



ANNUAL REPORT

Our 2025 impact in BC and Canada

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WELCOME

2025 was a transformative year for Pain BC as we continued to dismantle barriers to care, expand our reach, and meet people exactly where they are, building towards a future where pain is addressed earlier, more equitably and without stigma, so no one is alone with pain.

Recognizing that language should never be a barrier to trusted pain information, we took a major step toward inclusivity by launching our multilingual resources. Through these culturally relevant materials, we are helping more people in BC and Canada access trusted support, feel understood and improve their quality of life.

We also responded to a critical, often overlooked gap in care this year. People working in the trades are essential to our communities,

yet the physically demanding nature of their work and the culture of silence have often normalized, minimized and left pain unaddressed until it becomes much harder to manage. Chronic pain is a direct threat to well-being, taking a massive toll on families, communities, and the economy, while significantly increasing the risk for substance use and mental health challenges. That is why we launched our Trades and Pain program which includes The Guide Line, a free, confidential text line connecting BC tradespeople to personalized pain management support and a practical way forward. As our work with the trades deepens, we will help workers and employers recognize pain earlier and mitigate its effects.

Finally, in 2025, our national impact deepened.

Our growing momentum extended across the country as Pain Canada welcomed new provincial partners, creating a stronger, more connected network for shared learning and collaboration.

We held consultations with our Pain Canada partners to evaluate progress made toward implementing the National Action Plan for Pain, ensuring the voices of people living with pain continue to shape country-wide strategies.

As in all our work, we ensure that the issues that matter to people living with pain are front and centre. With new services, new partners, and new investment, we are influencing the landscape of pain care across Canada. We are so grateful to you, our community of supporters, collaborators, donors, and



Maria Hudspith
Chief Executive Officer



Shona McGlashan
Board Chair

volunteers for believing in this work and remaining engaged as partners. Your steadfast commitment ensures that no one has to live alone with pain.



PREVENTION AND INTERVENTION

Preventing persistent pain
and intervening early to
reduce its impacts

In 2025, Pain BC continued to work on the frontlines to provide expertise and support to organizations to build their capacity to prevent persistent pain and intervene early to reduce its impacts. We also significantly expanded our national prevention work through Pain Canada and its partners to build a resilient country where fewer people must live alone with pain.

EMPOWER PEOPLE

We launched Empowered Relief, while increasing the skills and training of peer support facilitators in other provinces. We also launched new technologies like text-based support, expanded tailored support for populations disproportionately impacted by pain including people in the trades and met growing demand for programs through innovations in the delivery of our Making Sense of Pain program.

EDUCATE HEALTH CARE PROVIDERS

We completed two new Pain Foundations modules: 1) one on sex and gender, and 2) pain and disabilities and partnered with health care providers across BC to co-create new competencies in pain care.

IMPROVE SYSTEMS

More provinces joined Pain Canada and began implementing new approaches to pain care, strengthening partnerships to drive systemic change across the country.

COMBAT STIGMA

We launched the Trades and Pain marketing and sector engagement campaign to combat the stigma surrounding pain in the trades industry.

FOSTER RESEARCH

We continued researching the impact and outcomes of our Pain Support and Wellness Groups programs, with results showing positive outcomes including reduced pain and anxiety, and improved quality of life and social connection.

IMPROVING SYSTEMS

We know complex problems can't be solved by one group alone because improving the lives of people in pain requires collective action. That is why Pain BC serves as the operational backbone organization for Pain Canada, our national network working to improve how pain is understood and addressed across the country.

In 2025, Pain BC collaborated with people in pain and their families, health care providers, other non-profit organizations, educators, researchers, employers, policymakers and community groups to advance our shared goals of improving the systems people in pain rely on for their quality of life.

These are just some of the highlights from 2025.

CANADA

Collaborated with Corrections Canada to pilot peer support groups in federal correctional facilities.

Advised the Office of Disability Initiatives on how to make new federal disability benefit regulations more appropriate for people living with pain.

Collaborated with Statistics Canada and other federal data stewards to integrate pain questions into key national surveys and improve the quality of pain data across the country.

Advised federal agencies on how to make airport screening and other processes more accessible for people living with pain.

Advocated for pain to be included in the federal budget and in federal grants and contributions.

PAIN CANADA - OUR NATIONAL ACTION NETWORK

2026 marks the 5 year anniversary of the [Canadian Pain Task Force's Action Plan for Pain](#) in Canada. Since 2021, federal, provincial and territorial governments, researchers, health professionals, community organizations, and people with lived and living experience of pain have collaborated to advance coordinated action and expand recognition of pain as a major public health issue.

These are some of the results that show what coordinated action can make possible.

Pain Canada is funded by Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

1

Created a world-first specialized pain care standard for children and launched the creation of a standard for adult pain care.

2

9 out of 10 provinces are now creating or updating their own official plans to tackle pain.

3

Launched new programs for rural and Indigenous communities.

4

Alberta launched a province-wide virtual clinic, and Quebec successfully tested 6 local, team-based care clinics.

5

Canada's medical schools now have in place a unified pain curriculum to train the next generation of doctors.

6

Canada hosted two major international conferences and teamed up with the World Health Organization (WHO) to lead global pain policy.

7

Two research networks focused on dedicated programs for kids and military Veterans created hundreds of practical, real-world health tools.

Five years after the Action Plan for Pain in Canada called for urgent, coordinated change, the progress is undeniable. Pain is being recognized more clearly as a major public health issue. Governments are investing in pain care. Health systems are testing new models of care. Researchers, clinicians, community

organizations and people with lived experience are building the knowledge, tools and partnerships needed to change lives. This is what momentum looks like.

The next five years must ensure that momentum leads to lasting change for every person living with pain in Canada.

That means continuing to break down barriers, expand trusted programs and ensure earlier and more equitable support. The foundation has been built.

Now let's sustain the progress and ensure that no one is left to navigate pain alone.



EMPOWERMENT

Empowering people who live with pain to feel seen, understood and supported to enhance their quality of life

PAIN SUPPORT AND WELLNESS GROUPS

Our online Pain Support and Wellness Groups continued to equip individuals living with chronic pain with the vital insights and coping strategies needed to reclaim their lives. Offered entirely free of charge and open to all, our groups foster a powerful, inclusive community where participants can learn, share, and thrive together.

By removing financial and geographical barriers, we ensure that specialized support is accessible to anyone in need, transforming isolation into shared resilience.

painbc.ca/supportgroups



Pain can be so isolating and so scary. Having people who understand - even just a bit - of what I'm going through helps me feel less alone. I learn so much from them. The affinity groups add a whole other dimension where I can be my whole self as well as someone with chronic pain. I don't have to explain, filter, or educate - I can just be and be understood.

1,379

British Columbians found connection and community, transforming isolation into shared strength.

190

times people living with pain gathered to support each other and learn to improve their well-being.

97%

of participants found our groups to be a safe emotional space where they were believed, respected and protected from stigma.

88%

experienced measurable improvement in their quality of life.

PAIN SUPPORT LINE

We supported hundreds of British Columbians in accessing resources, care and support through our Pain Support Line. In June 2025, we expanded the existing phone-based program to include text support.

painbc.ca/supportline



Connected with an understanding, caring and helpful person who shared some great resources.

Funding for this program is provided by the Province of British Columbia and ICBC.



685

BC residents turned to our Pain Support Line when pain felt overwhelming.

2060

meaningful interactions ranging from resource navigation to emotional support.

16,500

times our evidence-based fact sheets were downloaded, equipping thousands with the knowledge to self-advocate.

100%

of Pain Support Line users reported that the service provided a deeply supportive space, while gaining practical, useful tools for their journey.

COACHING FOR HEALTH

Coaching for Health continues to provide people with pain one-to-one support, learn self-management skills, regain function and improve their well-being.

painbc.ca/coaching

140

people in BC felt confident to live with pain through our Coaching for Health program.

1065

one-to-one coaching sessions

100%

of our coaching clients reported improved overall well-being



I set goals surrounding my connection to my own body and found new ways to cope with the various ways pain shows up for myself. Loved the consistency and accountability of having someone who also understands me and my struggles.

Funding for this program is provided by the Province of British Columbia and the Hamber Foundation.

LIVE PLAN BE+

Live Plan Be+ breaks down the chronic pain journey into manageable milestones. As an interactive, digital self-management learning tool, it empowers individuals to make small, sustainable changes in their daily lives that ultimately compound into improvements in their overall well-being.

liveplanbeplus.ca

4,463

people registered for the program, taking an active, structured step toward mastering their health in 2025.

21,621

people living with pain served by Live plan Be+ since its launch.

Funding for this program has been provided by Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

MAKING SENSE OF PAIN

Delivered in BC and across Canada by our community partners, Making Sense of Pain program is designed for people with pain who also live with mental health conditions, trauma, substance use, and experience barriers to care.

painbc.ca/making-sense-of-pain



I didn't have any expectations, really just seeking help. However, this program has met my needs as it has motivated me to be more creative in coping by practicing more compassion, patience and understanding with myself and others that I may come in contact with for whatever reason, as I am trying to adjust to this painful condition that I am experiencing. I felt heard and I feel I am being helped tremendously at this time.

Funding for MSOP program in BC has been provided by the Province of British Columbia and BC Gaming. Funding for MSOP sites across Canada has been provided by Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

Through
49 cohorts

we provided

322

individuals living with pain a dedicated, trusted environment to navigate complex pain and systemic challenges.

Across Canada,

31

community partner organizations are delivering our Making Sense of Pain program.

93%

of participants gained practical self management strategies that helped them to confidently make decisions about their pain care leading to a significant uplift in their overall quality of life.



TRADES AND PAIN PROGRAM

In 2025, we launched the Trades and Pain (TAP) program to ensure no worker must navigate pain alone. By supporting industry to make pain more visible and understood, we are helping to safeguard the health of our workforce while enhancing industry productivity and retention.

painbc.ca/trades-and-pain-program



THE GUIDE LINE

In October 2025, we launched our free, confidential text service, The Guide Line that provides workers with direct access to counseling, referrals, peer-led support, and mental health resources regardless of union membership or insurance status.

100% of the trades workers surveyed reported that the text line was highly supportive, validating the text-based, confidential format as an incredibly effective delivery model.

Education and outreach: Through tailored “Lunch and Learn” sessions, we empowered worksites to prioritize pain prevention and management as a core safety pillar.

painbc.ca/guideline



The text line offered compassionate support and the clarity I needed to stop just surviving the day and actually start managing my pain.



I truly appreciate the convenience of text. Very wonderful service provided by the Guide Line.

MEET SHAWN UNDERHILL

He worked in the trades for 30 years, much of it as an ironworker. Over that time, he accumulated his fair share of serious injuries - from a roll of roofing material falling 35 feet onto his back, to crash-landing an insanely high ski jump. The final straw was a bundle of steel collapsing onto the back of his leg.

Many of these injuries led to prescription opiates, which blurred the lines with his already recreational street drug use and eventually turned into a full-blown addiction. At his lowest point, he lost his mom and his younger brother - losses that first pushed him deeper into the darkness, and then ultimately pulled him out. He entered treatment twice, and today he is a happy, sober father of four.

Since getting sober in 2023, he has chosen to get involved on the other side of addiction by helping others see a way out and working to end the stigma that surrounds it. He has been part of the Off the Clock Toolbox Talk podcast, discussion groups, and several large projects. He has also had the opportunity

to work Recovery Day for several years in a row.

Through training modules and lived experience, he has found many opportunities for growth. He even turned attending Soberfest in Langford into a family vacation with his fiancée and kids. Recovery is a part of his life that he genuinely enjoys.

Learning about injury and pain, grief and loss, self-awareness, boundaries, connection, communication, and work readiness helped him understand that his pain and injuries were at the core of how he was showing up in the world. The more he learned about his pain, the easier it became to cope. He realized he wasn't alone. He allowed himself to be vulnerable, to talk with others, and to learn healthier ways to manage pain.

He wants others to know they don't have to do this alone. He encourages people to get curious about how their pain affects their life and mental health.



EMPOWERED RELIEF

Developed by pain psychologists at Stanford University, Empowered Relief® is a two-hour online program that teaches essential pain-management skills, delivered by Pain Canada's Empowered Relief®-certified clinicians.

10

virtual sessions making pain management support accessible to participants across BC and Canada hosted.

691

individuals took immediate action to learn essential self-management skills.

99%

of attendees reported that the specific tools they learned were directly useful for managing their daily pain symptoms.

paincanada.ca/empoweredrelief

“

I was familiar with all of the skills in the presentation, having done a great deal of CBT, but Empowered Relief puts it all together in a useful way that makes sense. Providing information about the science behind the program and the studies on its efficacy gives me confidence that this will help me with my chronic pain and with life in general.

Funding for this program has been provided by Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

HARNESSING THE DEDICATION OF VOLUNTEERS

Our impact is fueled by the generosity of our volunteers. They are the heartbeat of Pain BC, donating their time and expertise to ensure no one is alone with pain.

1354

total volunteer hours

81

support services volunteers

11

board members

“

I enjoy being able to alleviate some of the isolation - actual and felt - by people living with pain. It has been incredibly rewarding and heart warming to witness the level of compassion, encouragement and support the group members provide for one another. – PSWG volunteer



EDUCATION

Educating health professionals to better assess and manage pain

PAIN FOUNDATIONS

Pain Foundations is a flexible self-paced online course where learners can focus on modules specific to their scope and area of interest.

painbc.ca/painfoundations

483

Health care providers in Canada improved their pain expertise through the Pain Foundations course.



I didn't realize how much pain my patients had to tolerate until I took this course. It completely changed my approach to pain management.

Funding for this program has been provided by Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

BC ECHO FOR CHRONIC PAIN

Our ECHO (Extension for Community Health Care Outcomes) provides free mentorship and education in best-practice pain care to health care providers in BC, particularly in rural and remote communities.

paincanada.ca/echo

106

doctors, nurses, allied health professionals, and community clinicians attended our 8 live sessions to elevate their practice.



BC ECHO has completely transformed how I approach chronic pain in my rural practice. Having direct access to specialists and a peer network means I can deliver better care right here in my community without referring patients to distant urban centers.

Funding for this program has been provided by The Province of British Columbia and Share Care Committee, a joint collaborative committee of Doctors of BC.

MANAGING PAIN BEFORE AND AFTER SURGERY

Managing pain before and after surgery is a free self-paced online program designed to help people undergoing surgery and their families better manage pain after surgery and decrease complications.

paincanada.ca/managingpain

159

healthcare providers registered for the program, embedding proactive, best-practice pain management and trauma-informed recovery protocols into their surgical practices.

117

patients and caregivers took control of their surgical preparation, gaining the practical tools, tracking methods, and confidence needed to safely manage post-operative pain at home.



This course is the missing link in surgical care. It demystified the recovery process and equipped me with practical, evidence-based tools to manage my pain safely and effectively. Every patient undergoing surgery should have access to this resource.

Funding for this program has been provided by Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

MOVING THROUGH PAIN

A free, self-paced online program for health care providers who want to support people living with pain to move with more ease and regain function.

paincanada.ca/movingthroughpain

A total of
168

health care providers successfully completed the full curriculum this year, immediately bringing trauma-informed, movement-positive strategies back to their local clinics and rehabilitation spaces.



This course completely reframed how I guide my clients through physical therapy. It gave me the precise vocabulary and pacing tools needed to help patients overcome the fear of movement and reclaim their physical autonomy.

Funding for this program has been provided by Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

BC ADAPTIVE MENTORSHIP NETWORK

The BC Adaptive Mentorship Network (BCAMN) is a program designed to connect interdisciplinary health care provider mentees with professional mentors to provide support on the topics of chronic pain, mental health and substance use.

painbc.ca/bcamn

16

mentors shared their advanced expertise to guide and support colleagues handling complex caseloads.

107+

mentees who are frontline health care providers accessed the network to improve their skills and bring specialized care back to their communities.

Funding for this program has been provided by The Province of British Columbia and Share Care Committee, a joint collaborative committee of Doctors of BC.

EFFECTIVE PRESCRIBING OF OPIOIDS FOR CHRONIC PAIN

Amidst a complex public health landscape, healthcare providers across Canada require evidence-based, practical training to navigate opioid prescribing safely and effectively. Effective Prescribing of Opioids for Chronic Pain (EPOCH), a course available to physicians across Canada, helps them deepen their skills in using opioid medications safely and effectively as part of a multi-modal approach to chronic pain management.

paincanada.ca/epoch

43

clinicians were upskilled through our EPOCH webinars and workshops. These sessions successfully pivoted clinical mindsets toward integrated pain management, ensuring that when opioids are utilized, they are safely balanced with physical, psychological, and self-management strategies.



COMBATING STIGMA

Leading the change in
how pain is understood
and addressed



By leveraging our digital platforms, we challenge misconceptions and deliver crucial resources directly to those who need them most. Our growing digital reach in 2025 reflects the vital need for this work:

Our website served as a critical resource and educational hub, welcoming

61,414 visits

from individuals seeking guidance, validation, and support.

We expanded our advocacy and community-building efforts online, reaching a collective of

16,248

social media followers.

Every click, share, and visit represents a connection made, a story shared, and another step towards a world where pain is recognized, understood, and treated with the dignity it deserves.

2025 NATIONAL PAIN AWARENESS WEEK CAMPAIGN

During our 2025 National Pain Awareness Week campaign, Pain Canada brought people and organizations together to challenge stigma, share trusted information and make chronic pain more visible.

Through lived-experience stories, practical resources, digital content, partner amplification and public service announcements, the campaign helped people better understand the realities of living with pain.

Social media platforms

56%

Twitter

32%

Instagram

12%

Facebook

Campaign impact report

215

Participating
people and
organizations

48K+

Chronic pain
awareness
PSA airings

42K+

Pain BC website
visits during the
campaign period

3.6 million

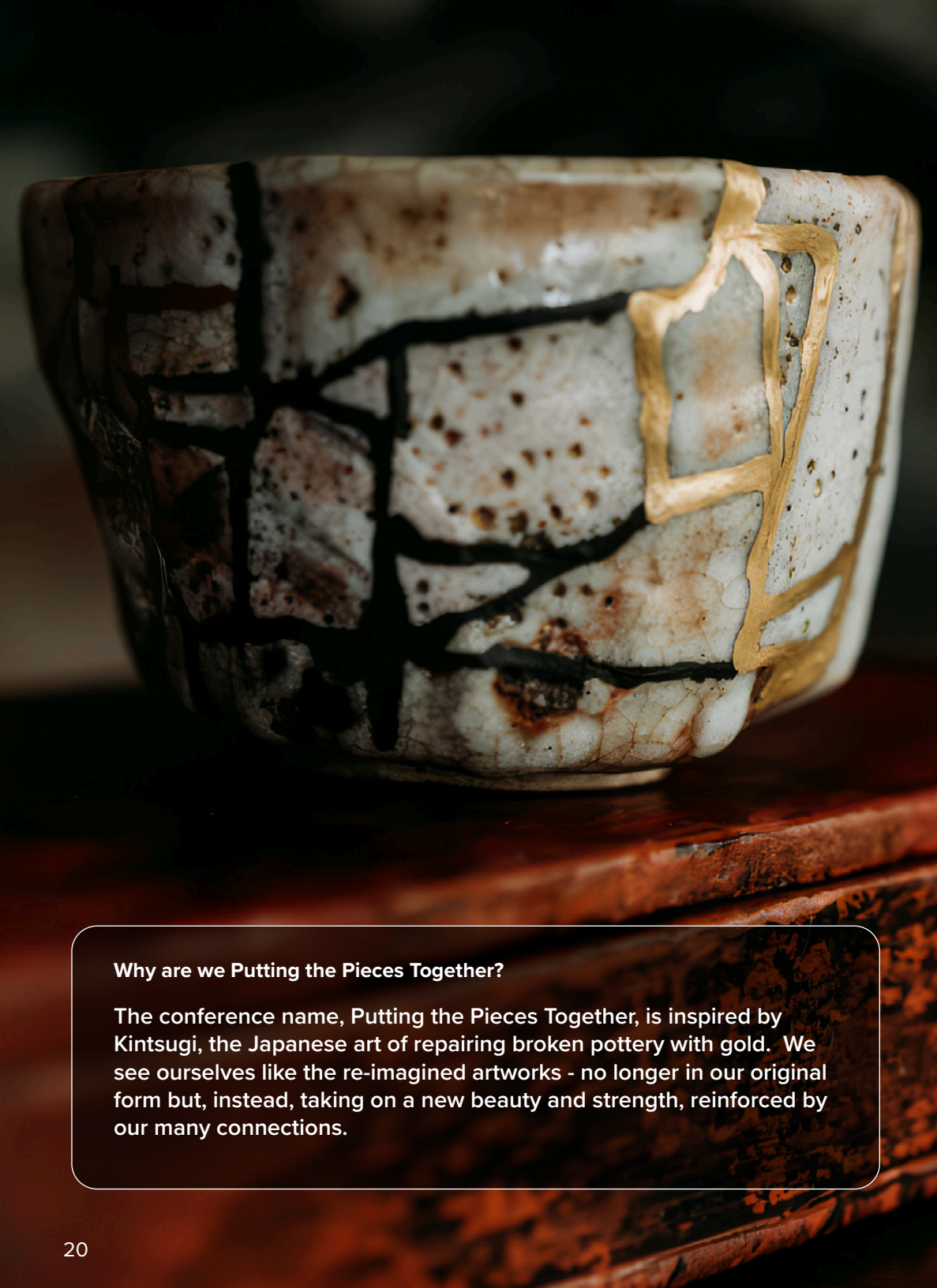
campaign impressions

1.5 million

people reached



Funding for this campaign has been provided by Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.



PUTTING THE PIECES TOGETHER

- LEARNING TOGETHER, HEALING TOGETHER

Putting the Pieces Together is a free annual virtual conference hosted by Pain Canada that is created by and for people living with chronic pain. The event aims to connect a national community, improve systems of care, and share practical coping strategies.

1264

people, caregivers, pain specialists, and researchers registered for the conference that builds community and mobilizes people living with pain.

88%

conference attendees reported they gained practical knowledge and skills.

Why are we Putting the Pieces Together?

The conference name, Putting the Pieces Together, is inspired by Kintsugi, the Japanese art of repairing broken pottery with gold. We see ourselves like the re-imagined artworks - no longer in our original form but, instead, taking on a new beauty and strength, reinforced by our many connections.

Funding for this conference has been provided by CIHR, IMHA, Canadian Pain Network via McMaster University, and PEPR via Western University.



FOSTERING RESEARCH

Partnering as a collaborator,
co-author, and knowledge
mobilizer to advance
chronic pain research in BC
and Canada

16 research project partners

Selected examples of our partners are listed below:

BC

Investigating the complex intersection of physical labor, pain management, and workforce culture within British Columbia's construction sector.

Design and evaluate equitable, stigma-free protocols for managing end-of-life pain in older adults with a history of substance use disorder.

Conducting research on impact of Pain BC programs including PSWG with UBC-Okanagan.

CANADA

National Priority Setting for AI in Chronic Pain Care research.

Contributed to a comprehensive, nationwide audit of how pain management is currently taught in prelicensure healthcare curricula.

Determining the feasibility of an effectiveness-implementation trial that evaluates the integration of people living with pain into health professional pain education: A randomized controlled pilot study.

Assessing Equity Considerations in Guidelines: The Development and Validation of a Guideline EQUity Appraisal (EQUAL) Tool.

Building a project team for an interdisciplinary healthcare professional pain curriculum review.

GOVERNANCE

A huge thank you to our leaders for guiding, inspiring, and supporting us all through 2025.

Board Executive

Shona McGlashan
Board Chair,
Founder, McGlashan
Consulting

James Leung
MBA, CPA (CGA), FCCA (UK)
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Engagement, Victoria Hospice

FINANCIALS

	2025	2024
REVENUE		
Government grants	\$ 2,511,915	\$ 1,901,368
Corporate, foundations and others	\$ 418,142	\$ 770,907
Programs and events	\$ 99,079	\$ 321,422
Individuals	\$ 24,868	\$ 60,830
Other income	\$ 98,255	\$ 58,198
Sublease income	\$ 37,522	\$ 75,670
Interest	\$ 70,677	\$ 26,907
Total	\$ 3,260,458	\$ 3,215,302
EXPENSES		
Communications	\$ 378,795	\$ 327,618
Education	\$ 840,182	\$ 1,128,204
Fund development	\$ 57,121	\$ 98,702
Health system coordination	\$ 314,753	\$ 307,477
Operations	\$ 403,782	\$ 441,571
Research	\$ 137,091	\$ 153,488
Support services	\$ 1,131,042	\$ 757,880
Total	\$ 3,262,766	\$ 3,214,940

None of our work this year would have been possible without the extraordinary dedication of our community. To our generous donors who fuel our mission, our passionate volunteers and staff whose daily commitment drives our impact, thank you. Together, we are building a future where no one lives alone with pain.



Pain BC is helping build a future where pain is addressed earlier,
more equitably and without stigma, so no one is alone with pain.

www.painbc.ca
www.paincanada.ca

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