



Light up the Landmarks Business/Landmark Op-Ed for PAM

(Business Name/Landmark) is partnering with the U.S. Pain Foundation to bring education and awareness during September for Pain Awareness Month. (Business Name/Landmark) will be lighting up their location in blue on September 9th to show their support for the pain community. By lighting up blue, (Business Name/Landmark) wants to draw attention to the reality of what life is like for pain warriors.

Do you remember the last time you whacked your elbow on a stray cabinet door or countertop? How badly it hurt, how distracting it was, how you couldn't do anything else but think about the pain? Now imagine if that pain never went away. That's what it's like to live with chronic pain.

Pain affects every aspect of a pain warrior's life: their ability to work, their ability to manage everyday household responsibilities, their ability to participate in social engagements, and even their ability to continue beloved hobbies. A huge portion of expenses are often allocated for expanding medical expenses — while many treatments remain out of reach financially. Friends and family members also feel the weight of living with pain as significant others and children are often called upon to step-up and take on additional responsibilities while frequently missing out on spending time with friends. Pain impacts the entire family unit, not just the person living with pain related conditions.

Despite the prevalence and consequence of chronic pain, people with pain are widely overlooked and undertreated. People with pain are often labelled as "lazy," or "attention-seeking," and not taken seriously. Very few pain non-pharmacological relief treatments, like massage and physical therapy, are fully covered by insurance. And, right now, less than 1 percent of the National Institutes of Health's budget goes toward pain research.

It's no surprise that those living with daily pain are suffering—and not just physically. In one survey, more than half of respondents felt they had little or no control over their pain and more than three quarters reported feeling depressed. In fact, research has shown that chronic pain patients are twice as likely to commit suicide as the average person. People with pain deserve better. Their families deserve better.

Imagine if we took that \$635 billion in lost productivity and health care costs and invested it into preventive care, new treatments, research, and emotional support for pain patients? In honor of Pain Awareness Month, we here at (Business Name/Landmark) encourage our local community of (town/city/county) to join us this September in advocating for a positive change by showing your support for the pain community.

To learn more or get involved, visit www.uspainawarenessmonth.org.