



## PUBLIC SERVICE ANNOUNCEMENT

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FOR IMMEDIATE RELEASE  
October 21, 2008

### National Pain Awareness Week November 2 - 8, 2008

COMOX – Chronic pain is a major health care and social problem of epidemic proportions, but one that is frequently misunderstood. During National Pain Awareness Week November 2<sup>nd</sup>-8<sup>th</sup>, the Comox Valley Nursing Centre wants to remind residents there are resources available to help to those living with chronic pain.

It is estimated that nearly one third of BC adults suffer from persistent pain, and 2-3% have severe pain and disability. And with an aging population, that figure is only going to get higher.

People with severe chronic pain are more likely to be hospitalized and are more likely to suffer from clinical depression. These individuals require four times as many medical consultations than people without chronic pain.

Despite this, chronic pain is a problem that remains largely invisible and frequently misunderstood. Barriers to optimal pain management include attitudes, lack of information and skills to manage pain for both patients and health care providers, and long wait times for pain clinics for those who require this service.

VIHA's Comox Valley Nursing Center works in partnership with other VIHA and Community resources to provide a number of resources to those living with chronic pain in hopes of educating, empowering and advocating for care. Examples of these programs include our Swim and Active 8 exercise classes, Good Vibrations Relaxation Therapy, Chronic Pain Management Series, and our patient advisory group, the Chronic Pain Society.

This year we are partnering with the CANADIAN PAIN COALITION to host an information table at the Comox Mall on November 1, 2008 from Noon to 4 PM.

We look forward to seeing you there.

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For more information contact:  
Brenda Bouttell, RN  
Comox Valley Nursing Center  
250-338-1711 or visit our website at: [www.viha.ca/comox\\_valley\\_nursing\\_centre](http://www.viha.ca/comox_valley_nursing_centre)