



NATIONAL PAIN WEEK 2022

The voices of people living with chronic pain were heard by millions of Australians.

Triple AAA standards of care

In 2022 we launched our strategic intent to ensure that all Australians living with chronic pain receive Triple AAA standards of care – Awareness, Accessibility and Affordability.

6.2m

Audience reach

538

Media mentions

240K

Social reach



11 x Print Media



19x Online Media



360x Radio Media



148x TV Media



103 Total Posts



**Over 94,207 impressions
on AAA Strategy Video**

Chronic Pain Australia's message of the Triple AAA strategy reaching over 2,452,800 people with involvement in the Pharmacy Guild of Australia's 'Affordable Medicines Now' Campaign, which was committed to by both the Coalition and Labor in their federal election.