

# HELP US TALK ABOUT PAINKILLER ADDICTION.



**Painkillers Don't Exist** is an NHS campaign that aims to raise awareness of the dangerous effects of long-term opioid pain medication and empower people living with pain to make informed decisions about their health.

The campaign launched across Durham CCG in Autumn 2021 and received widespread coverage in local media and social media. We witnessed a reduction in prescriptions of 16%. We want to continue the campaign to help people understand how to manage persistent pain more effectively.

## Sharing stories

By sharing personal stories, we aim to reach people who may not recognise their painkiller use needs to be addressed. We know **stories are the most visited part of the website**. We hope the different stories will resonate with individuals and their family and friends, and ultimately lead them to seek support to reduce consumption. You can view previous examples at [www.painkillersdontexist.com/stories](http://www.painkillersdontexist.com/stories)

## We need your help

Do you know someone who would be willing to share their experience of painkiller dependency? This will help shape the campaign and raise awareness of the issues.

Stories and/or initial contact details can be submitted online at [www.painkillersdontexist.com/share](http://www.painkillersdontexist.com/share) or people can email directly on [michelle@wearemagpie.com](mailto:michelle@wearemagpie.com)

## A sensitive approach

There are many shades of dependency, and this is a highly sensitive and personal issue. We will ensure anyone considering sharing their story is treated individually and with understanding. Nothing will be published without full consent.