

# SOCIAL MEDIA CAMPAIGN FOR **LET'S TALK TURKEY ABOUT LOW BACK PAIN**

November 2024



**PAIN COLLABORATIVE**  
TO ADVANCE EQUITABLE VALUE-BASED SOLUTIONS

**Lead Organization:** Pain Collaborative to Advance Equitable Value-Based Solutions

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This information can also be found on our website at

<https://healthcarecollaboratives.com/pain-collaborative/lowbackpainrealitiesdp>

# **NOVEMBER PAIN AWARENESS MONTH CAMPAIGN OVERVIEW**

**Campaign Run Dates:** November 14, 2024 – November 29, 2024

**#LetsTalkTurkeyAboutBackPain**

## **INTRODUCTION AND KEY MESSAGES**

The Pain Collaborative is launching a **“Let’s Talk Turkey About Low Back Pain”** campaign in mid-November, after the elections. This is the second collective campaign for the [Pain Collaborative to Advance Equitable Value-Based Solutions](#).

In preparation for Thanksgiving, this awareness campaign is promoting discussions at dinner tables and holiday gatherings about something important to all – and not politics!

Low back pain impacts nearly 80% of people at some point in their lives, yet many misconceptions remain. The Thanksgiving-themed assets will help debunk common myths about low back pain and encourage meaningful conversations around prevention, care, and treatment options.

## **GOALS OF SOCIAL MEDIA CAMPAIGN**

We're excited to launch the **“Let’s Talk Turkey About Low Back Pain”** campaign and aim to have 80% of Pain Collaborative participants actively involved. This is an opportunity to amplify an important conversation on low back pain across our networks and encourage a deeper understanding of current clinical guidance while rallying support for a whole-person approach to care.

The key goals of this collaborative social media campaign are to:

1. **Leverage our network of experts** – Tap into our extensive network of healthcare clinicians and experts who understand evidence-based approaches to low back pain care. By empowering these professionals to share their knowledge with their own circles—family, friends, and communities—we can expand the reach of accurate, practical guidance on managing low back pain.
2. **Raise pain awareness** – Educate the public and foster conversations around evidence-based, whole-person care for low back pain.
3. **Build connections** – Engage a diverse range of stakeholders to promote an equitable, value-based approach that ensures the right pain care at the right time.

The Pain Collaborative to Advance Equitable Value-Based Solutions will share campaign content on LinkedIn, X (Twitter), and Instagram. Our team has prepared shareable graphics and captions for you to use on your channels to highlight our partnership, boost campaign visibility, and support our collective mission for improved pain care.

We invite you to repost the content that we share – as well as download and share via your preferred channels.

## CAMPAIGN DETAILS

**Collaborative Campaign Hashtags:** #TalkTurkeyAboutLowBackPain #LowBackPainRealities

**Other Suggested Hashtags:** #PainCollaborative #ChronicPain, #PainAwareness #LivingWithPain #WholeHealth #IntegrativePainManagement #BioPsychoSocialCare #SolvePainTogether #IntegratedPainManagement

**X:** @PainCollab **LinkedIn:** @Pain Collaborative to Advance Equitable Value-Based Solutions

**Instagram:** @PainCollaborative

## CONTENT GUIDELINES AND OPTIONS:

Below are social media captions and graphics for you to use as is or adjust to fit your organization.

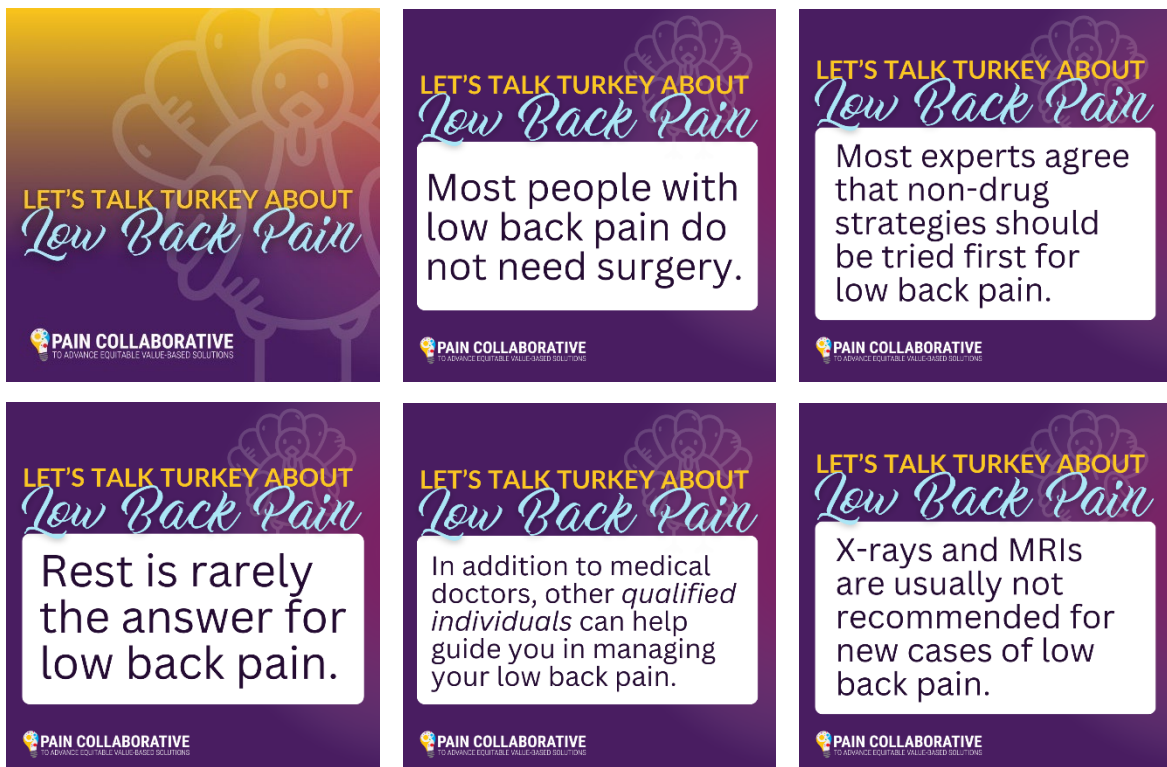
We are asking everyone to include the hashtag, **#TalkTurkeyAboutLowBackPain** on your posts for this campaign, as well as any other related hashtags as desired. Using this hashtag will help us track results. Also, please tag our social accounts when appropriate.

- **Thanksgiving-Themed Graphics:**

We hope you'll be able to use any of these graphics during November.

- [Download graphics here.](#)
- [Access customizable Canva templates here.](#)

### Examples of Graphics:



## Let's Talk Turkey Social Media Captions:

### 1. **IMAGE:** Introduction

#### **Caption for LinkedIn/Instagram:** *Customize to make your own!*

I've been working with the @Pain Collaborative to Advance Equitable Value-Based Solutions on this exciting new campaign around Thanksgiving - Let's Talk Turkey About Low Back Pain!

Many of you know that I am a (*researcher, person living with pain, clinician caring for people with pain, etc.*) and I'm really excited to help share this information about guideline-informed care for low back pain with you and others.

So, Let's Talk Turkey About Low Back Pain! The goal of this campaign is to promote discussions at dinner tables and holiday gatherings about something important to all (and not politics!)

Low back pain impacts nearly 80% of people at some point in their lives and is the leading cause of disability worldwide. I hope you'll share this information and consider talking about it with your friends and family or coworkers during the holidays – you never know who you might help in the process. Let's debunk the myths about low back pain now.

You can access more information and this shareable content at [bit.ly/lbprealitiesdp](http://bit.ly/lbprealitiesdp).

#TalkTurkeyAboutLowBackPain #LowBackPainRealities #RightCareAtTheRightTime  
#PainCollaborative #ChronicPain #PainAwareness #LivingWithPain

#### **Caption for X:**

Let's #TalkTurkeyAboutLowBackPain! As a (*researcher, person living with pain, clinician caring for people with pain, etc.*), I'm thrilled to share info from @PainCollab about #LowBackPainRealities. LBP impacts nearly 80% of people at some point & is the leading cause of disability worldwide. Learn more at [bit.ly/lbprealitiesdp](http://bit.ly/lbprealitiesdp).

### 2. **IMAGE:** Reality #1: Low back pain isn't always about arthritis or weak muscles.

#### **Caption for LinkedIn/Instagram:**

Let's talk turkey! A common belief is that low back pain is caused by arthritis, bad posture, or weak core muscles. In fact, it's usually more complicated than that. Stress, feeling lonely, worry, or not moving enough can play a big role too.

This Thanksgiving, let's have real conversations about what impacts our pain—sometimes, it's more about what's going on in our minds and our hearts than our bodies.

#TalkTurkeyAboutLowBackPain #LowBackPainRealities #PainCollaborative  
#ChronicPain #PainAwareness #LivingWithPain #WholeHealth  
#IntegrativePainManagement #BioPsychoSocialCare #SolvePainTogether  
#IntegratedPainManagement #RightCareAtTheRightTime

**Caption for X:**

Let's #TalkTurkeyAboutLowBackPain! A common belief is that #LowBackPain is caused by arthritis, bad posture, or weak core muscles. In fact, it's usually more complicated than that. Stress, feeling lonely, worry, or not moving enough can also play a big role. #LowBackPainRealities

3. **IMAGE:** Reality #2: Most experts agree that non-drug strategies should be tried first for low back pain.

**Caption for LinkedIn/Instagram:**

Let's talk turkey and clear up the confusion about prescription medications for low back pain. Groups like the American College of Physicians and the World Health Organization recommend first trying strategies such as:

- Heat
- Acupuncture
- Exercise (including Yoga and Tai Chi)
- Physical Therapy
- Spinal Manipulation
- Massage

If these options don't provide enough relief, NSAIDs (like ibuprofen) may be recommended.

This Thanksgiving, let's have real conversations about what's best for managing low back pain—for both short-term relief and long-term health.

#TalkTurkeyAboutLowBackPain #LowBackPainRealities #PainCollaborative  
#ChronicPain #PainAwareness #LivingWithPain #WholeHealth  
#IntegrativePainManagement #BioPsychoSocialCare #SolvePainTogether  
#IntegratedPainManagement #RightCareAtTheRightTime

**Caption for X:**

Let's #TalkTurkeyAboutLowBackPain! Rx Meds are not always the best treatment for #LowBackPain. Experts agree that non-drug strategies should be tried 1st.

Heat, acupuncture, exercise, PT, spinal manipulation, massage, or a combo of modalities may help. #LowBackPainRealities

4. **IMAGE:** Reality #3: X-rays and MRIs are usually not recommended for new cases of low back pain.

**Caption for LinkedIn/Instagram:**

Let's talk turkey! Many people believe they need an MRI or x-ray to 'see' what's wrong with their back. But unless you've had an accident, are experiencing worsening leg weakness, or your pain isn't improving after 4-6 weeks, imaging is usually not necessary.

This Thanksgiving, let's have real conversations about when imaging is truly needed for low back pain.

#TalkTurkeyAboutLowBackPain #LowBackPainRealities #PainCollaborative  
#ChronicPain #PainAwareness #LivingWithPain #WholeHealth  
#IntegrativePainManagement #BioPsychoSocialCare #SolvePainTogether  
#IntegratedPainManagement #RightCareAtTheRightTime

**Caption for X:**

Let's #TalkTurkeyAboutLowBackPain! Many people w/#LowBackPain believe they need an MRI or x-ray. But unless you've had an accident, are experiencing worsening leg weakness, or your pain isn't improving after 4-6 weeks, imaging is usually not necessary. #LowBackPainRealities

5. **IMAGE:** Reality #4: Rest is rarely the answer for low back pain.

**Caption for LinkedIn/Instagram:**

Let's talk turkey and clear up the confusion about rest and recovery. Rest may help for a day or two with new low back pain but beyond that it can actually make things worse, leading to stiffer joints and weaker muscles.

In most cases, gentle movement is key to managing low back pain and preventing future episodes. Staying active through daily activities, walking, or light exercise can make a big difference.

This Thanksgiving, let's have real conversations about low back pain. Sometimes, the best thing for your back is to get up and move.

#TalkTurkeyAboutLowBackPain #LowBackPainRealities #PainCollaborative  
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#IntegrativePainManagement #BioPsychoSocialCare #SolvePainTogether  
#IntegratedPainManagement #RightCareAtTheRightTime

**Caption for X:**

Let's #TalkTurkeyAboutLowBackPain! Rest may help for a day or two but sometimes it can lead to stiffer joints & weaker muscles. Gentle movement can help manage #LowBackPain. Stay active through daily activities, walking, or light exercise. #LowBackPainRealities

6. **IMAGE:** Reality #5: Steroid injections don't fix what's wrong with my back.

**Caption for LinkedIn/Instagram:**

Let's talk turkey! Steroid injections don't address the underlying causes of low back pain. However they may be able to temporarily reduce your pain, making it easier to engage in active treatments, like exercise, that support long-term recovery.

Before an injection, first talk with a pain specialist to weigh the benefits against potential risks, such as infection, high blood sugar, high blood pressure, bleeding, and, in rare cases, nerve damage.

This Thanksgiving, let's have real conversations about low back pain. Movement is often your best choice.

#TalkTurkeyAboutLowBackPain #LowBackPainRealities #PainCollaborative  
#ChronicPain #PainAwareness #LivingWithPain #WholeHealth  
#IntegrativePainManagement #BioPsychoSocialCare #SolvePainTogether  
#IntegratedPainManagement #RightCareAtTheRightTime

**Caption for X:**

Let's #TalkTurkeyAboutLowBackPain! Steroid injections don't address underlying causes of #LowBackPain. However, they may be able to temporarily reduce your pain, making it easier to engage in active treatments that support long-term recovery. #LowBackPainRealities

7. **IMAGE:** Reality #6: Most people with low back pain do not need surgery.

**Caption for LinkedIn/Instagram:**

Let's talk turkey! A common belief is that surgery is the best fix for back pain. In reality, most low back pain improves with non-surgical approaches. However, if you have symptoms like loss of bowel or bladder control, worsening leg weakness, or severe pain after an accident, it's essential to talk to your doctor.

This Thanksgiving, let's have real conversations about managing ongoing low back pain. Understanding the best options can support a long-term, sustainable recovery.

#TalkTurkeyAboutLowBackPain #LowBackPainRealities #PainCollaborative  
#ChronicPain #PainAwareness #LivingWithPain #WholeHealth  
#IntegrativePainManagement #BioPsychoSocialCare #SolvePainTogether  
#IntegratedPainManagement #RightCareAtTheRightTime

**Caption for X:**

Let's #TalkTurkeyAboutLowBackPain! A common belief is that surgery is the best fix for back pain. In reality, most #LowBackPain improves with non-surgical approaches.

Please keep mind that some symptoms do require that you talk to your doctor. #LowBackPainRealities

8. **IMAGE:** Reality #7: New low back pain usually goes away on its own within a few weeks.

**Caption for LinkedIn/Instagram:**

Let's talk turkey! Many people believe that once low back pain starts, it will never get better. Things like acupuncture, spinal manipulation, exercise, physical therapy, and massage can help decrease your pain while your back is healing.

This Thanksgiving, let's have real conversations about what can help with low back pain—because you may be surprised by what will make a difference if you try something new.

#TalkTurkeyAboutLowBackPain #LowBackPainRealities #PainCollaborative  
#ChronicPain #PainAwareness #LivingWithPain #WholeHealth  
#IntegrativePainManagement #BioPsychoSocialCare #SolvePainTogether  
#IntegratedPainManagement #RightCareAtTheRightTime

**Caption for X:**

Let's #TalkTurkeyAboutLowBackPain! You may think that once #LowBackPain starts, it will never improve. Try something new like acupuncture, spinal manipulation, or physical therapy to see if it will decrease pain. Often new pain improves after a few weeks.  
#LowBackPainRealities

9. **IMAGE:** Reality #8: Many of the same treatments that work for new low back pain also help for longer term pain.

**Caption for LinkedIn/Instagram:**

Let's talk turkey! A common belief is that there is one "right" way to fix low back pain. In reality, effective treatment often requires a personalized, multimodal approach that combines various strategies like spinal manipulation, physical and occupational therapy, lifestyle changes, pain management techniques, behavioral therapy, health coaching, massage, yoga therapy, and short-term use of appropriate medications.

This Thanksgiving, let's have real conversations about what impacts our pain—finding the right treatment approach for you can make a real difference .

#TalkTurkeyAboutLowBackPain #LowBackPainRealities #PainCollaborative  
#ChronicPain #PainAwareness #LivingWithPain #WholeHealth  
#IntegrativePainManagement #BioPsychoSocialCare #SolvePainTogether  
#IntegratedPainManagement #RightCareAtTheRightTime

**Caption for X:**

Let's #TalkTurkeyAboutLowBackPain! One common belief is that there is one "right" way to fix #LowBackPain. In reality, effective treatment often requires combining various strategies. Finding the right multimodal approach for you can make a real difference. #LowBackPainRealities

10. **IMAGE:** Reality #9: In addition to medical doctors, other qualified individuals can help guide you in managing your low back pain.

**Caption for LinkedIn/Instagram:**

Let's talk turkey! A common belief is that only doctors can effectively treat my low back pain. The truth is, other trained providers—such as nurses, physical therapists, chiropractors, occupational therapists, acupuncturists, health coaches, massage therapists and yoga therapists—can also offer effective approaches for relief.

This Thanksgiving, let's have real conversations about finding the right care for low back pain. Knowing the full range of experts who can help you is important.



#TalkTurkeyAboutLowBackPain #LowBackPainRealities #PainCollaborative  
#ChronicPain #PainAwareness #LivingWithPain #WholeHealth  
#IntegrativePainManagement #BioPsychoSocialCare #SolvePainTogether  
#IntegratedPainManagement #RightCareAtTheRightTime

**Caption for X:**

Let's #TalkTurkeyAboutLowBackPain! MDs aren't the only ones who treat  
#LowBackPain. Nurses, PTs, chiropractors, OTs, acupuncturists, health  
coaches, massage & yoga therapists can help with effective relief.  
#LowBackPainRealities

11. **IMAGE:** Reality #10: Many people with chronic low back pain enjoy full and active lives.

**Caption for LinkedIn/Instagram:**

Let's talk turkey! Some people believe that life won't be enjoyable with chronic low back pain. Key things to think about are focusing on the whole person – mind, body, and spirit. Also identifying personal goals that can be supported, such as getting back to work, walking through a grocery store, caring for pets, or finishing your degree.

This Thanksgiving, let's have real conversations about chronic low back pain, and think about how we can best support ourselves and our loved ones when we are hurting.

#TalkTurkeyAboutLowBackPain #LowBackPainRealities #PainCollaborative  
#ChronicPain #PainAwareness #LivingWithPain #WholeHealth  
#IntegrativePainManagement #BioPsychoSocialCare #SolvePainTogether  
#IntegratedPainManagement #RightCareAtTheRightTime

**Caption for X:**

Let's #TalkTurkeyAboutLowBackPain! Some people think that life won't be enjoyable w/chronic #LowBackPain. Focus on #WholeHealth - mind, body & spirit. Identify personal goals - getting back to work or walking through a store. All progress is good progress! #LowBackPainRealities

## **Question Prompts**

Want to keep the conversation going? Here are some questions to steer the discussion – whether in-person or through social media comments.

1. How long have you had low back pain?
2. What were you doing when it started?
3. What treatments did you try first?
4. What works best?
5. What doesn't help at all?
6. What do you think might trigger your low back pain the most—physical activity, stress, or something else?
7. Have you ever noticed that your back pain gets worse when you're feeling anxious or stressed? What do you do to help manage that?
8. Have you tried anything new lately to stay active?
9. When your back is bothering you, how does it affect the rest of your day—your mood, your energy, or your ability to focus?
10. Are there things you're interested in trying or learning about to help manage or even prevent back pain?

## **PROMOTION STRATEGIES**

- **Engagement Tips:** Engage with your followers by replying to comments and messages. Show that you value their input. Encourage interaction by asking questions in your posts. This can spark conversations and increase comments.
- **Cross-Promotion:** Cross-promote each other's content by reposting/sharing and adding your own caption, tagging other participants in your posts, and engaging with other participants in comments.

## **DISCLAIMER FOR GOVERNMENTAL ENTITIES**

- Disclaimer: Sharing, liking, or reposting by a governmental agency or official is for educational purposes only. It does not constitute an endorsement or recommendation of any specific product or proposed course of action, nor are governmental entities responsible for the contents of any non-government website, product, or recommendation.

## **PARTICIPANTS** - We encourage you to follow and engage with these accounts!

### **Academy of Integrative Health & Medicine (AIHM)**

X: <https://x.com/aihmglobal>

Instagram: <https://www.instagram.com/aihmglobal/>

Facebook: <https://www.facebook.com/AIHMGlobal/>

LinkedIn: <https://www.linkedin.com/company/aihmglobal/>

### **AccendoWave**

X: <https://x.com/AccendoWave>

Instagram: <https://www.instagram.com/accendowave/>

Facebook: <https://www.facebook.com/AccendoWave/>

LinkedIn: <https://www.linkedin.com/company/accendowave/>

### **American Academy of Pain Medicine**

X: <https://x.com/ameracadpainmed>

LinkedIn: <https://www.linkedin.com/company/american-academy-of-pain-medicine/>

### **American Association of Nurse Practitioners (AANP)**

X: [https://x.com/aanp\\_news](https://x.com/aanp_news)

Instagram: [https://www.instagram.com/aanp\\_news/](https://www.instagram.com/aanp_news/)

Facebook: <https://www.facebook.com/AmericanAssociationofNPs>

LinkedIn: <https://www.linkedin.com/groups/2461239/>

### **American Massage Therapy Association (AMTA)**

X: <https://x.com/amtamassage>

Instagram: <https://www.instagram.com/amtamassage/>

Facebook: <https://www.facebook.com/AMTAmessage/>

LinkedIn: <https://www.linkedin.com/company/american-massage-therapy-association/>

### **American Occupational Therapy Association (AOTA)**

X: <https://x.com/AOTAInc>

Instagram: <https://www.instagram.com/aotainc/>

Facebook: <https://www.facebook.com/AmericanOccupationalTherapyAssociationAOTA>

LinkedIn: <https://www.linkedin.com/company/aota/>

### **American Physical Therapy Association (APTA)**

X: <https://x.com/aptatweets>

Instagram: <https://www.instagram.com/aptapics/>

Facebook: <https://www.facebook.com/AmericanPhysicalTherapyAssociation/>

LinkedIn: <https://www.linkedin.com/company/american-physical-therapy-association/>

### **American Society of Pain Management Nursing (ASPMN)**

X: <https://x.com/ASPMNLearns>

Instagram: <https://www.instagram.com/aspmnlearns/>

Facebook: <https://www.facebook.com/ASPMNLearns/>

LinkedIn: <https://www.linkedin.com/company/american-society-for-pain-management-nursing/>

### **American Specialty Health**

X: <https://x.com/AccendoWave>

Instagram: <https://instagram.com/ashcompanies>

Facebook: <https://www.facebook.com/ASHCompanies/>

LinkedIn: <https://www.linkedin.com/company/american-specialty-health/>

#### **Cornerstone Collaboration**

Instagram: [https://www.instagram.com/cornerstone\\_collaboration](https://www.instagram.com/cornerstone_collaboration)

LinkedIn: <https://www.linkedin.com/company/cornerstone-collaboration-for-societal-change/>

#### **Duke University (Duke University Health System)**

X: <https://x.com/DukeHealth>

Instagram: <https://www.instagram.com/dukehealth>

Facebook: <https://www.facebook.com/dukehealth>

LinkedIn: <https://www.linkedin.com/company/duke-university-health-system/>

#### **Foundation for Chiropractic Progress (F4CP)**

X: <https://x.com/F4CP>

Instagram: <https://www.instagram.com/foundation4chiroprogress/>

Facebook: <https://www.facebook.com/FoundationforChiropracticProgress>

LinkedIn: <https://www.linkedin.com/company/f4cp/>

#### **Institute for Natural Medicine**

X: <https://x.com/inaturalmed>

Instagram: <https://www.instagram.com/institute fornaturalmedicine/>

Facebook: <https://www.facebook.com/INMWeAreNaturalMedicine>

LinkedIn: <https://www.linkedin.com/company/institute-for-natural-medicine/>

#### **Integrative Medicine for the Underserved (IM4Us)**

Instagram: <https://www.instagram.com/im4usorg/>

Facebook: <https://www.facebook.com/www.im4us.org/>

LinkedIn: <https://www.linkedin.com/company/integrative-medicine-for-the-underserved/>

#### **International Association of Yoga Therapists (IAYT)**

Instagram: <https://www.instagram.com/iaytorg/>

Facebook: <https://www.facebook.com/IAYT.org>

LinkedIn: <https://www.linkedin.com/groups/1612067/>

#### **Marimn Health Wellness Center**

Website: <https://www.marimnhealth.org/>

#### **National Association of Social Workers (NASW)**

Instagram: <https://www.instagram.com/naswfoundation>

Facebook: <https://x.com/NASWFoundation>

LinkedIn: <https://www.linkedin.com/company/national-association-of-social-workers/>

#### **National Pain Advocacy Center (NPAC)**

X: [https://x.com/national\\_pain](https://x.com/national_pain)

Instagram: [https://www.instagram.com/national\\_pain](https://www.instagram.com/national_pain)

Facebook: <https://www.facebook.com/nationalpain.org>

LinkedIn: <https://www.facebook.com/nationalpain.org>

#### **Osher Center for Integrative Health at the University of Vermont**

X: <https://x.com/uvminthealth>

Instagram: <https://www.instagram.com/osheruvm/>

Facebook: <https://www.facebook.com/UVMOsher/>

LinkedIn: <https://www.linkedin.com/company/uvmosher/>

#### **Prudential Financial**

X: <https://x.com/prudential>

Instagram: <https://www.instagram.com/prudential/>

Facebook: <https://www.facebook.com/Prudential>

LinkedIn: <https://www.linkedin.com/company/prudential-financial/>

#### **Society of Hospital & Healthcare System-Based Acupuncturists**

Facebook: <https://www.facebook.com/HospitalHandbook/>

LinkedIn: <https://www.linkedin.com/company/society-of-healthcare-system-acupuncturists/>

#### **Southern California University of Health Sciences (SCUHS)**

Instagram: <https://www.instagram.com/scuhs/>

Facebook: <https://www.facebook.com/SCUHS>

#### **Spoonie Twitter Chat**

<https://x.com/dawnmgibson>

#### **The Hartford**

Instagram: <https://www.instagram.com/thehartford/>

LinkedIn: <https://www.linkedin.com/company/the-hartford/>

#### **The Pain Community (TPC)**

Facebook: <https://www.facebook.com/paincommunity>

X: <https://x.com/thepaincomm>

#### **US Pain Foundation**

X: [https://x.com/US\\_Pain](https://x.com/US_Pain)

Instagram: [https://www.instagram.com/us\\_pain\\_foundation/](https://www.instagram.com/us_pain_foundation/)

Facebook: <https://www.facebook.com/U.S.PainFoundation/>

LinkedIn: <https://www.linkedin.com/company/u.s.-pain-foundation/>

#### **Veterans' Health Administration**

X: <https://x.com/VeteransHealth>

Instagram: <https://www.instagram.com/veteranshealth/>

Facebook: <https://www.facebook.com/VeteransHealth/>