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PRESS RELEASE

September 23, 2014

College Launches Prescription Medication Awareness Campaign

The College of Physicians and Surgeons of Nova Scotia (CPSNS) is launching an awareness campaign aimed at encouraging patients and physicians to explore pain management alternatives. The goal of the campaign is to support a broader conversation between patients and physicians when dealing with pain management.

“We believe that if we expand the dialogue between doctor and patient, we might improve the management of pain,” said Dr. Gus Grant, Registrar & CEO at the CPSNS. “We also believe this may improve physician prescribing practices.”

The College acknowledges that misuse of prescription drugs is a complex problem that causes significant social harm. The College has identified the need to take action within its public safety mandate, without compromising the care given to patients in pain.

“The College does not intend to demonize prescription pain medications. In many cases, they are the right tool for the job. There are, however, other tools available and we hope this campaign raises awareness of the options physicians and patients have to manage pain,” said Dr. Grant.

The campaign, through the use of ads, posters and billboards, together with a dedicated website TheRightToolfortheJob.ca, seeks to support a physician-patient conversation about effective pain management options best suited for each individual’s situation.

A focus on improving physician prescribing practices of monitored prescription drugs such as opioids is a strategic priority for the College. The campaign will begin September 29th and run through until the end of December.

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THERE MIGHT BE A BETTER WAY.



Prescription drugs are one tool for managing pain, but they may not be appropriate for your situation. Talk to your doctor. Find the best solution together.

Learn more at RightToolfortheJob.ca

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