



CANADIAN PAIN SOCIETY

PAIN EDUCATION MEDIA CAMPAIGN

MEDIA COVERAGE REPORT

JULY 2009

TO: DR. MARY LYNCH
FROM: ROB MCEWAN, ARGYLE COMMUNICATIONS
SUBJECT: CANADIAN PAIN SOCIETY MEDIA COVERAGE REPORT
DATE: FRIDAY, JULY 10TH, 2009

Dear Dr. Lynch,

We are pleased to provide you with a media coverage summary report that reflects our media relations efforts in early July surrounding the Canadian Pain Society's media advisory entitled "Jackson Investigation Highlights Misconceptions Surrounding Pain Management."

Following a strategic request from Dr. Mary Lynch, Argyle Communications assisted the Canadian Pain Society (CPS) with a timely, responsive media relations strategy to educate Canadians on the unfortunate issue of under treated pain.

In the wake of mass negative pain addiction/abuse media coverage following the unfortunate death of Michael Jackson, the CPS posted a media advisory/interview opportunity, and proactively pitched interview opportunities and feature story topics to news, health and lifestyle reporters. Our goal was to raise awareness of the fact that pain is undertreated in our society and 90 per cent of people in pain who are treated with opiate pain medication use their medications responsibly.

Overall, the earned media coverage we've been able to secure is extremely positive in tone. We were able to secure **34 stories** to date. All articles include spokesperson quotes and reflect key messages set forth by the CPS. Highlights of this campaign include: interview with Sharon Lem of Sun Media, which was published nationally in a variety of Sun Media outlets; interview with CFRB 1010 AM a leading Toronto talk radio outlet; and prominent online postings with globeinvestor.com, canadianbusiness.com and edmontonsun.com.

To date, we have succeeded in generating an audience reach of more than **3.5 million** media impressions for this responsive communications campaign.

If you have any comments or questions, please do not hesitate to contact me.

Sincerely,

Rob McEwan
Vice President
Argyle Communications

Jackson Death Puts Focus on Painkiller Addiction

By Joan Delaney

Epoch Times Staff Jul 8, 2009

Michael Jackson's death has prompted fears that pain medications could be tougher to come by and has raised the issue of prescription drug abuse, a growing public health concern.

The Canadian Pain Society (CPS) is concerned that the negative publicity surrounding Jackson's addiction to painkillers could result in people who take medication to treat chronic pain being stigmatized or made to feel like they might be doing something wrong.

Some patients may even fear that their doctors could be scared into stopping their pain-relieving medications altogether.

"Every time something happens in the world that leads to negative press around either addiction, abuse, or diversion, what ends up happening is the access that people can get to their agents can become more difficult," says Mary Lynch, CPS president and professor of Anesthesia, Psychiatry, and Pharmacology at Dalhousie University.

"Michael Jackson's untimely death is a really a tragic situation and we're very sorry that it happened, but it is highlighting the importance of chronic pain and the need for access to treatment."

Jackson's long-running addiction to several prescription painkillers, including the powerful narcotics Diprivan and Oxycontin, is said to have contributed to his death on June 25 at the age of 50.

Lynch says "there is an escalating public health problem related to pain that needs to be grasped," such as a wait list of over a year at one-third of Canada's multidisciplinary pain centres.

"In Canada we have six million people suffering from chronic pain that is moderate to severe. We have a problem with under-servicing that population."

Worldwide, narcotics regulations have led to a situation where in many developing countries, patients do not have access to oral morphine when they're dying of diseases such as cancer, says Lynch.

"Internationally we have a huge problem getting access to these necessary agents to assist people with pain."

Oxycontin Addiction

But there is an equally huge problem with addiction to prescription painkillers.

Prescription drug abuse is growing rapidly in Canada and the United States, with addiction to the painkiller Oxycontin, an oxycodone preparation, at epidemic proportions in many areas.

Hundreds of deaths have been associated with the drug, which also goes by the name of Hillbilly Heroin, coined because Oxycontin abuse is rampant throughout mainly poor and rural regions of the U.S.

Studies in both countries show that addiction to prescription opioids has surpassed that of street drugs such as heroin and cocaine.

“Well over 80 percent of the people who come to us are addicted to prescription opiates, mostly oxycodone preparations,” says Dr. John Craven.

Craven works at a large methadone prescribing clinic in London, Ontario, which, along with Atlantic Canada, has one of the highest rates of Oxycontin addiction in the country.

Approved by Health Canada about six years ago, Oxycontin was designed to be time-released. But if it is crushed or chewed and either inhaled or injected, it produces a euphoric heroin-like effect that makes the drug highly addictive.

Craven says Oxycontin addiction is an extremely difficult habit to kick even for seasoned drug users, adding that he sees increasingly more youth becoming addicted. Studies show that the potent painkiller has become the drug of choice for many teenagers.

“Every year that I’ve worked at our clinic the average age goes down.... We had a mother not too long ago begging us to take her two 15-year-old sons on in treatment. I mean, they do not have the capacity to get off these medications without intensive treatment.”

Although the package carries a warning, teenagers in particular may not realize how dangerous Oxycontin is when used inappropriately.

The U.S. Drug Enforcement Association predicts that before long, every community in America will be confronted with the issue of OxyContin abuse.

Contributing to the problem in the U.S. are the approximately 100 storefront pain clinics located in Florida which supply a black market in painkillers that extends across several states including Kentucky, West Virginia, and Massachusetts.

Appropriate Use

The Canadian Pain Society emphasizes that the vast majority of people prescribed opioids for pain do not become addicted, nor do they manifest behaviours such as taking more pain medicine than prescribed, seeing multiple doctors to obtain more medication, or buying the medication on the street.

“The main thing is not to let the issue of diversion and the fact that some people will lie and some people will do wrong things with their drugs prevent the majority of patients who are using these meds responsibly from getting access to the medications they need in order to cope and live with their pain,” says Lynch.

She points out that when prescribed appropriately and taken correctly, prescription opioids are safe and provide valuable relief of pain.

But as far as Craven is concerned, doctors are far too quick to prescribe these powerful painkillers.

“Many of the patients I see get offered these medications when they don’t even ask for them, after dental procedures or minor procedures or minor emergency visits,” he says.

“Obviously those who are addicted are pressuring their doctors for more, but I don’t see people who aren’t addicted pressuring them—they just get prescribed them very easily.”

A 2007 study published in the Canadian Medical Association Journal found that in most cases, prescription painkillers used by street drug abusers come from the medical system rather than from illicit production and distribution.

The study made a number of recommendations, including educating physicians, pharmacists and the public, reducing improper prescribing practices, expanding prescription drug monitoring programs, and developing non-opioid treatments for chronic pain.

However, Craven says the “big issue” with opioid medications is not that they treat pain per se—it’s “the other things that they do.”

“For people with anxiety disorders they relieve anxiety, for people with post traumatic stress disorder they relieve all sorts of emotional pain, for a person working ten hours at a factory they make the day float by.

“Doctors think they’re prescribing them for pain, but in fact people are going to get them for a lot of

The Epoch Times

Epochtimes.com

July 8, 2009

Audience Reach Scarborough: 22,842

Audience Reach Burnaby: 20,057

Total Unique Viewers: 69,220



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other reasons, and that's how they get hooked. And once somebody's brain is dependant on it, it's a very hard, long-term process of ever getting back close to normal."

Canada not doing enough

Posted By SUN MEDIA

Michael Jackson's death should highlight the need to address Canada's inadequate treatment of chronic pain, experts say.

"In the wake of Michael Jackson's tragic death, it's important not to focus on over-prescribing pain medicine or addiction, but rather focus on the bigger problem which is the under-treatment of pain," said Dr. Mary Lynch, president of the **Canadian Pain Society**.

"The (Michael Jackson) reports are saying most people who are prescribed analgesic medication are over-prescribed and become addicts and that's not true," said Lynch, a Dalhousie University professor of anaesthesia, psychiatry and pharmacology.

There are six million Canadians suffering from moderate to severe chronic pain.

But, Lynch said there are too few publicly-funded pain clinics across Canada and more than one-third of those suffering from chronic pain, stay on the waiting list for more than a year before receiving treatment.

"In the first place, you have to give people access to proper treatment and education about pain management. Chronic pain is a chronic disease and you have to learn basic self-management to control the ongoing pain," Lynch said.



July 6, 2009

Audience Reach: 387,000

Total Unique Viewers: 100,000



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Canadians undertreating pain: Expert

Michael Jackson's death should highlight the need to address Canada's inadequate treatment of chronic pain, experts say.

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July 6, 2009

Audience Reach: 110,000

Total Unique Viewers: 10,000



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July 6, 2009

Audience Reach: 110,000

Total Unique Viewers: 35,000



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July 6, 2009

Audience Reach: 168,100

Total Unique Viewers: 415,429

Chronic pain help a chronic woe: doc

By SHARON LEM, SUN MEDIA

Last Updated: 6th July 2009, 2:34am

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Six million Canadians suffer from moderate to severe chronic pain. But Lynch said there are too few publicly funded pain clinics across Canada.

More than one-third of those suffering from chronic pain stay on the waiting list for more than a year before receiving treatment, he said.

"In the first place, you have to give people access to proper treatment and education about pain management. Chronic pain is a chronic disease and you have to learn basic self-management to control the ongoing pain."

Lynch says a healthy diet, exercise, psychological strategies like relaxation techniques and medication can be helpful when they're used as part of an overall approach to managing pain.



Performer's death highlights pain problem

Posted By SHARON LEM, SUN MEDIA

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Brantfordexpositor.ca

July 4, 2008

Audience Reach: 46,680

Total Unique Viewers: 10,000



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Intelligencer.ca

July 4, 2008

Audience Reach: 28,900

Total Unique Viewers: 47,000

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Media Advisory / Interview Opportunity

Jackson Investigation Highlights Misconceptions Surrounding Pain Management

Pain is undertreated – but must be treated responsibly

Toronto, ON – July 2, 2009 – The investigation following the tragic death of Michael Jackson has focused attention on pain management — not just by celebrities, but also by ordinary patients. Canada’s pain management experts agree that pain medication, when prescribed properly and taken as directed, can effectively treat suffering and dramatically improve a patient’s quality of life. The key, physicians and researchers say, is to improve public understanding surrounding one of the most misunderstood areas of modern medicine.

“In the wake of Michael Jackson’s untimely death, significant attention surrounding over prescribing and addiction has unfortunately been a focus of concern when in fact the bigger problem is under treatment of pain,” said Dr. Mary Lynch, President of the Canadian Pain Society and Professor of Anesthesia, Psychiatry and Pharmacology at Dalhousie University. “Guidelines for the appropriate use of opioids in management of pain have been established allowing physicians to minimize, as much as possible, the risk of misuse and addiction. It is very important that this complex area be presented in a balanced way so as not to perpetuate misconceptions that have done significant harm to people living with chronic pain.”

Interview opportunity

Canadian pain experts Dr. Mary Lynch and Dr. Roman Jovey are available to comment on effective pain management practices. Lynn Cooper, a patient and President of the Canadian Pain Coalition, is also available for comment.

About the Canadian Pain Society

The Canadian Pain Society has been a chapter of the International Association for the Study of Pain since 1982. The aim of the CPS is to foster and encourage research on pain mechanisms and pain syndromes and to help improve the management of patients with acute and chronic pain by bringing together the basic scientists and health professionals of various disciplines and backgrounds who have an interest in pain research and management.

For further information or to schedule an interview:

Rob McEwan

Argyle Communications

416-968-7311 ext 242

rmcewan@argylecommunications.com



July 2, 2009

Audience Reach: 500



Jackson Investigation Highlights Misconceptions Surrounding Pain Management

Pain is undertreated - but must be treated responsibly

Publish Date: Thursday, 2nd of July 2009

by Dr. Mary Lynch

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-0- 07/02/2009 /For further information: or to schedule an interview: Rob McEwan, Argyle Communications, (416) 968-7311 ext 242, [rmcewan\(at\)argylecommunications.com](mailto:rmcewan@argylecommunications.com)/ CO: Canadian Pain Society ST: Ontario IN: HEA MTC SU: MAV -30-CNW 08:30e 02-JUL-09

Media Advisory/Interview Opportunity - Jackson Investigation Highlights Misconceptions Surrounding Pain Management

08:30 EDT Thursday, July 02, 2009

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