



# BACK PAIN IN CANADA

Back pain. It's painful, stressful and can impact every aspect of life. And it's something many Canadians don't know how to deal with.

Canadians who experience chronic back pain suffer longer than they should

## DON'T WAIT

Ignoring back pain won't make it go away — see your doctor for assessment and treatment.



50%

OF CANADIANS BEGAN EXPERIENCING BACK PAIN AT OR BEFORE

AGE

30

48

AVERAGE CURRENT

AGE

OF CANADIANS EXPERIENCING BACK PAIN



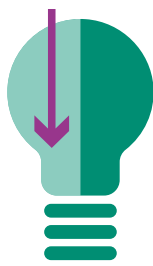
42%

SAY THEY KNOW THEY SHOULD DEAL WITH THEIR BACK PAIN BUT THEY DON'T

Myth-information and lack of support are part of the problem

## GET INFORMED

Whether you're unsure of your pain or its type, learn more. Information can lead to better talks with your doctor, and a faster path to relief.

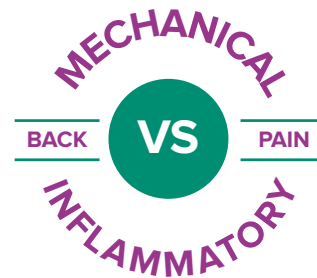


71%

OF SURVEY RESPONDENTS REPORT LIMITED KNOWLEDGE ABOUT BACK PAIN IN GENERAL<sup>1</sup>

64%

OF SURVEY RESPONDENTS DON'T UNDERSTAND THE DIFFERENCE BETWEEN THE TWO TYPES OF BACK PAIN<sup>2</sup>



26%

OF CANADIAN ADULTS WHO EXPERIENCE CHRONIC BACK PAIN SAY OTHERS HAVE MADE THEM FEEL IT'S ALL IN THEIR HEAD

In the meantime, chronic back pain negatively affects quality of life

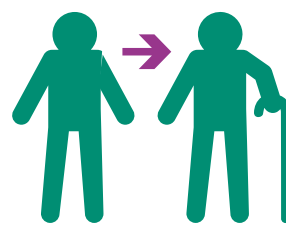
## TAKE CONTROL

It's easier than you might think. Start by understanding your symptoms.



65%

SAY THEIR BACK PAIN AFFECTS THEM EVERY DAY



71%

AGREE THEIR CHRONIC BACK PAIN MAKES THEM FEEL OLDER THAN THEY ARE



57%

MORE THAN HALF SAY THEIR SLEEP HAS BEEN NEGATIVELY AFFECTED BY THEIR CHRONIC BACK PAIN

DON'T LET BACK PAIN OWN YOU



TAKE THE 30-SECOND BACK PAIN QUIZ



StandUpToBackPain.ca/Quiz AND GET ON THE ROAD TO RELIEF, OR VISIT STANDUPTOBACKPAIN.CA TO LEARN MORE

<sup>1</sup> "Somewhat/Not at All Knowledgeable (NET)"

<sup>2</sup> These respondents indicated the statement "Inflammatory back pain is caused by injury or over-use of the muscles in the back" is true. In fact, this is the definition of mechanical back pain.

Source: Back Pain in Canada survey conducted online by Harris Poll on behalf of AbbVie between January 6-29, 2015, among 1,016 adults ages 18+ who reside in Canada and have been experiencing chronic pain (pain that lasts more than 3 consecutive months) in the upper or lower back.