Initiative overview and the 2005 annual report of Advisory Council.	The collaboration received \$200 in donations to sponsor and legislative "greet and eat" at the Capital on September 13, following the proclamation signing ceremony. 12 volunteers were on hand and spent several hours greeting visitors to the display area outside the Senate and House chambers and also going to each legislative office and visiting with legislators, office staff and/or leaving a pain fact sheet and the talking point handout. Several collaboration members who were not able to attend advocacy day, called or mailed their legislators and discussed the pain issues with them.