

NEWS RELEASE

For immediate release

1 IN 3 CANADIANS NOW LIVING WITH CHRONIC PAIN

New comprehensive population survey of Canadians confirms that pain is a mounting problem, with impacts extending into Canadians' work life, relationships and emotional health.

Toronto, November 7, 2007 – Highlights of a new comprehensive population survey has revealed that one in three (33%) Canadians now live with moderate to severe pain as an ongoing part of their lives. One in six (16%) live with constant pain, and one in five (20%) experience pain daily.

"This research allows us to grasp the immense scope of the problem that pain is causing within Canadian society," said Dr. Barry Sessle, President of the Canadian Pain Society. *"It is reaching never-before-seen prevalence¹ in the general population, and is clearly affecting almost every part of the lives of Canadians – from work and productivity, to emotional health and self-esteem, to family relationships."*

For the study, SES Research randomly surveyed 2,000 Canadians across the country, from which an additional 300 in-depth interviews were conducted with individuals who were identified with moderate to severe chronic pain. The in-depth interviews focused on understanding the impact that living with pain played on their lives.

"Pain is clearly having an enormous impact upon the lives of Canadians," said Nikita Nanos, President of SES research, who conducted the study on behalf of the Canadian Pain Society. *"A full third of individuals with moderate to severe pain said that they had lost their job as a result of it, and half said that they had seen a reduction of income. This income loss was pegged at an average of \$12,558 over a one year period, due to their pain,"* Nanos said.

Said Nanos: *"Our study also probed into the emotional and mental health impact that living with chronic pain can have on sufferers. We saw high instances (38%) of depression and anxiety, as well as significant feelings of helplessness. Pain may also be affecting family relationships -- 30% of individuals with moderate to severe chronic pain felt that their families didn't understand how pain was affecting their lives."*

“As experts trying to help patients with pain, we are very concerned that Canada’s healthcare system is not equipped to deal with the scope of this problem,” said Dr. Sessle. “Indeed, a study by the Canadian Pain Society this past year has documented that access to effective pain management is poor, with many chronic pain patients in Canada having to wait years before they can be seen at a proper pain treatment program. Compounding this, evidence was presented earlier this week that Canadian veterinarians receive an average of over three times as much designated pain training as doctors, nurses, dentists, and other healthcare professionals. When you consider that many healthcare professionals chose their careers out of a desire to alleviate suffering, it is ironic that – based on this finding -- our pets may be getting better pain treatment than human patients.”

A summary of the report highlights is attached, or can be found at www.painexplained.ca. **Painexplained.ca** is a new campaign supported by the Canadian Pain Society, Canadian Pain Coalition, the Canadian Pain Foundation and other partner groups, companies and individuals. The campaign seeks to raise awareness and promote better prevention and management of all types of pain in Canada.

About the Survey

The Canadian Pain Survey was conducted by an independent market research company under the auspices of the Canadian Pain Society (CPS) and in association with an Advisory Board of leading experts from across Canada who specialize in the research and management of chronic pain. It was supported by an educational grant from Purdue Pharma Canada.

Full results of the Canadian Pain Survey will be available early in 2008.

The Canadian Pain Society represents Canadian health professionals, scientists and others dedicated to improving understanding, treatment and education about pain issues and management practices in Canada.

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For more information

Dr. Barry Sessle, President, Canadian Pain Society
905-668-9545 or Barry.Sessle@dentistry.utoronto.ca

Nikita Nanos, President, SES Research
613-234-4666 ext. 237 or nnanos@sesresearch.com

Ingrid Thompson, Campaign Coordinator
416-792-0431 or Ingrid@painexplained.ca

ⁱ 1999 study (Moulin et al) indicated 29% prevalence, 2004 study (Boulanger et al) 25% prevalence



CANADIAN PAIN SURVEY

Executive Summary

SES Research's study on chronic pain in Canada revealed that one in three Canadians (33%) had severe or moderate chronic pain. Forty percent of Canadians with moderate or severe chronic pain said that their pain makes them feel helpless, while thirty percent believe their family does not understand how pain affects them. Research also showed that pain has had a significant impact upon the Canadian workforce. To follow are the key findings.

General Population Survey

- ✦ **Two in five Canadians experienced pain on the day of the study** – Asked when the last time they experienced pain was, two in five Canadians (39%) said they had experienced pain on the day of the study interview. Fourteen percent of Canadians said that they had experienced pain in the past week but not on the day of the study, while seven percent said that it had been more than a week, but less than a month since they experienced pain.
- ✦ **Nearly half of Canadians experienced pain at least several times a week** – Sixteen percent of Canadians said that they experienced pain at all times. Twenty percent of Canadians said that they experienced pain daily, while 12% said that they experienced pain several times a week.
- ✦ **One third of Canadians have moderate or severe chronic pain** – Canadians were asked to indicate the intensity of their pain on a scale from 0 to 10, where “0” meant “no pain at all” and “10” meant the worst pain imaginable. Thirty-three percent of Canadians indicated that their pain was between 5 and 10.

Canadians with Severe or Moderate Chronic Pain – In-depth Survey

- ✦ **Two in five Canadians with moderate or severe chronic pain feel helpless** – Canadians with moderate or severe chronic pain were asked to indicate on a scale from 0 to 10 whether they agreed with the statement “being in pain makes me feel helpless”. Forty percent of Canadians with moderate or severe chronic pain gave scores between 7 and 10.
- ✦ **Three in ten Canadians with moderate or severe chronic pain believe their family does not understand how pain affects them** – Canadians with moderate or severe chronic pain were asked to indicate on a scale from 0 to 10 whether they agreed with the statement “My family does not understand how my pain affects my life”. Thirty percent of Canadians with moderate or severe chronic pain gave scores between 7 and 10.
- ✦ **Impact of moderate or severe chronic pain on the Canadians workplace** – Thirty-three percent of Canadians with moderate or severe chronic pain said they had lost a job as a result of their pain. Nearly half of Canadians with moderate or severe chronic pain (47%) said they had reduced their job responsibilities as a result of their pain. Canadians with moderate or severe chronic pain were also asked to indicate on a scale from 0 to 10 whether they agreed with the statement “I fear my pain will cause me to lose my job”. Twenty-five percent of Canadians with moderate or severe chronic pain gave scores between 7 and 10.
- ✦ **Impact pain on the income of Canadians with moderate or severe chronic pain** – Half of Canadians with moderate or severe chronic pain (49%) said that their pain had resulted in a reduction of income. When a Canadian with moderate or severe pain lost income, they lost, on average, \$12,558 dollars in income over a one year period because of their pain.



CANADIAN PAIN SURVEY

- ⊕ **Four in ten Canadians with moderate or severe chronic pain experienced anxiety and/or depression –** Thirty-eight percent of Canadians with moderate or severe chronic pain said they had experienced anxiety and/or depression as a result of their pain.
- ⊕ **More than half of Canadians with moderate or severe chronic pain took prescription pain medicine –** Fifty-five percent of Canadians with moderate or severe chronic pain said they were currently taking prescription pain medicine, while forty-five percent of Canadians with moderate or severe chronic pain said they were not currently taking prescription pain medicine.

If you have any questions please contact Nik Nanos by telephone at (613) 234-4666 ext. 237 or by email at nnanos@sesresearch.com.



CANADIAN PAIN SURVEY

Methodology – Note to Reader

The purpose of public opinion research is to identify perceptions within reliable and acceptable statistical margins of accuracy. To that end, SES was retained to conduct a public opinion survey of Canadians on behalf of the Canadian Pain Society.

Between October 10 – 22, 2007, SES conducted a total of 2,000 random telephone interviews across Canada. Interviews were conducted in both official languages. Among the sample of 2,000 Canadians interviewed, individuals with moderate or severe chronic pain were qualified for a further in-depth interview. Three hundred interviews were conducted for the in-depth study.

At the direction of the client, a series of oversamples were created in order to increase the accuracy of the regional results. To follow are the regional oversamples and their corresponding margins of accuracy. The final national percentages for the short screening survey were weighted to reflect their true proportion to actual Canadian population.

Region	Actual Population (census 2006)	Percentage of National Population	Proportion of Final Weighted Sample	Oversample Interviews	Margin of Accuracy
Atlantic Canada	2,284,779	7.3%	7.4%	300	±5.8%
Quebec	7,546,131	23.9%	24.3%	400	±5.0%
Ontario	12,160,282	38.6%	38.3%	400	±5.0%
MB/SK	2,116,558	6.7%	6.5%	300	±5.8%
Alberta	3,290,350	10.4%	10.2%	300	±5.8%
British Columbia	4,113,487	13.1%	13.2%	300	±5.8%
Canada	31,511,587	100.0%	99.9%	2,000*	±3.0%*

* The true national weight factoring oversample, adjusted for the Canadian population results in a base sample of 1,047 cases. This yields a margin of accuracy of ±3.0%, 19 times out of 20.

Respondents who had moderate or severe chronic pain, were qualified for the in-depth interview if they met the following criteria:

- they rated the pain intensity when they last experienced pain as at least “5” on a numeric rating scale where “0” equaled no pain at all and “10” equaled “the worst pain imaginable”; and
- respondents who rated the pain intensity when they last experienced pain as “4” were asked if the reason for their rating was because of effective treatment, those who responded “yes” and met all other criteria were also screened for the in-depth interview.

Respondents who met all the screening requirements in the general populace questionnaire were asked to participate in the Moderate or Severe Chronic Pain Survey.

Ten percent of the fieldwork was monitored as part of the firm’s quality and data integrity procedures. Validation and testing of key demographic cohorts indicate that the sample profiles were representative of the populations within acceptable margins of statistical accuracy.

The research was registered with the Marketing Research and Intelligence Association, Canada’s governing body for market and public opinion research.