



Stakeholder Campaign Briefing

Background

The continued reduction of prescribing of opioids and gabapentinoids is an ongoing national focus due to the growing evidence that they are not the best way to treat persistent pain, and can cause significant risk. County Durham CCG is amongst the highest prescribers in the country (Examples of medications are Morphine, Oxycodone, Codeine, and Pregabalin).

The CCG has already implemented multiple work-streams to support a change in practice across primary care, including prescribing audits, education for clinicians and sharing prescribing data.

We joined the Painkillers Don't Exist campaign in January 2020 and rolled out campaign materials to prescribers in the first quarter of 2020. The campaign was halted due to Covid. In Autumn 2020, we delivered a social media and public facing campaign across traditional media to help raise awareness of the dangers of painkillers amongst the target audience.

The two pronged approach of targeting health professionals (GPs and pharmacists) and the public meant starting a conversation about pain management became easier and as result we witnessed a reduction in opioid prescriptions of 16%.

There is still more work to be done, as we encourage patients to take greater control of their personal health decisions.

The Campaign

The aim of the second phase of the campaign is to develop public knowledge around how to live better with persistent pain and understand when and how pain medication is used most effectively.

The 'call to action' remains to discuss pain and pain medication concerns with their GP. The main target audience is patients on painkillers for persistent pain, and their family or carers.

Campaign Dates: September - December 2021

Key Campaign Activity

- Reissue a digital GP pack – specifically requesting that all PCNs include a link to the painkillers Don't Exist website on their own websites. (A significant source of traffic



to the website came from GP practices who had included the link on their websites in phase one).

- Reissue physical posters to GPs and Pharmacists and include physiotherapists as an influential stakeholder.
- Identify the need for any additional pharmacist communication (digital and hard copy).
- A new dedicated website – that has been redesigned and redeveloped - due to launch mid August.
- Messages via CCG social media (content provided by Magpie and managed by NECS Communications Team)
- Identify any outdoor media opportunities (poster sites outside supermarkets for example, so should we go back into a lockdown, we are still reaching those who may be digitally excluded)
- A range of pavement advertising situated outside high prescribing GP practices and/or pharmacists.

Key messages will be further disseminated via briefings to identified stakeholders across the CCGs, including secondary care providers, Patient groups, practice managers meetings etc.

Campaign Asset Examples

Posters



GP/Pharmacy Leaflet



Pavement Advertising outside GP/Pharmacists in high prescribing areas (new for 2021)

