

# Marketing in the Media

## Using a Public Service Announcement (PSA)

Contact your local radio station and ask to speak to the PSA or community affairs director. Give that person your “elevator speech,” stressing the prevalence of chronic pain in your community. Explain the positive benefits of the Living Well with Chronic Pain workshop, and ask him or her to read your PSA on the air regularly.

If possible, have a past participant read the PSA. You can then include parts of their experience with their chronic pain and the Living Well with Chronic Pain workshop in the announcement.

Invite the radio station to say, “brought to you by [station].” Send a “thank you” letter to the station, which will remind the PSA director of your “ask,” help strengthen your relationship, and may lead that person to support you again in the future.

## Sample PSA Script (30 seconds)

Do you deal with chronic pain and the limitations that this condition brings to your life? Do you want to take control your life again! Consider a *Living Well with Chronic Pain* workshop, Workshop participants learn

- Strategies to overcome problems such as frustration, fatigue, isolation, and poor sleep
- About exercises for maintaining and improving strength, flexibility, endurance and pacing activity with rest
- Appropriate use of medications and evaluating new treatments
- Communication skills
- The importance of good nutrition in pain management

A Living Well with Chronic Pain workshop is available in [COUNTY/CITY], beginning [DATE] and meeting once a week for six weeks. For details visit [yourjuniper.org](http://yourjuniper.org) or call [PHONE NUMBER]. That's [REPEAT NUMBER].

*Living Well with Chronic Pain* — your path to the healthy life you want.

A message from [AGENCY] and [RADIO STATION].

## Sample Newsletter Article

Contact Information:

[NAME] [AGENCY]

[ADDRESS]

[CITY, STATE ZIP]

[PHONE]

[E-MAIL]

FOR IMMEDIATE RELEASE: [DATE]

***Living Well with Chronic Pain* workshops help [CITY/COUNTY] residents with chronic Pain live better, healthier lives.**

***Sessions help participants, and their support person, deal with the ongoing issues associated with chronic pain***

**[CITY], MN**— Just about everyone feels pain from time to time. When you cut your finger or pull a muscle, pain is your body's way of telling you something is wrong. Once the injury heals, you stop hurting. Chronic pain is different. Your body keeps hurting weeks, months, or even years after the injury. Doctors often define chronic pain as any pain that lasts for 3 to 6 months or more. Chronic pain can have real effects on your day-to-day life and your mental health. But you and your doctor can work together to treat it.

If you have chronic pain, difficult days are inevitable. One of the hardest things to accept may be that there is no cure for your pain. While there are lifestyle changes and medications that can lessen the severity of your pain or fatigue, you will continue to have good days and bad days.

The Chronic Pain Self-Management Program is a six-week workshop that helps people with chronic pain to better manage their symptoms and their daily lives. The workshop provides information and teaches practical skills. It gives people the confidence and motivation they need to manage the challenges of living with chronic pain.

Workshop groups meet once a week for 2½ hours, over six weeks. Workshops are led by two leaders who have taken special training. The leaders are volunteers, many living with chronic pain themselves. In the workshop, you will learn how to:

- use techniques to deal with problems such as frustration, fatigue, isolation and poor sleep;
- exercise for maintaining and improving strength, flexibility and endurance;
- use of medications;
- communication skills;
- healthy eating;
- pacing activity and rest; and
- how to evaluate new treatments.
- More vitality or energy
- Less pain

- Less dependence on others
- Improved mental health
- More involved in everyday activities
- More satisfied with their lives

The Chronic Pain Self-Management Program is a licensed program, was developed by Sandra LeFort, PhD, MN, RN in 1996 at McGill University in Montreal and later updated at Memorial University, St. John's, Newfoundland, Canada, with Lisa Cardas, RN of Toronto, Ontario. The CPSMP was developed in conjunction with Dr. Kate Lorig and the staff of the Stanford Patient Education Research Center. It was derived from Stanford's Arthritis Self-Management Program and the Chronic Disease Self-Management program

*A Living Well with Chronic Pain*, a workshop will be offered in [CITY/COUNTY]. The workshop is offered at [LOCATION] and begins [DATE].

There's a significant need for support for people with chronic pain. Nearly 50 million American adults have significant chronic pain or severe pain, according to a 2015 study prepared by National Institutes of Health's National Center for Complementary and Integrative Health (NCCIH), "The good news," says [local instructor, partner or program administrator], "is that people who have participated in a Living Well with Chronic Pain Workshop have learned strategies and coping skills that can improve their quality of life. .

The *Living Well with Chronic Pain* workshops are a wonderful complement to medical care, equipping people to live well outside the doctor's office so they can make the most of their treatment and live the lives they want."

## Sample Media Release

Contact Information:

[NAME] [AGENCY]

[ADDRESS]

[CITY, STATE ZIP]

[PHONE]

[E-MAIL]

FOR IMMEDIATE RELEASE: [DATE]

[CITY], MN – [SPONSORING AGENCY] will be offering a *Living Well with Chronic Pain* Workshop series beginning [DATE] at [LOCATION].

*Living Well with Chronic Pain* is a six-week program, that was developed by Sandra LeFort, PhD, MN, RN in 1996 at McGill University in Montreal and later updated at Memorial University, St. John's, Newfoundland, Canada, with Lisa Cardas, RN of Toronto, Ontario. The CPSMP was developed in conjunction with Dr. Kate Lorig and the staff of the Stanford Patient Education Research Center. It was derived from Stanford's Arthritis Self-Management Program and the Chronic Disease Self-Management program. *Living Well with Chronic Pain* was developed for people who have a primary or secondary diagnosis of chronic pain. Pain is defined as being chronic or long term when it lasts for longer than 3 to 6 months, or beyond the normal healing time of an injury. Examples of chronic pain conditions are: chronic muscular-skeletal pain (such as neck, shoulder, back pain, etc.), fibromyalgia, whiplash injuries, chronic regional pain syndromes, repetitive strain injury, chronic pelvic pain, post-surgical pain that lasts beyond 6 months, neuropathic pain (often caused by trauma), or neuralgias (such as post-herpetic pain, and trigeminal neuralgia), and post stroke or central pain. *Living Well with Chronic Pain* may also benefit those who have conditions such as persistent headache, Crohn's disease, irritable bowel syndrome, diabetic neuropathy, or those who experience severe muscular pain due to conditions such as multiple sclerosis.

Past participants report More vitality or energy, less pain, less dependence on others, improved mental health, More involved in everyday activities and More satisfied with their lives as a result of taking the *Living Well with Chronic Pain* workshop.

To register or for more information for the upcoming workshop, contact [AGENCY CONTACT INFORMATION].

## Submitting Notices to a Community Calendar

Calendar listings in local media outlets may be helpful for promoting a workshop.

Every media outlet has a different process for submitting information to its calendar. Review their website first to see if it lists “Events.” Next, click on “Contact Us.” Often, the email address for submissions will be listed. If not, you can send an email to the general email address with “Calendar/Event Listing” in the subject line. The local newspaper may also have information on how to submit a calendar listing.

Most outlets have guidelines for submitting calendar listings.

Common information includes:

- Event title
- Date, day, and time of event
- Location
- Address
- City and ZIP code
- Phone number
- Website
- Cost
- How people can register
- Brief description of the workshop

## Sample Notices for a Community Calendar

### **Sample 1:**

**Take Charge, Feel Better!** *“I was tired and stressed out. My arthritis was my boss. It was always telling me what I couldn’t do. The Living Well with Chronic Pain workshop put me back in charge. Now I have the practical skills to do the things that matter. I’m in control of my life.”* A six-week Living Well with Chronic Pain workshop for people with chronic pain, or for someone who lives with them will be offered at [LOCATION] from [DATE, TIMES]. To register or to receive more information, call [NUMBER] or visit [yourjuniper.org](http://yourjuniper.org)

### **Sample 2:**

Take control of your life by participating in a *Living Well with Chronic Pain* workshop If you or someone you care about has chronic or long term pain when that has lasted longer than 3 to 6 months, or beyond the normal healing time of an injury. This workshop can help you thrive.

You’ll get the support you need, find practical ways to coordinate all the things needed to manage your health, as well as to help keep active in life.

You will also learn tips on exercise, healthy eating, ways to communicate better with doctors and family members, problem-solving, and goal-setting.

To register or to receive more information, [CONTACT INFO] or visit [yourjuniper.org](http://yourjuniper.org)