

# Beating Back Pain: A Low Back Pain Awareness Campaign

A Toolkit for Educating Employees about  
Preventing Low Back Pain



# A Frustrating, Painful Ailment for Employees and Businesses

According to World Health Organization (WHO), low back pain is a very common health problem worldwide and a leading cause of disability - affecting performance at work and general well-being.<sup>1</sup> Research estimates that low back pain is among the top 10 diseases and injuries that account for the highest number of DALYs worldwide.<sup>2</sup>

Back pain isn't considered a disease, but a collection of symptoms, according to WHO, and in most cases, the origins of back pain are unknown.<sup>1</sup>

Some back pain is the result of underlying medical conditions, while others have genetic origins. Other back troubles can result from poor posture, injuries from exercise and sports, too much sitting, a slip on the stairs, ice or other types of injuries.

For many people back pain can be debilitating and may recur or worsen over time.

That's why MetLife developed the *Beating Back Pain!* campaign. It's an education and awareness campaign that may help employees to live more pain-free lives.

## What's in the Toolkit?

This toolkit provides all of the materials needed to deliver a successful campaign:

- Campaign Objectives
- Suggested Timeline
- Marketing Materials (articles, email campaign, flyers, etc.)

## Campaign Objectives

- Provide information to employees on the many causes of low back pain, with an emphasis on prevention
- Create greater awareness of the importance of protecting the back, and the many sensible lifestyle changes that employees can make to help keep their backs healthy and strong
- Provide information about treatment options, including non-invasive therapy options.

## Suggested Timeline

The campaign is designed to last a minimum of 3 weeks but can be extended to 6 weeks. The emails noted are core items of the campaign, as sending these out may increase employee engagement and enthusiasm.

- **Week 1:** Protecting Your Back from Injury
- **Week 2:** Ouch! What's Causing My Back Pain?
- **Week 3:** Back Pain Treatment Myths

## Marketing Materials

### 1. Email Campaign

- Banner
- Email templates

### 2. Flyers

- Managing Low Back Pain: Treatment Options
- The Importance of Protecting Your Back

### 3. Short Articles

- Protecting Your Back When Lifting, Sitting, Standing, and Sleeping
- Underlying Conditions that May Cause Back Pain

*Note: Disability-adjusted life years (DALYs) are units of measure for the burden of disability associated with a disease or disorder.<sup>3</sup>*

<sup>1</sup> World Health Organization, "Priority Medicines for Europe and the World," March 2013

<sup>2</sup> The Lancet, "Years lived with disability (YLDs) for 1160 sequelae of 289 diseases and injuries 1990–2010: a systematic analysis for the Global Burden of Disease Study 2010," December 2012

<sup>3</sup> World Health Organization, "Metrics: Disability-Adjusted Life Year (DALY)," March 2014

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