



what can I do, and how can I do it?

Speaking Engagements

Take advantage of the opportunity to speak to groups that can be allies in support of pain awareness. Here are a few tips:



- Use a speaking opportunity as intellectual leverage by arming the audience with the facts that they will need to spread the word about your message points.
- Put a face to the pain story. If you have a personal, family or patient experience with pain management issues, telling the story can help to illustrate some of the issues that people suffering from pain face. (If you're referring to a patient, though, remember to speak in generalities to protect confidentiality.)
- End your remarks by challenging the group and its individual members to step up and help out.
- Whenever possible, supply fact sheets or handouts with "write-in" cards so that your audience can act immediately to demonstrate their support while your talk has them motivated.
- Talks are also great opportunities to involve the press. Local weekly newspapers are a good target for these events. Review your local newspapers to identify the reporters who cover either your town or health-related topics, and invite them to cover the event. It also can be an occasion to request a calendar listing.

Informational Flyers

Help the organization publicize your event by drafting informational flyers. Make sure that you have the group's permission to distribute these prior to your talk. The most effective flyers are designed to concisely deliver only a few key points and then refer readers to phone numbers or Web sites for more information. A flyer with too much clutter will not be read.

Some excellent distribution sites for flyers include:

- Outpatient rehabilitation centers
- Waiting rooms of physicians and physical therapists sympathetic to your cause
- Nursing home waiting/reception areas
- Counters of pharmacies interested in pain management education
- Health fair booths
- "Coping with Pain" education courses at local hospitals
- Meetings of your group and its civic group allies
- Employers
- Local churches

Newsletters

If you are not able to secure a speaking session within the organization, another way to reach out to a civic community audience is to write an article for their newsletter, focusing on pain management issues in your community.