



Our story so far



FLIPPIN' PAIN[®]

Born in
2019



Why lived experience matters



1. Equal partners
2. Shape, tone & design
3. Trust - Empathy - Respect

Embedding Lived Experience

1. Listening workshops
2. Steering Group
3. Readers' Panel



Multi-Modal Approach



Roadshows & Cafe's

Multi-Modal Approach

Flippin' Pain and friends present...



Support for EVERYONE affected by pain



Training and Workshops

Multi-Modal Approach



Digital & Media

Multi-Modal Approach



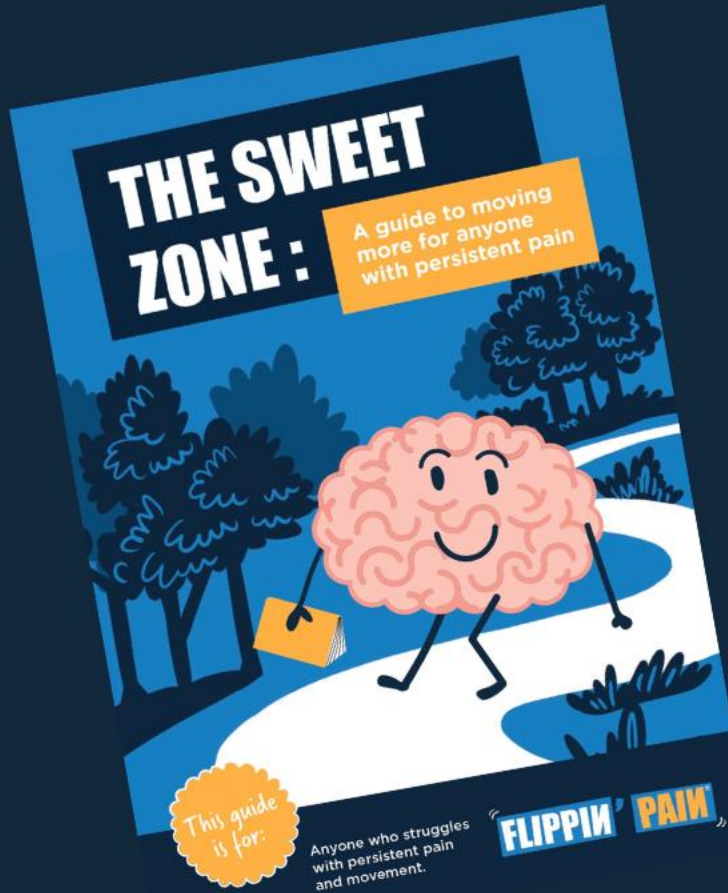
Rowan's Story

Petra's Story

Mac's Story

Humour – Metaphors – Stories

What makes it work?



Why
we
hurts

by Flippin' Pain



What makes it work?



**YOU'VE
GOT
THIS.**



Pain
CONCERN



What makes it work?



Key Lessons

1. Embed lived experience from Day 1
2. Translate science into accessible metaphors
3. Mix modes & be bold with engagement
4. Evaluate & Adapt continuously

Thanks for listening!



Any questions?



Get in touch:

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