

Advil | BELIEVE **my** PAIN

PAIN INEQUITY: A PUBLIC HEALTH CRISIS

Advil has launched the **Pain Equity Project**, a multi-year collaboration targeting racial and ethnic disparities in the diagnosis and treatment of pain.


A recent study commissioned in partnership with Morehouse School of Medicine evaluated the prevalence and impact of pain management inequity among Black communities. The Pain Equity Project seeks to address this issue head on by developing solutions that can be adopted across the broader medical community.


In a recent study, Advil surveyed


2000
AMERICANS


about their experiences when seeking pain care and treatment.


01 » PAIN INEQUITY'S BROAD IMPACT


 **93%** of Black individuals suffering from pain say it impacts their daily life.


 **3 out of 4** believe there is bias in how pain is diagnosed and treated.

 **1 in 5** Black individuals suffering from pain say they have felt discriminated against when seeking pain treatment.

 **83%** of Black individuals have had a negative experience when seeking help managing pain.

 **68%** wished healthcare providers would be more supportive when it comes to the impact of pain on their life.

 Among Black individuals who suffer from pain, **66%** say their pain stayed the same or got worse after a negative experience.

 **53%** of Black respondents shared they did not go back for pain treatment after a negative experience.

02 » THE PERSONAL TOLL ON BLACK PATIENTS


03 » THE COST TO SOCIETY

Driving Rising Healthcare Costs




1 in 5 Black people in pain use hospital ERs for treatment.

Negatively Impacting Jobs

 **63%** of Black individuals suffering from pain say pain impacts their professional life.

 **79%** say better training for healthcare providers on cultural differences would be helpful in preventing these incidents from happening.

 **83%** say better education for doctors/health care providers about pain and how people express it would be helpful to treatment.

04 » DRIVING CHANGE

You can help promote equity in pain treatment, whether you're a healthcare provider or a patient.

JOIN OUR MISSION TODAY
BY SHARING **#BELIEVEMY PAIN**
CONTENT AND SIGNING UP FOR OUR MAILING LIST.

Visit www.believmypain.com to take action and learn more.