



# Massachusetts Pain Initiative

*A Member of the Alliance of State Pain Initiatives*

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Dear Members of MassPI:

The Steering Council is pleased to share with you the 2010 annual report which includes the major activities and accomplishments of MassPI's councils and committees.

## **MassPI Steering Council Members**

Carol Curtiss, MSN, RN-BC, Steering Council Advisor	Peggy Flood, MSN, RN-BC, AOCN, Chair, Public Awareness Council
Ann Marie Harootunian, MS, APRN, Co-Chair, MassPI	Jeanne Connolly-Horrigan, MS, Chair, Website Committee
Anne Marie Kelly, BSN, RN-BC, CHPN, Co-Chair, MassPI and Membership Committee	Cyndie Rodman, MS, Chair, Communications Committee
Ginger Newell-Stokes, MS, RN, Treasurer	Claire Sampson, RN, OCN, BC, Co-Chair Membership Committee
Cheryl Pacella, DNP (c), HHCNS-BC, CPHQ, Chair, Professional Education Council	Evelyn Corsini, MSW, LICSW
Cindy Steinberg, Chair, Legislative Council	Kathy DellaPenna, Administrative Assistant

## **I. Legislative Council Activities**

**Council Chair:** Cindy Steinberg, New England Director, American Chronic Pain Association, Co-Chair, Pain Community Advisory Council and Action Network, MA, Leader, American Pain Foundation.

### **• Regulatory/Executive Branch Activities**

#### **Training in Support of Pain Management Rulings by Massachusetts Health Professions Licensing Boards**

Following the Massachusetts Boards of Registrations' adoption of Pain Management Rulings in the Spring of 2009, MassPI collaborated with the Boards to offer training in support of the Rulings. Ten MassPI PREP (Pain Resource Education Programs) were delivered around the state in the summer and fall of 2009 in which the Rulings were announced, distributed and discussed.

### **• Prescription Monitoring Program (PMP) Enhancement Regulations**

In the Spring of 2010, a series of conference calls were held with Grant Carrow, Director of the Drug Control Program and Alice Bonner, Director of the Bureau of Health Care Safety and Quality within the Massachusetts Department of Public Health to discuss MassPI's views on proposed regulations to enhance the state's PMP. Changes were made based on MassPI's input and two members of MassPI's legislative council (Cindy Steinberg and Kristine Walker) were invited to join the PMP Advisory Council. The new regulations were presented to the DPH commissioner and the Public Health Council on August 11, 2010. Cindy Steinberg participated in the Public Health Council meeting where the regulations were discussed and approved.

- **Pain Proclamation from Governor Deval Patrick**

MassPI received a Proclamation from Governor Deval Patrick declaring September, 2010, as Pain Awareness Month in Massachusetts. Invitations to ten pain management organizations were initiated which included national, state-based and local organizations to collaborate with MassPI on the proclamation. These organizations included the American Pain Foundation, the American Chronic Pain Association, the American Cancer Society, the Alliance of State Pain Initiatives, the New England Pain Association, The American Academy of Pain Medicine, the American Society for Pain Management Nursing, the American Pain Society, the Neuropathy Association of the North Shore and members of the Oncology Nursing Society. The Proclamation was announced and displayed at MassPI's Fall meeting and is available on the MassPI website for viewing.

- **Other Legislative Activities**

MassPI testified and submitted written testimony in support of the following four bills:

**HB 2078** – An Act Requiring pain Assessment and Management in Healthcare Facilities

**HB 3479** – An Act Requiring Pain Management and Prescription Drug Abuse Training for Prescribing Medical and Healthcare providers

**HB 2152** – An Act Relative to the Safe Dispensing of Pain Management Medication

**HB 3599** – An Act Establishing a Prescription Monitoring Program Task Force

At the close of the 2009-2010 legislative session, the status of the above bills was as follows:

**HB 2078** – accompanied HB 2038, was redrafted and its language was eliminated.

**HB 2152** – was recommended for study.

**HB 3479** – was reported favorably from the Joint Committee on Public Health and the Joint Committee on Health Care Financing. It was combined with **HB 3599**, HB 2182, HB 2038, redrafted, renumbered, amended, and was eventually passed by the House and the Senate and signed into law as Chapter 283 of the Acts of 2010, entitled, "**An Act Adding Safeguards to the Prescription Monitoring Program and Furthering Substance Abuse Education and Prevention** (key provisions are available on the website).

## II. **Public Awareness Council Activities**

**Council Chair:** Peggy Flood, RN-BC, MS, AOCN, Oncology Clinical Nurse Specialist, Emerson Hospital, Concord, MA.

The purpose of this council is to raise public awareness about pain. Increasing the public's knowledge about pain and related issues will empower people in Massachusetts to make informed decisions regarding pain management. The Council's primary vehicle for informing the public about pain is through the Pain Resource Education Programs (MassPI PREP). These programs provide free education to communities and organizations in Massachusetts, such as, senior citizen centers, religious groups, healthcare facilities, clinics, businesses, and other groups and healthcare professionals who wish to become better educated about pain and its management. PREP offers educational sessions specifically targeted for the community, healthcare professionals in various settings and older adults.

PREP presenters are trained volunteers and include healthcare professionals, experienced educators, and people in the community who wish to share their personal experience with pain. Presenters are geographically located throughout the state of Massachusetts and are trained by MassPI members.

The Pain Resource Guide identifying pain clinics in Massachusetts was updated in 2009-2010 and is available on the MassPI website at: [www.masspaininitiative.org](http://www.masspaininitiative.org) - click on pain resource guide.

### III. Professional Education Council Activities

**Council Chair:** Cheryl Pacella, DNP(c), HHCNS-BC, CPHQ, Quality Improvement Manager, Hebrew Senior Life.

The professional Education Council strives to educate and inform healthcare professionals about effective pain assessment and management. This is accomplished through the PREP presentations which are provided free of charge by trained presenters and offered in a variety of settings. The council also assists in organizing two educational programs, annually, in the spring and the fall. This past year, Jena Bauman Adams, MPH, spoke about the Medical Orders for Life-Sustaining Treatment (MOLST) Project at the Publick House in Sturbridge, MA. In March, 2010, the Professional Education Council worked with the Massachusetts Medical Society to co-present a program entitled, "Pain Management for Clinicians: Effective Strategies for Clinical Practice." In September, 2010, MassPI sponsored a program on The "State" of Pain in Massachusetts. This program discussed how minorities and non-minorities experience pain, identified the recent enhancements to the Prescription Monitoring Program (PMP), and explained the pain management guidelines adopted by several professional Boards of Registration. Conference calls are held during the year to plan educational activities and discuss potential topics of interest to MassPI membership.

MassPI's 2008 pain management pocket tool is in the process of being revised and the updated version will be available in 2011. The pocket tool is very popular and has been requested nationally and internationally.

### IV. Communications and Website Committee Activities:

**Committee Chairs:** Cyndie Rodman, MS, Chair, Communications Committee (survey, PR/media campaign, website content redesign; Jeanne Connolly-Horrigan, MS, Chair, Website committee (webmaster).

In 2009-2010, several major projects were undertaken which met MassPI's strategic objectives to increase the understanding of pain and its management and communicate the information to the public and healthcare professionals. **Three major projects** undertaken by the communications and website committees include:

- In-depth **consumer survey** to increase understanding and quantify the prevalence of serious chronic pain, and the attitudes towards and practices regarding the management of pain in Massachusetts;
- **Public relations and media campaign** to broadly communicate the results of the survey;
- **Website graphic and architecture redesign** to refresh the look of the website and improve the manageability of the site before the expected increased traffic from the PR/media campaign.

Accomplishments:

- **Consumer Survey:** A random dialed telephone survey was conducted between February 3<sup>rd</sup> and 13, 2010 among the Massachusetts general population, and a significant subset of English-speaking minorities. This survey was the first that MassPI knows of to specifically study the quantitative differences between the Massachusetts general population and minorities related to the prevalence, attitudes, and treatment approaches for serious chronic pain (defined as lasting more than three months in the last two years). The survey yielded significant data that provided insights into chronic pain in the general population, among minorities, differences between the audiences, and a wealth of additional findings. Overall, the survey results were significantly more robust than expected.
- **PR/Media Campaign:** The PR/Media campaign began on April 21, 2010, when some key highlights from the survey data were sent to targeted consumer and health care professional media contacts in a press release. MassPI is grateful to Carol Curtiss and Paul Arnstein who were the primary spokespeople for MassPI with the media. Overall, the PR campaign results significantly exceeded MassPI's expectations.
  - The first major article appeared in the *Boston Globe* White Coat Notes online on April 28, 2010. This was based on an in-depth interview with Carol Curtiss and became the foundation article picked up by several other publications, websites, and social media posts targeted to health care professionals.
  - The media articles provided strong communication of MassPI's name as the sponsor of the survey and most provided links to MassPI's new website for the press release and expanded survey results in the Executive summary.

- **Website Graphic Redesign:** A new company was selected to host the MassPI website, a new graphic design for the site was developed, and the new website went live the week of April 14<sup>th</sup>, 2010. This project accomplished MassPI's key objective to have the new graphics in place before the expected elevated traffic resulting from the links in most survey articles.
- **Next major Steps:**
  - Each of the councils will review and use the survey data as it is most beneficial and appropriate for their efforts as related to MassPI;
  - The PR/media campaign will continue as long as there are viable media opportunities to pursue;
  - Reassess the content related to the website redesign to meet the needs of MassPI's multiple constituencies.

A complete list of the interviews and articles can be found on the MassPI website.

**V. Membership Committee Activities:**

**Committee Co-Chairs:** Anne Marie Kelly, BSN, RN-BC, CHPN, Pain Management Educator and Consultant; Claire Sampson, RN, OCN, BC, BayState Pain Management Center.

The purpose of this committee is to recommend initiatives to assure a growing and vital membership organization. Responsibilities include:

- Recommend strategies for enhancing membership in MassPI both numerically and qualitatively;
- Recommend means for making prospective and current members aware of the resources, services, and membership benefits of MassPI;
- Identify individuals who have the potential to become leaders in MassPI and provide them with the contacts, training, and encouragement to excel in leadership roles.

Accomplishments

- Developed a form for volunteer opportunities which can be completed on the website
- Organized information about MassPI's councils and committees which is available on the website

Future Goals

1. Develop a data base of current membership;
2. Recommend strategies to increase membership;
3. Encourage existing members to become more active on councils and committees;
4. Conduct a survey of members' needs and make recommendations.

MassPI welcomes any volunteer who wishes to assist on projects, serve on any of its councils or committees, or serve as a member of the steering council. Please visit our website for more information on becoming a member of MassPI or for any volunteer opportunities. Thank you for your support.

Respectfully submitted by,

Steering Council Members

January, 2011