



HEALTHY LIVING FORUM
TAKING CHARGE OF PAIN

Fact Sheet

- *Taking Charge of Pain* is national grassroots public awareness, community education and patient mobilization program developed by the Global Healthy Living Foundation.
- Mission: To provide a better understanding of pain treatments and to empower patients to know their options when seeking care.
- The program will run through the first half of 2010 with local patient, physician, and advocacy events in Los Angeles, San Francisco, Sacramento, Albuquerque, Philadelphia, Pittsburgh, and Boston.
- In each city, *Taking Charge of Pain* will engage physicians, legislators, policy-makers, advocacy groups, local community leaders, the media, and especially those living with pain, in a series of informative and interactive forums designed to focus on issues that millions of people in pain can implement to improve their lives.
- *Taking Charge of Pain* has multiple components:
 - A webinar for healthcare professionals to inform them about the program, update them on latest treatments for chronic pain, and give them the opportunity to engage in a pain conversation with nationally recognized experts.
 - An interactive event for legislators, policy-makers, advocacy groups, and local community leaders to explain the program and provide them with information and collateral that they can share with their constituents about the upcoming patient forum.
 - An interactive patient forum where physicians and other experts will discuss conventional as well as alternative medicine pain treatments, a psychologist who will discuss ways of coping with pain, and an insurance access coach who will discuss ways for patients to work with their insurance companies to receive the best possible care.

- Smaller “mobile meetings” that community leaders will organize with local pain patients that cannot attend the patient forum will supplement the primary patient events. After attending the patient forum, leaders will go back to their local communities and teach others what they have learned. The mobile meeting kit will have teaching aids and hand-outs for participants.
- The *Taking Charge of Pain* program events are free, open to the public, and include a free, light meal.

About the Global Healthy Living Foundation

The Global Healthy Living Foundation is a 501(c)(3) not-for-profit organization working to improve the quality of life for people with chronic diseases, such as: arthritis, hypertension, high cholesterol, diabetes, depression, psoriasis, cancer, COPD/asthma, and pain.

We focus on patients, caregivers, policy-makers, government healthcare administrators, healthcare professionals and health insurance providers.

Our local patient and caregiver programs help people learn how to:

- Create a life-long fitness/exercise program
- Devise a diet that keeps them healthy
- Create and sustain a productive relationship with a healthcare provider
- Understand treatment options
- Determine which treatments are best and how to advocate for those treatments
- Create a new self-image that incorporates a positive outlook on their condition and place in society.

Our local healthcare provider programs, like our patient and caregiver programs, are in-person events. Healthcare providers learn:

- How to help patients take responsibility for their disease
- How to stay current with patients' conditions through efficient communication
- How to create a productive atmosphere that encourages wellness

For more information about this educational program, please contact:



Seth Ginsberg, President
Global Healthy Living Foundation
515 N. Midland Ave, Nyack, NY 10960
Tel: (845) 348-0400; Fax: (845) 348-0210
sginsberg@ghlf.org | www.ghlf.org

Taking Charge of Pain was developed by the Global Healthy Living Foundation and PriCara®, a division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.