

News Article #1 – Living Healthy with Chronic Pain

Contact Information:

[NAME] [AGENCY]

[ADDRESS]

[CITY, STATE ZIP]

[PHONE]

[E-MAIL]

FOR IMMEDIATE RELEASE: [DATE]

Workshops Help [CITY/COUNTY] Residents with Chronic Pain Live Better *Sessions help people reduce stress, prevent complications, increase energy, and be in control of their health*

[CITY], NC—Migraines, Crohn’s Disease, Arthritis, Diabetic Neuropathy, Fibromyalgia—chronic pain comes in many forms. When you have chronic pain, you face challenges every day.

Research shows that getting involved in managing your pain can have a big impact on your quality of life. Self-management refers to the skills and behaviors that can help you live well with your chronic pain. Self-management doesn’t replace physical therapies, medication and psychological support, but is a big part of feeling better.

Living Healthy with Chronic Pain, a workshop offered in [CITY/COUNTY], teaches people with chronic pain effective self-management techniques to deal with problems. These techniques include exercises for maintaining and improving strength, methods to communicate effectively with your doctor and family, ways that nutrition impacts health, and how to pace activity and rest. It is for adults of all ages who live with chronic pain. The workshop is offered at [LOCATION] and begins [DATE].

“The good news,” says [local instructor, partner or program administrator], “is that this workshop is a resource to get you started on managing your pain. Pain often gets in the way of hopes and dreams, but it doesn’t have to. If pain has made you feel lost, we can help get your life back through this workshop. Don’t give up!”

Living Healthy with Chronic Pain workshops are delivered in six two-and-a-half-hour weekly sessions. They are taught by two certified leaders; either one or both are non-health professionals who have chronic pain themselves and will lead the workshop from their own experience.

[Insert a quote from a local leader that explains why they got involved and the benefits they see the workshops offer participants. For example: “It is amazing to see the change that occurs after people go through the workshop,” says [local leader]. “People are more confident, energetic and have a new support system in place, all of which helps them lead a healthier life.”]

During the six-week session, participants receive support from trained leaders and other workshop participants, learn practical ways to manage their stress and fatigue, learn about healthy eating and exercise options, foot care, relaxation techniques, learn better ways to communicate about their chronic condition with doctors and family members, problem-solving and goal-setting.

[Insert a quote from a participant about the positive benefits they have experienced from taking the workshop].

For information on workshops in your area, visit healthyagingnc.com or call [phone number].

Sample PSA – Living Healthy with Chronic Pain

Sample PSA Script (30 seconds)

Do you live with chronic pain? Living with persistent pain can be discouraging. It's easy to feel defeated. There is hope. Consider a Living Healthy with Chronic Pain Workshop, now available in [COUNTY/CITY], beginning [DATE] and meeting once a week for six weeks. Workshops provide tips on reducing pain and fatigue, eating better, appropriate exercises for maintaining and improving strength, talking with your doctor, and more. For details visit www.healthyagingnc.com or call [PHONE NUMBER]. That's [REPEAT NUMBER]. Living Healthy with Chronic Pain — your path to less pain, more energy, and living the life you want. A message from [AGENCY] and [RADIO STATION].