

WELSH BACKS

Update and next steps

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PEIDIWCH Â CHAEL EICH LLORIO GAN BOEN CEFN
DON'T TAKE BACK PAIN LYING DOWN



Background

- Launched October 2006
- WAG, HSE, WCH and NHS Direct
- Leading experts

AIM

- To minimise the financial, personal, and psychosocial effects of back pain on Wales by:
 - Supporting people to overcome back pain by promoting the ‘stay active’ message and providing information and advice
 - Encouraging employers to actively engage in rehabilitation
 - Providing guidance to health professionals to engage them in the wider campaign and to signpost to campaign materials



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Key Messages

- 95% of back pain is mechanical
- ‘Don’t take back pain lying down’
- Keeping active with back pain will lead to a quicker recovery
- Don’t rest for prolonged periods
- Try to stay in Work



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6 month evaluation

- Media intervention Oct - Mar
- Website - average 500 hits per day
- 90,000 hits
- 125,000 leaflets disseminated
- 4000 requests for additional leaflets
- 1500 calls to phone line
- Engaged with approx 800 businesses



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Comms Evaluation

- TV ads have been cited as the main source of awareness raising
- Generally positive response to the TV ads
- Reaction to the radio adverts has been very positive
- Website needs more information about 'back pain'
- PR activities have been successful - opportunity to focus on employers.

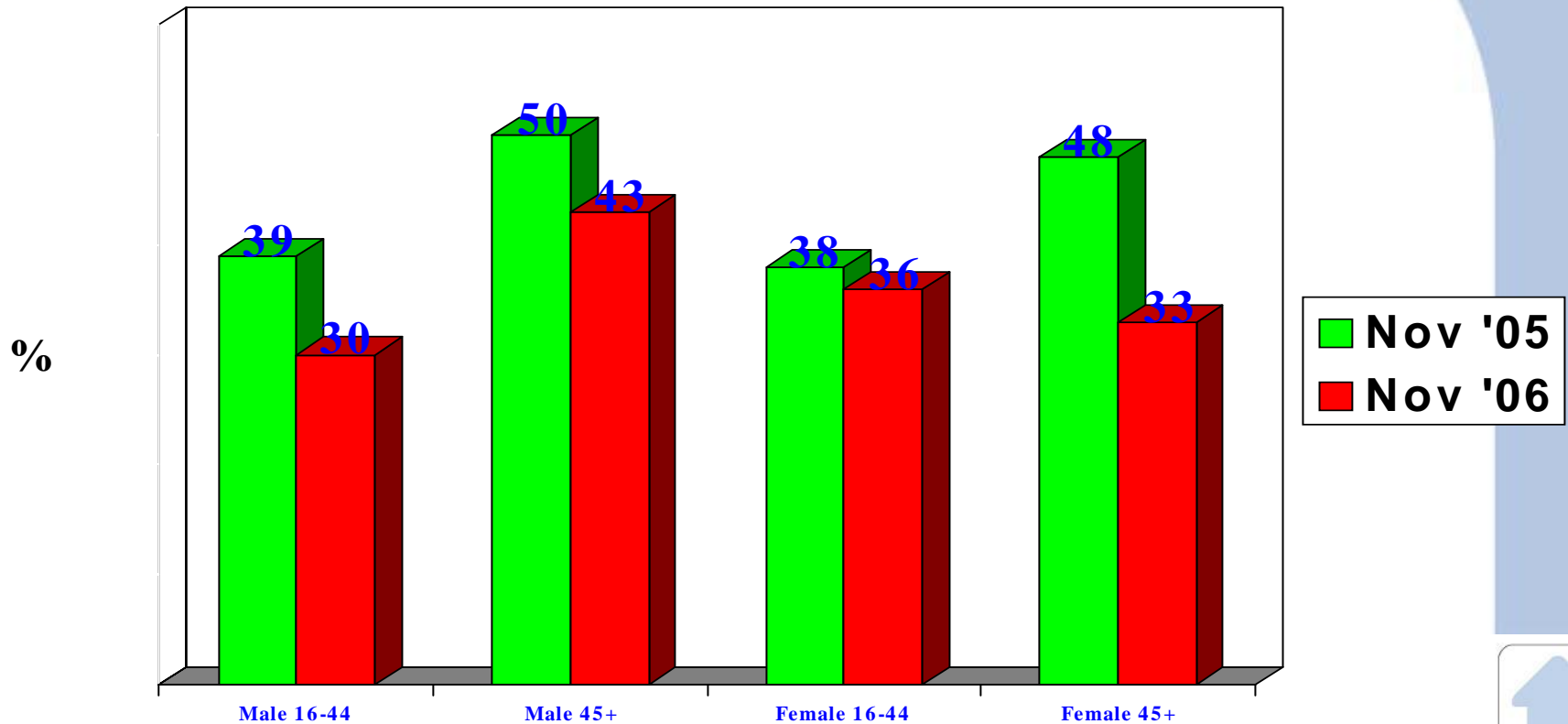


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Thinking about the last episode / occasion you had back pain, what did you do about it? N = 386 Nov '05, N = 447 Nov '06

(% of respondents saying 'Got medical advice / help')

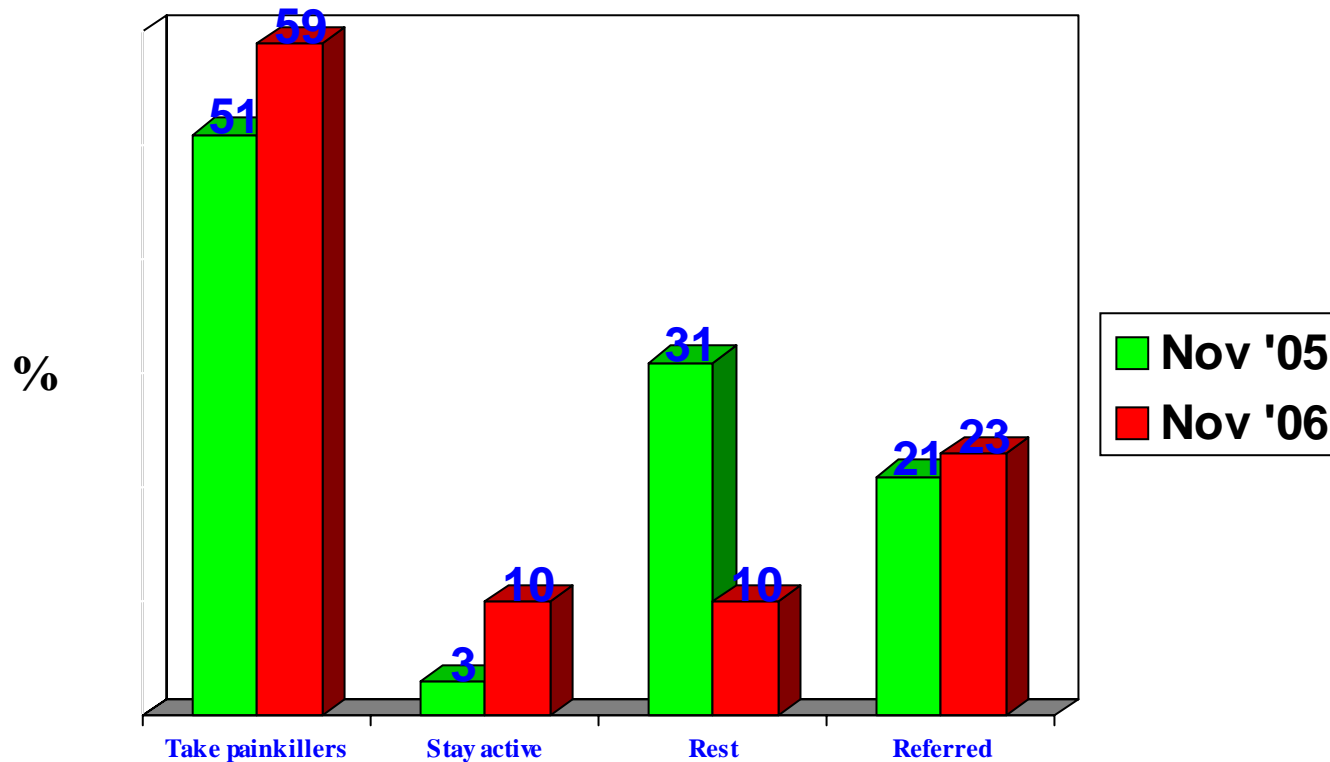


Age

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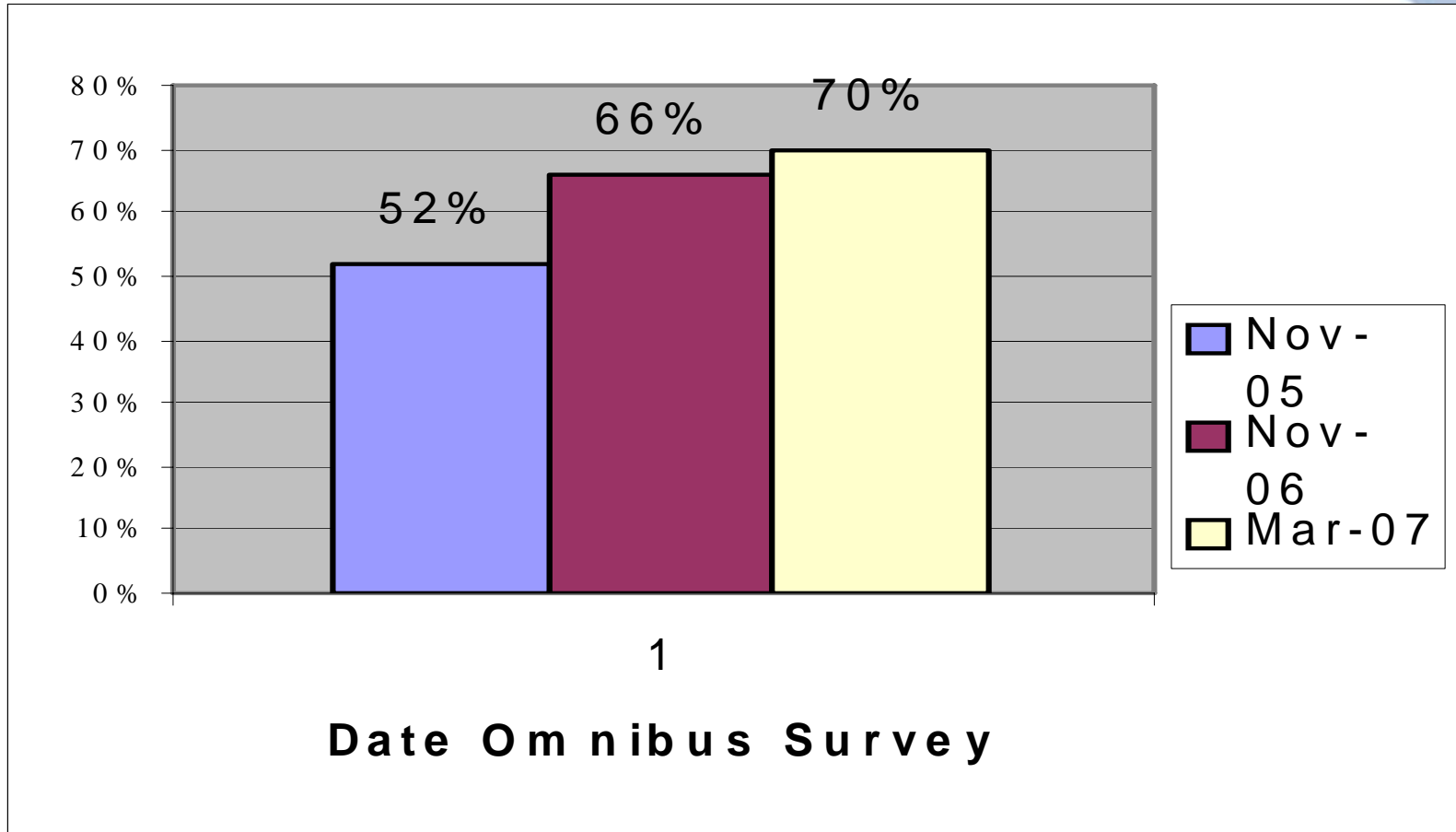


What were you advised to do by the family doctor/GP/Practice nurse? N = 152 Nov '05, N = 124 Nov '06



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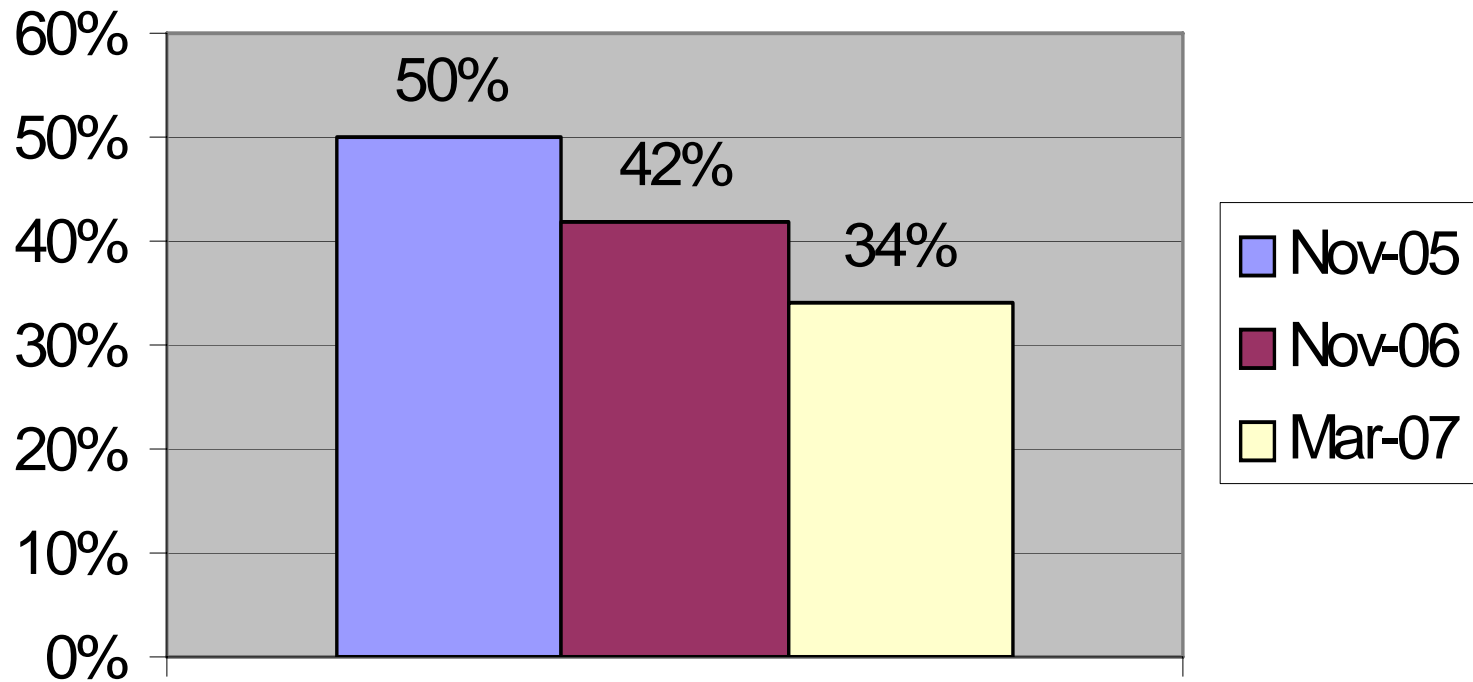
If you have back pain, you should try and stay active?



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If you have back pain you should rest until it gets better?

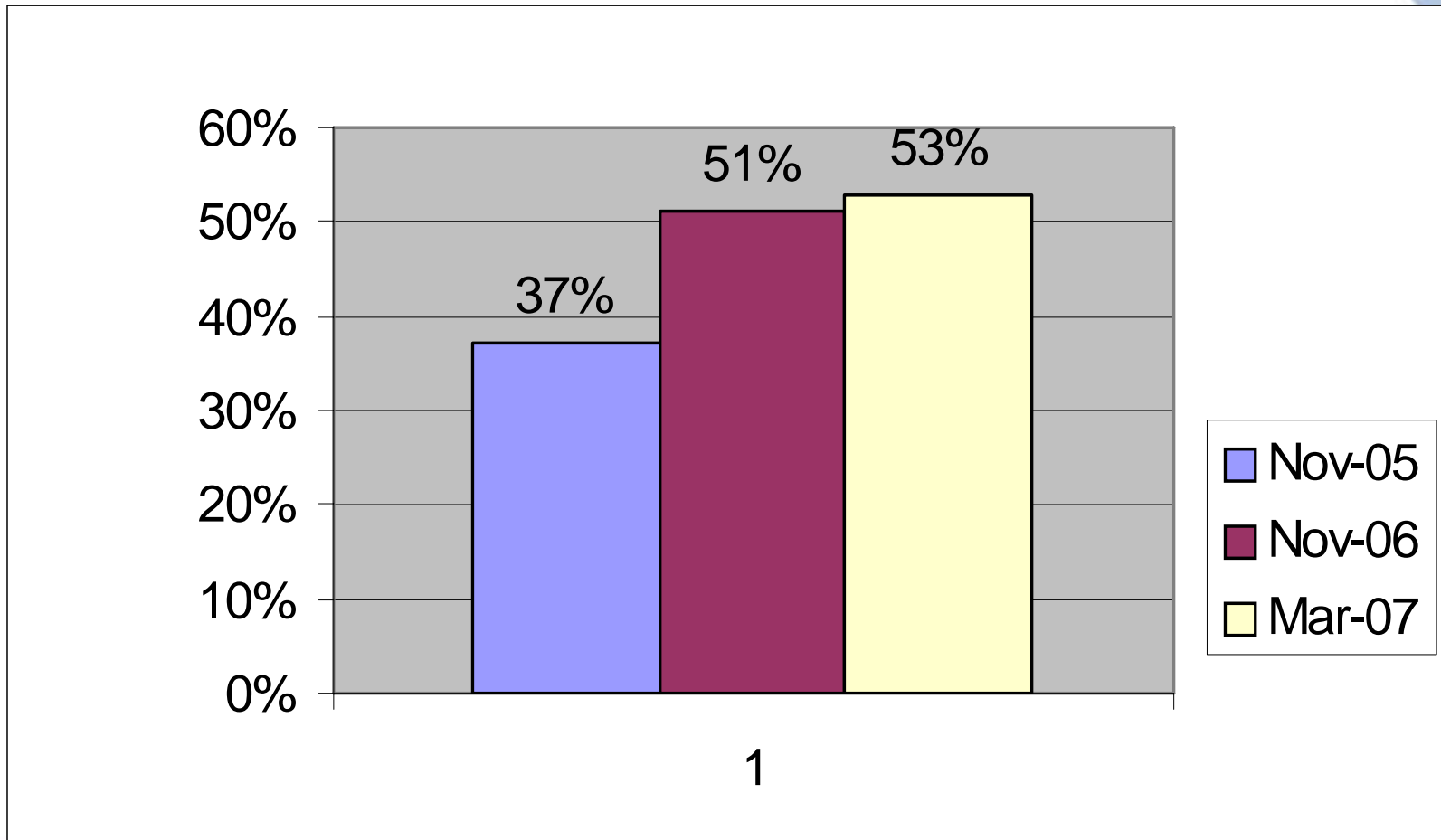


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Date Omnibus Survey

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Most back pain settles quickly and you can get on with normal activities such as going to work?



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Next Steps

- Media plan - November - March
- PR activities - employment focused
- Website - EPP
- Access to services
- Business engagement HSE
- TV/Radio



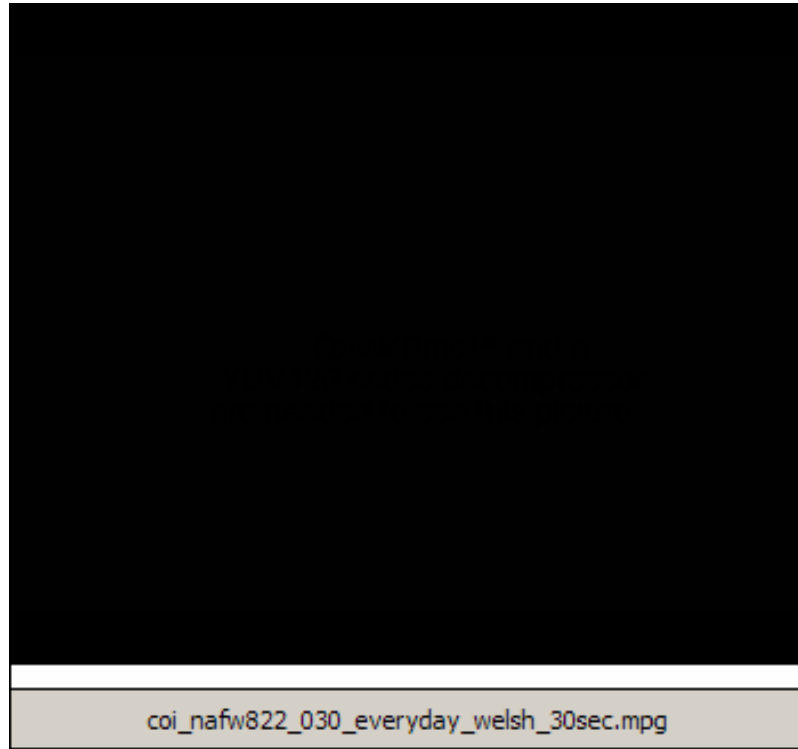
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GP engagement

- Interactive desk
- Bilingual back books
- Focus on backs - missed opportunity
- Opportunity to address broader issues
- 2 sections
- Engagement and support
- WeMeRec



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Online Health & Work support

- UnumCentre and HealthCare Learning Company
- Learning and resource centre
- GP focus - but accessible by all Health professionals
- Four components
 - Learning
 - Desk aids/Resources
 - OH advice
 - Discussion Forum



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Learning Centre

- Accessible from work station
- Downloadable certificates
- Health and Work
- e.g. SNORB, Want 2 Work



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Occupational health support

- Online service
- Rapid access to OH advice
- Links to other support
- OH nurses



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Acute Mechanical Low Back Pain

X



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Advice about work for patients with mechanical back pain



Advice for Patients [\(click to print\)](#)

X

Your GP has diagnosed that you are suffering from mechanical back pain.

This type of back pain does not require X-ray and does not require specialist orthopaedic treatment.

Listed below are some important facts about managing your back pain that will aid your recovery.

Your Recovery

Getting Back to Work

Facts About People Being Out of Work

Obstacles to Recovery

Myth and Reality



Contact

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