

## ONE HUNDRED CITIES AGAINST PAIN

### FROM ITALY TO AUSTRALIA

**Ponta Delgada** was the only city in **Portugal** that adhered to this initiative, with the support of the Ponta Delgada City Mayor and the *Divino Espírito Santo Hospital*, under the organization of the **Chronic Pain Patients Association of the Azores**.



Associação de Doentes de  
**Dor Crónica**  
dos Açores



**zero DOR**  
**ZERO pain**

This year's motto is "**FOR A LIFE WITHOUT PAIN**", that is, to make pain visible and to seek treatment.

«**I AM AGAINST PAIN**» has been our image in these campaigns and all the Volunteers have a *TShirt* «**Zero Pain**»

#### **The Objectives are:**

To inform public how they can get the proper treatments for chronic pain;

To sensitize politicians and health institutions for chronic pain;

Awareness for the need of research.

#### **The Actions in 2017 were:**

1 – During one week, a spot six times a day, in 2 local radios;

2 – The 6<sup>th</sup> October volunteers in the Hospital to explain the campaign to public





3 – The 6<sup>th</sup> October, an interview during 20 min at the regional TV, **RTP Açores** (Program «**Açores Hoje**»);

4 – The 7 th October Volunteers in the City Center, near the Municipality, to explain the Campaign to public;







5 – The 7 th October an interview to the news in local TV, **RTP Açores**.

