

Chronic Pain Book



Client

The Walton Centre, NHS Foundation Trust

Challenge

Create a book aimed at children aged 7-11 years to help them understand what it's like for their parent/guardian to live with chronic pain.

Solution

apt. worked very closely with The Walton Centre's Pain Management team, who are at the forefront of treatment in the UK. The team wrote the book: 'Do you know someone whose body always hurts?' and wanted us to visualise and make it appeal to the young target audience. After a meeting with the pain management team, we came away with the idea of Buzz: the shouty, annoying chronic pain monster. We worked with one of our go to apt. creatives Ste to illustrate Buzz and the other characters while we created the design and edited the copy.

The book aims to be both helpful to the child and person with chronic pain as they read the book together. It is visually colourful and includes spaces to allow them to write down what they feel and have learned. The 40-page book is available to support NHS pain management teams throughout the UK.

"The team were efficient and professional, very accommodating, friendly and really lovely to work with. The whole team demonstrated great enthusiasm for the project from start to finish and this no doubt helped to create the fantastic and well-designed end product that we are all very proud of."

Dr Rob Dinwoodie, Specialist Clinical Psychologist, Pain Management Programme

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