

PAINKILLERS DON'T EXIST.

They're only a short-term solution

NHS

PAINKILLERS DON'T EXIST

Expanding to the East of England



Painkillers Don't Exist is a tried and tested behaviour change campaign to raise awareness of pain medication dependency, and reduce prescription rates.

Tackling the spectrum of opioid use - from low level use to addiction - the campaign combines awareness raising with educational resources supporting people with alternative pain management.

Initially launched in 2019 across NHS Sunderland and NHS County Durham, [Painkillers Don't Exist](#), alongside other system wide work, has led to a 34% and 19% reduction in opioid prescriptions respectively. [PrescQipp](#) working with [Magpie](#) have developed the campaign

ready for roll out into the East of England. The campaign focuses predominantly on primary care and its patients and campaign materials support GPs, Practice Managers, Pharmacists and Physios and also patient facing material.

CAMPAIGN MATERIALS

To support Painkillers Don't Exist being adopted across NHS East of England the [website](#) has been adapted to include help and support services from across the region. If you would like to add more please contact:

Louise.Hallworth@WeAreMagpie.com. Louise is the campaign lead for the project.

To assist in the campaign roll out you have access to a toolkit of resources and marketing materials:

Brand guidelines: These are the rule books on how to use the Painkillers Don't Exist brand and how the messaging must be applied. This is to ensure the brand visuals and content is kept consistent across all ICBs.

Campaign overview: This gives you the background to the Painkillers Don't Exist campaign including the behavioural science and insight which fed into the campaign strategy.

Access to all current materials: You have access to the full suite of marketing materials that have been developed since campaign launch. These have been amended so they no longer mention Sunderland or County Durham.

Within this set of materials you have materials focused on encouraging patients to take action:

- Managing pain leaflet artwork
- Pain management plan artwork
- GP Screens artwork
- Pain Medication 3 month prompt card artwork
- Pharmacy bag leaflet artwork
- Pharmacy bag sticker artwork
- Pull up banner artwork
- Posters artwork

- Social media static artwork
- Social media animated artwork
- Website banners

Materials focused on encouraging GPs, Practice Managers, Pharmacists and Physios to get prepared to have conversations with patients about their pain medication:

- Email footer
- Pharmacy leaflet
- Physio leaflet
- GP leaflet

A digital toolkit: You have been provided with 52 social media graphics and the copy to sit alongside them. We suggest posting once per week on social channels. Alongside the toolkit you have been provided with a digital ad strategy.

24 new campaign assets: When the campaign began developing in the East of England it was agreed that Painkillers Don't Exist needs to connect with its target audience digitally. You have been provided with:

- 12 digital newsletters. You can email one newsletter per month to those who you know are on pain medication
- 12 text messages

TRAINING AND DEVELOPMENT

To ensure you feel confident on how to roll out the campaign in your region there will be a total of six strategy and training session (one per ICB). This will go over the campaign approach to date, key learnings, how to access the campaign assets and toolkit and how to use the campaign guidelines.

To book your session please contact Louise.Hallworth@WeAreMagpie.com