



pain revolution

Pain is always  
about protection.

# Pain Education

*Helping Australian's understand and better manage chronic pain*

*Pain is a huge problem affecting 20% of the population and cost Australia \$73.2bn in 2018.*



# Pain Revolution - Rethink. Re-engage. Recover.



1 in 5 Australians live with chronic pain and less than 10% get the help they need to recover. We also know that chronic pain affects many people in rural communities.

Current Pain Science = Pain is the brain overprotecting the body.

The ride is in its fourth year, and in Victoria alone the Pain Revolution tour educated over **1,000** individuals (many of these medical professionals) on chronic pain and how to manage it better. It's estimated Pain Revolution has touched over **410,000** individuals. **\$125,000** was raised to support the Local Pain Educator network which has grown to incorporate local health care professionals in rural towns of New South Wales, Victoria, South Australia and Tasmania.



# Pain research with claimants

AIA partnered with UniSA to conduct research to determine if pain coaching is effective in a claims management setting.



## Results

**17.9%** improvement in general activity

**17.3%** improvement in enjoyment of life, and

**16.6%** improvement in mood.

Improvement was also noted for pain self-efficacy: the overall score increased by 25% with:

**44.4%** improvement in accomplishing goals

**40.0%** improvement in enjoying activities/hobbies

**40.0%** improvement in 'living a normal life'

**44.0%** improvement in doing some form of work, and

**44.4%** improvement in socialising with family and friends.

Read the full report here:

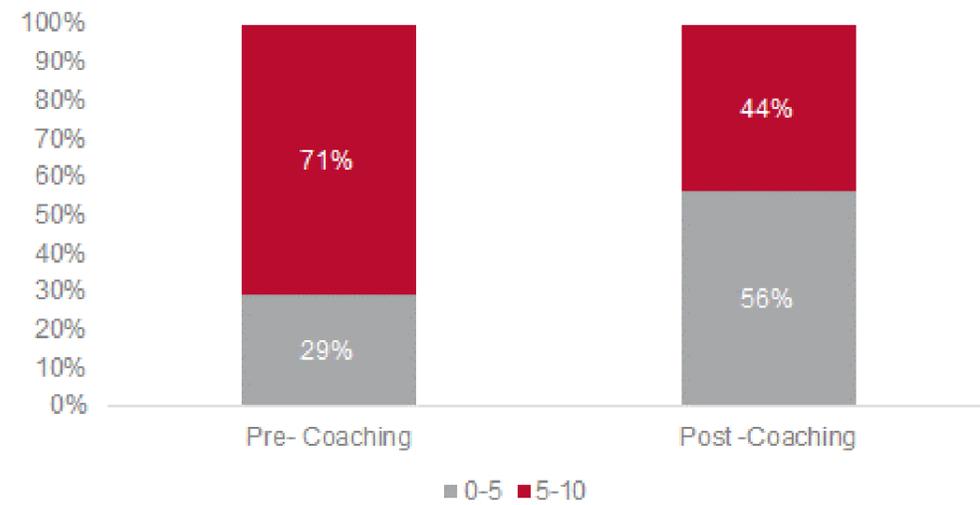
<https://www.aia.com.au/content/dam/au/en/docs/pain-research.pdf>



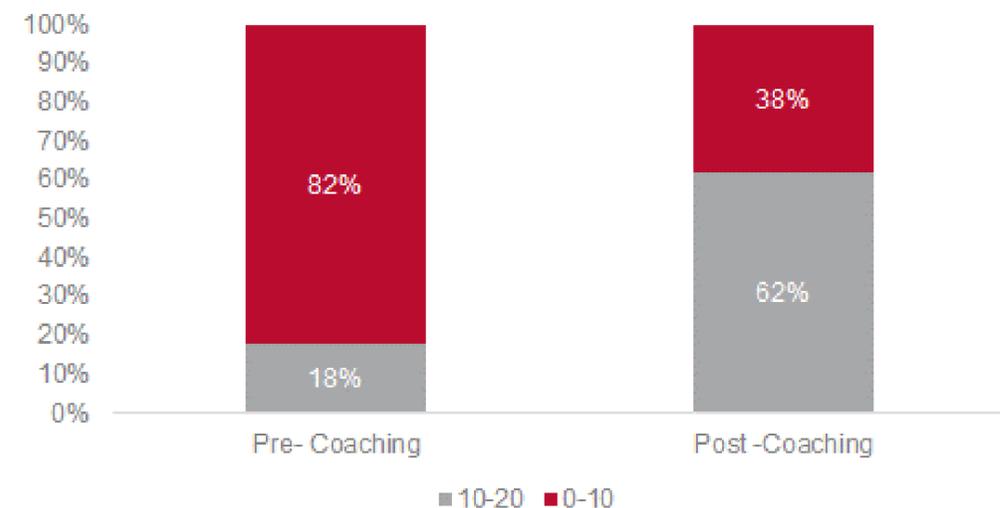
# Pain coaching outcomes

## What we measure

- We use the 'Visual Analogue Pain Scale' where the customer rates their pain on a scale of 0 being no pain and 10 being the worst pain possible. We assess this pre and post program.



- We also measure on a scale of 0 to 20 how the customer rates their ability to undertake 'functional daily tasks'. We assess this pre and post program.





**AIA Australia**

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In 2018, chronic pain cost Australia \$73.2bn\*, not to mention the devastating effect it had on the quality of life of those it touched. We are incredibly proud to support **Pain Revolution** and their rural outreach bike ride tour which is tackling ...see more



**Pain Revolution 2019 – Trevor, ex-chronic pain sufferer talks about**  
[youtube.com](https://www.youtube.com)

## Pain Revolution Vision



Goals of Pain Revolution

"Pain Revolution is a movement charged with **changing how people understand pain** in rural and regional communities in Australia.