

SOCIAL MEDIA CAMPAIGN FOR **PAIN AWARENESS MONTH** September 2024



PAIN COLLABORATIVE
TO ADVANCE EQUITABLE VALUE-BASED SOLUTIONS

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

Main Contact Person: Amy Goldstein, amy@painmanagementalliance.org

This information can also be found on our website at
<https://healthcarecollaboratives.com/pain-collaborative/digital-partnership-packet>.

SEPTEMBER PAIN AWARENESS MONTH CAMPAIGN OVERVIEW

Campaign Dates: September 1, 2024 – September 30, 2024

INTRODUCTION AND KEY MESSAGES

Join us this September to raise awareness of chronic pain. This is the first collective campaign for the [Pain Collaborative to Advance Equitable Value-Based Solutions](#).

Through this collaborative campaign, we will be able to *more substantially* increase awareness about pain by leveraging the unique strength of the Pain Collaborative's infrastructure that includes leaders and experts representing people with lived experience, healthcare providers (representing an "ideal" interdisciplinary pain team), academia, public and private insurers, purchasers of healthcare, industry, innovators and more.

Chronic pain is the #1 cause of disability globally. It negatively affects a person's quality of life, as well as impacts social environments and mental health.

Nearly 20 million Americans have pain that prevents life activities and work. Individuals need access to a wide range of effective treatments to manage their pain. Further, with so many non-opioid options available and encouraged, there is a deep disconnect in the translation of this multimodal model to individuals with pain, especially those who are underserved. Many known [barriers exist](#) and stakeholders must work together to expedite access to quality care.

- **Pain awareness:** Promoting pain awareness increases understanding and helps reduce stigma against individuals living with pain and providers caring for them. Pain is often called "the invisible illness".
- **Importance of equitable, value-based pain care:** Promoting the position that all individuals, regardless of their background, gender, race, sexuality, etc., have access to an integrated model of care focused on improving outcomes, where providers work together to treat the whole person, rather than a specific issue.
- **Connecting more dots among Pain Collaborative Participants:** Promoting, sharing, and posting about the ongoing work of participating organizations. Sharing research on social media, as well as sharing and creating and posting media to this end.
 - **NOTE:** Scroll down to see the list of all Participants' social media handles at the end of this document.

GOALS OF SOCIAL MEDIA CAMPAIGN

The goals of this collaborative social media campaign are to:

1. showcase the combined efforts of the Collaborative by sharing and interacting with participant content,
2. promote education about topics that align with the collaborative's goals; multi-modal pain care, equitable value-based whole health care, low back pain, right care at the right time,
3. promote general pain awareness to both educate and spark conversation about pain care and the Collaborative itself.

The Pain Collaborative to Advance Equitable Value-Based Solutions will be posting and sharing content to support this campaign on their social media channels – and its team has created shareable social media graphics and captions for you to share on your channels to spotlight our partnership and to participate in sharing information for Pain Awareness Month.

CAMPAIGN DETAILS

Collaborative Campaign Hashtag: #RightCareAtTheRightTime (Please use this hashtag when participating.)

Other Suggested Hashtags: #PainCollaborative #PainAwarenessMonth, #ChronicPain, #PainAwareness, #LivingWithPain, #WholeHealth, #RealPainStories #IntegrativePainManagement #BioPsychoSocialCare #MoveAwayFromPain

X: [@PainCollab](#) **LinkedIn:** [@Pain Collaborative to Advance Equitable Value-Based Solutions](#)

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 creating individualized posts as needed (e.g., you can see examples for yoga, massage and VA). If you would like assistance with individualized captions or have any questions, please reach out to Amy Goldstein at amy@painmanagementalliance.org.

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

- **Sample Topics:**

- Understanding Chronic Pain
- Visual Quotes (from patients and providers)
- Informational Posts (facts, statistics, research promotion)
- Acute vs Chronic Pain
- Pain Myths vs Realities
- Self-care Awareness Month
- Suicide Prevention Month



- **Sample Graphics:**

We hope you'll be able to use any of these graphics during September. Please note that some are individualized for massage, yoga, OT, and we can help any of our participating groups to individual posts based on their organization's needs.

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

Sample Social Media Captions to Introduce Pain Awareness Month:

*(Paired with **September is Pain Awareness Month** graphic.)*

1. Join us this September in raising awareness for chronic pain. Whether you live with pain or support someone who does, your voice can make a difference. Let's advocate for better care and understanding. #RightCareAtTheRightTime #PainAwarenessMonth
2. Did you know that chronic pain affects more people than diabetes, heart disease, and cancer combined? It's time to debunk the myths and spread the facts. Let's raise awareness this September. #RightCareAtTheRightTime #PainAwarenessMonth
3. September is Pain Awareness Month—a time to listen, learn, and support those living with chronic pain. An integrated and whole-person centered approach to pain care should be accessible for all! #RightCareAtTheRightTime #PainAwarenessMonth

Sample Social Captions to introduce Partnership with the Pain Collaborative:

*(Paired with **We Are Partnering With** graphic.)*

1. *[Insert your organization name here]* is proud to join the Pain Collaborative to Advance Equitable, Value-Based Solutions. Together, we unite people with lived experience, clinicians, health systems, insurers, researchers, policymakers, and experts, all dedicated to a BioPsychoSocial approach to address the complex needs of those living with pain.

Discover more about how we're making a difference
at <https://healthcarecollaboratives.com/pain-collaborative/>.
#RightCareAtTheRightTime #PainAwarenessMonth

2. We understand that pain impacts every aspect of health—physical, mental, emotional, social, and spiritual. That is why all people should understand and have access to effective, [multimodal pain care options](#). We're proud to partner with the Pain Collaborative to Advance Equitable, Value-Based Solutions in spreading awareness about chronic pain this September. #RightCareAtTheRightTime #PainAwarenessMonth #WholeHealth #IntegrativePainManagement #IntegratedPainManagement
3. Did you know that chronic pain affects more people than diabetes, heart disease, and cancer combined? This September, we're joining the Pain Collaborative to Advance Equitable, Value-Based Solutions to raise awareness and drive change.
#RightCareAtTheRightTime #PainAwarenessMonth
4. Did you know that nearly 20 million Americans have pain that prevents life activities and work? This September, we're joining the Pain Collaborative to Advance Equitable,

Value-Based Solutions to raise awareness and drive change.
#RightCareAtTheRightTime #PainAwarenessMonth

Sample Social Media Captions related to Massage

1. **IMAGE:** Did You Know... The VA considers medical massage therapy to be integral to comprehensive pain management and self-care.

Caption for LinkedIn:

Massage therapy provided by a licensed/credentialed massage therapist is considered an evidence-based complementary and integrative approach to treating pain by the Veteran Health Administration (VHA) as part of a Whole Health system of care.

Learn more: <https://tinyurl.com/fk5wm9ns>

Caption for X:

Medical massage therapy for pain is recognized as an evidence-based complementary, integrative approach by the @VeteransHealth Administration.

Learn more: <https://tinyurl.com/fk5wm9ns>

2. **IMAGE:** Expediting access to quality whole health care...

Caption for LinkedIn:

Value-based pain care is not consistently understood or accessible to many, especially those who are marginalized. An effective multi-modal pain care plan includes a combination of treatments and therapies, individualized to a person's needs.

Studies show that massage therapy can help with pain relief and management, reduce medical costs, and improve quality of life. Additionally, a 2022 survey conducted by the US Pain Foundation found that one-third of patients reported massage therapy as very helpful.

Learn more: <https://www.amtamassage.org/resources/massage-and-health/pain-relief/>

Caption for X:

Massage therapy can help with pain relief, reduce medical costs, and improve quality of life. Learn more: <https://www.amtamassage.org/resources/massage-and-health/pain-relief/>

3. **IMAGE:** Did You Know... Massage therapy's role in integrative pain management has become widely accepted in major hospitals and in daily medical practice.

Caption for LinkedIn:

A wealth of research has shown the impact of massage therapy for pain management and relief.

To learn more about new research demonstrating massage therapy's value and efficacy, read AMTA's "Massage Therapy in Integrative Care & Pain Management" at <https://www.amtamassage.org/publications/massage-therapy-integrative-care-pain-management/>.

Caption for X:

Massage therapy is an important part of integrative pain management. Learn more at <https://www.amtamassage.org/publications/massage-therapy-integrative-care-pain-management/>.

4. **IMAGE:** Did You Know...Massage therapy can help to treat both new pain and chronic pain.

Caption for LinkedIn:

Massage therapy for acute pain aims to facilitate short-term relief and—in that regard—is typically also short-term. Conversely, chronic pain's extended life span usually calls for an equally extended massage treatment plan. Proper pain assessment is a vital yet challenging process that calls upon a therapist's skills in listening, observation and massage technique.

Learn more about patient assessment and a variety of techniques for treating various pain conditions: <https://www.amtamassage.org/publications/massage-therapy-journal/massage-for-acute-and-chronic-pain/>

Caption for X:

Learn more about patient assessment and techniques for treating various pain conditions: <https://www.amtamassage.org/publications/massage-therapy-journal/massage-for-acute-and-chronic-pain/>

Sample Social Media Posts related to YOGA

1. **IMAGE:** Pain Awareness Month

Caption:

Yoga therapy is an essential component of comprehensive integrative pain management that has the power to improve patient outcomes and alter the trajectory of the public health crisis of poorly addressed pain.

To learn more, read the IAYT white paper Yoga Therapy and Pain: How Yoga Therapy Services in Comprehensive Integrative Pain Management, and How It Can Do More <https://bit.ly/3z7RHgb>

2. **IMAGE:** Expediting access to quality whole health care...

Caption:

Value-based pain care is not consistently understood or accessible to many, especially those who are marginalized. An effective multi-modal pain care plan includes a combination of treatments and therapies, individualized to a person's needs.

Yoga therapy can help with many types of pain, including chronic pain, joint pain, neck pain and headaches. It can also improve pain-related disability, range of motion, quality of life and boost mood.

3. **IMAGE:** Did you know...Yoga can help to treat pain for people living with back pain, neck pain, knee pain, pelvic pain, fibromyalgia, rheumatoid arthritis, headaches, and migraines.

Caption:

Studies show that yoga interventions are an effective means of treating pain for people living with back pain, neck pain, knee pain, pelvic pain, fibromyalgia, rheumatoid arthritis, headaches, and migraines.

To learn more, read the IAYT white paper Yoga Therapy and Pain: How Yoga Therapy Services in Comprehensive Integrative Pain Management, and How It Can Do More <https://bit.ly/3z7RHgb>

4. **IMAGE:** Did you know...The VA considers Yoga to be integral to comprehensive pain management care and self-care.

Caption for LinkedIn:

Yoga is considered an evidence-based complementary and integrative approach that supports pain management by the Veteran Health Administration as a part of a Whole Health system of care.

Learn more: <https://tinyurl.com/3ysyr8f9>

Caption for X:

Yoga is recognized as an evidence-based complementary, integrative approach by the @VeteransHealth Administration and can be used in support of pain management.

Learn more: <https://tinyurl.com/3ysyr8f9>

5. **IMAGE:** Did you know...Yoga therapy is not the same as general yoga when it comes to addressing chronic pain

Caption:

Yoga therapists hold a certification recognized as the standard in their field, awarded to those who complete rigorous, accredited training programs. Many yoga therapists also have specialized training in other health-related disciplines, equipping them to work with individuals facing specific health conditions. They collaborate closely with healthcare providers to achieve quality outcomes as part of a whole-health approach to care.

The primary focus of yoga therapy is therapeutic, tailored to address unique physical, mental, or emotional needs. This personalized practice often targets conditions such as chronic pain, anxiety, depression, and more, providing a holistic path to wellness.

Learn More about the IAYT credential called *Certified Yoga Therapist (C-IAYT)* at <https://www.iayt.org/page/certification>.

Sample Social Media Posts related to OCCUPATIONAL THERAPY

1. IMAGE: Pain Awareness Month

Caption for LinkedIn:

Pain is the top reason given for seeking health care—an occupational therapy practitioner can help!

Occupational therapy (OT) can help people living with pain to incorporate self-management strategies into their daily routines to reduce pain, increase participation in meaningful activities, and improve quality of life.

Learn more about how OT can help you or a loved one living with pain:

<https://www.aota.org/practice/practice-essentials/quality/quality-resources/role-of-ot-pain-management>

Caption for X:

Pain is the top reason for seeking health care—learn how occupational therapy can help! <https://www.aota.org/practice/practice-essentials/quality/quality-resources/role-of-ot-pain-management>

2. IMAGE: Did you know... Occupational therapy for pain management is a covered service by most insurance companies.

Caption for LinkedIn:

Occupational therapy for pain management is a covered service by most insurance companies, including commercial (employee-sponsored and marketplace plans), Workers' Compensation, Medicare, and Medicaid plans. However, there is wide variability in the terms of coverage, such as the number of visits and allowed interventions. Occupational therapy clinics often assist individuals with pain in determining insurance eligibility and coverage and, if necessary, gaining authorization for service. Patients are typically responsible for a deductible, coinsurance, or copayment.

Learn more: <https://www.aota.org/practice/practice-essentials/quality/quality-resources/role-of-ot-pain-management>

Caption for X:

Occupational therapy for pain is a covered under most insurance. Learn more: <https://www.aota.org/practice/practice-essentials/quality/quality-resources/role-of-ot-pain-management>

3. IMAGE: Did you know... Occupational therapy has been recognized as a key service to treat chronic pain by Medicare, Medicaid and the CDC.

Caption for LinkedIn:

According to the Chronic Pain Experience Journey Map, occupational therapy is a key service used to treat chronic pain.

This document, an educational document created jointly by the Centers for Medicare and Medicaid Services (CMS) and the Centers for Disease Control (CDC), is derived from stakeholder interviews focusing on the experiences of those living with and treating chronic pain. Its intent is to highlight the most prominent barriers experienced by people accessing care and the influencers acting on providers, ultimately affecting the person with chronic pain, their quality of care, and their quality of life.

Learn more: <https://www.cms.gov/files/document/cms-chronic-pain-journey-map.pdf>

Caption for X:

Occupational therapy has been recognized as a key service to treat chronic pain by Medicare, Medicaid and the CDC. Learn more: <https://www.cms.gov/files/document/cms-chronic-pain-journey-map.pdf>

Sample Social Media Captions related to Veterans

1. **IMAGE:** Did you know...September is for Pain Awareness *and* Self Care Awareness. Self-management therapies such as exercise, meditation, and support groups can help those with chronic pain to improve their level of activity, reduce disability, and keep pain to a minimum.

Caption for LinkedIn:

The VA helps to connect both veterans and the public with free resources and apps to help with self-management of chronic pain. Learn more: https://www.va.gov/PAINMANAGEMENT/Veteran_Public/Self_Management.asp

Caption for X:

The VA provides free resources & apps to help with self-management of chronic pain. Learn more: https://www.va.gov/PAINMANAGEMENT/Veteran_Public/Self_Management.asp

Tag: On X: @VeteransHealth

2. **IMAGE:** Did you know...September is for Pain Awareness *and* Self Care Awareness. People with moderate or severe pain are three times more likely to have suicidal ideation.

Caption for LinkedIn:

The VA found that the risk of suicide may increase with frequent pain episodes, longer pain duration, pain-related sleep problems, and higher levels of pain catastrophizing. However, use of pain management programs and nonpharmacologic treatments for pain have been shown to result in fewer self-inflicted injuries and fewer cases of suicidal ideation.

Learn more:

https://www.mentalhealth.va.gov/suicide_prevention/docs/FSTP-Chronic-Pain.pdf

Caption for X:

Chronic pain may increase suicide risk, but pain management programs & non-pharm treatments can help.

https://www.mentalhealth.va.gov/suicide_prevention/docs/FSTP-Chronic-Pain.pdf

Tag: On X: @VeteransHealth

3. **IMAGE:** Did you know...The VA considers Yoga to be integral to comprehensive pain management care and self-care.

Caption for LinkedIn:

Yoga is considered an evidence-based complementary and integrative approach that supports pain management by the Veteran Health Administration as a part of a Whole Health system of care.

Learn more: <https://tinyurl.com/3ysyr8f9>

Caption for X:

Yoga is recognized as an evidence-based complementary, integrative approach by the @VeteransHealth Administration and can be used in support of pain management.

Learn more: <https://tinyurl.com/3ysyr8f9>

4. **IMAGE:** Did you know... The VA considers clinical massage therapy to be integral to comprehensive pain management care and self-care.

Caption for LinkedIn:

Massage therapy provided by a licensed/credentialed massage therapist is considered an evidence-based complementary and integrative approach to treating pain by the Veteran Health Administration's (VHA) Whole Health system of care.

Learn more: <https://tinyurl.com/fk5wm9ns>

Caption for X:

Massage therapy for pain is recognized as an evidence-based complementary, integrative approach by the @VeteransHealth Administration.

Learn more: <https://tinyurl.com/fk5wm9ns>

RESOURCES

- **Graphics and Templates**
 - [Download graphics here.](#)
 - [Access customizable Canva templates here.](#)
- **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.

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.

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

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/>

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 Family Physicians (AAFP)

X: <https://x.com/aafp>
Instagram: https://www.instagram.com/the_aafp/
Facebook: <https://www.facebook.com/familymed/>
LinkedIn: <https://www.linkedin.com/company/american-academy-of-family-physicians/>

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

Instagram: 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/AMTAmassage/>

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

American Medical Association (AMA)

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

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

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

LinkedIn: <https://www.linkedin.com/company/american-medical-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

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

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/>

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

Instagram: https://www.instagram.com/national_pain

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

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

National Patient Advocacy Foundation (NPAF)

X: https://x.com/npaf_tweets

Instagram: https://www.instagram.com/patient_advocates/

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

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

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

Instagram: 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/>