**Pathway Through Pain – stakeholder communications toolkit**



Pathway through Pain is a pain management programme for chronic Musculo-skeletal (MSK) pain, provided by our partners at [Wellmind Health](https://www.wellmindhealth.com/).

MSK is the second highest reason for absenteeism in the workplace, and evidence shows that chronic pain is linked to poor mental health, anxiety and depression. Good Thinking data from September 2024 showed that 7% of users who completed one of our self-assessments were seeking help around pain management.

Good Thinking is initially piloting Pathway through Pain until 31 March 2025. Depending on interest and uptake, we will then be considering whether to include the programme as a permanent service offer.

This toolkit is designed to support you in raising awareness of Pathway through Pain across your networks. The toolkit includes:

* adaptable short copy for newsletter articles;
* suggested social media content;
* social media assets ([available to download here](https://drive.google.com/drive/folders/1Ug-6xuAC88Q8n07CAtDTp8NY0hhgaTHy?usp=drive_link));
* printable marketing material, including a poster, eflyer/handout and FAQs ([available to download here](https://drive.google.com/drive/folders/1Ug-6xuAC88Q8n07CAtDTp8NY0hhgaTHy?usp=drive_link)).

If you have any questions about this toolkit, please contact Tom Stone, Communications Manager at [thomas.stone4@nhs.net](mailto:thomas.stone4@nhs.net).

**Short copy (115 words)**

Good Thinking has launched a new pain management programme as part of its suite of mental health and wellbeing resources for Londoners.

Pathway through Pain is an NHS-approved programme designed and delivered by experts to support people experiencing chronic Musculo-skeletal (MSK) pain. Through a combination of physical and psychological therapies, including pain management techniques, exercise, lifestyle changes and cognitive approaches, programme participants learn expert-led pain management strategies that help them to better understand their pain and improve their quality of life.

Pathway through Pain can be completed at an individual pace and is available free of charge to anyone living or working in London.

Find out more and sign-up at <https://www.good-thinking.uk/resources/pathway-through-pain>

**Long copy (306 words)**

Good Thinking has launched a new pain management programme as part of its suite of mental health and wellbeing resources for Londoners.

Musculo-skeletal (MSK) pain affects more than 20 million people in the UK, and more than 1 in every 10 employees live with an MSK condition, ranging from minor injuries to long-term conditions. Besides the physical symptoms, evidence shows a clear link between chronic pain and poor mental health, including anxiety, low mood and sleep problems.

Pathway through Pain is an NHS-approved programme designed and delivered by experts to support people experiencing chronic MSK pain. Through a combination pf physical and psychological therapies, including pain management techniques, exercise, lifestyle changes and cognitive approaches, programme participants learn expert-led pain management strategies that help them to better understand their pain and improve their quality of life.

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**Benefits of Pathway through Pain (pull out)**

**Developed and delivered by experts**

Pathway through Pain is designed and delivered by a multi-disciplinary team of experts in pain management, including a physiotherapist, pain medicine clinician and nurse, mindfulness expert, spinal consultant, Cognitive Behavioural Therapist (CBT) and Occupational Health professional.

**An approach that works**

Participants learn expert-led pain management strategies by gaining a deeper understanding of pain through a combination of physical and psychological therapies.

**Flexible**

Web-based and on-demand, the twenty-four steps on the Pathway through Pain programme can be followed at an individual pace and on any laptop or mobile device.

**Monitor progress and results**

Participants can measure their progress and outcomes both during and after completion of the programme.

**Free of charge**

As part of Good Thinking’s digital support offer, Pathway through Pain is available free of charge to anyone living or working in London.

Find out more and sign-up at <https://www.good-thinking.uk/resources/pathway-through-pain>

**Social media copy**

The social media content below can be used alongside the social media assets, which are available to download [here](https://drive.google.com/drive/folders/1Ug-6xuAC88Q8n07CAtDTp8NY0hhgaTHy?usp=drive_link).

**X / BlueSky**

Pathway through Pain is a chronic #painmanagement programme available through @GoodThinkingUK. NHS-approved, designed by experts and free to use for anyone living or working in London. Find out more <https://www.good-thinking.uk/resources/pathway-through-pain>

Anyone with chronic Musculo-skeletal (MSK) pain can benefit from the Pathway through Pain programme – NHS-approved and delivered online by experts in #painmanagement. It’s free to use for anyone living or working in London and available at @GoodThinkingUK. <https://www.good-thinking.uk/resources/pathway-through-pain>

A clinically-established, NHS-approved pain management programme that works, Pathway through Pain is free through @GoodThinkingUK for any Londoners wanting to better understand their chronic Musculo-skeletal (MSK) pain and improve their quality of life <https://www.good-thinking.uk/resources/pathway-through-pain>

**Facebook / Instagram**

Pathway through Pain is a chronic #painmanagement programme available through @goodthinkinguk. NHS-approved, designed by experts and free to use for anyone living or working in London, Pathway through Pain teaches pain management techniques to help better understand pain and improve quality of life. Find out more <https://www.good-thinking.uk/resources/pathway-through-pain>

Anyone with chronic Musculo-skeletal (MSK) pain can benefit from the Pathway through Pain programme – NHS-approved and delivered online by experts in #painmanagement. It’s free to use for anyone living or working in London and available at @goodthinkinguk. Learn effective pain management techniques that improve quality of life <https://www.good-thinking.uk/resources/pathway-through-pain>

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**LinkedIn**

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developed by our partners at [Wellmind Health](https://www.linkedin.com/company/wellmind-health/), Good Thinking has launched a new pain management programme as part of its suite of mental health and wellbeing resources for Londoners.

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