



**Generating 80 to 100
referrals a month from the
Health Board**

Cardiff and Vale University Health Board: Bringing together clinical and leisure teams to champion ESCAPE-pain

ESCAPE-pain is a group rehabilitation programme for people with chronic joint pain that integrates educational self-management and coping strategies with an exercise regimen individualised for each participant.

Cardiff and Vale University Health Board is the local health board of NHS Wales for Cardiff and Vale of Glamorgan, which serves a population of around 445,000.

Their mission is “Caring for People, Keeping People Well”, and their vision is that a person’s chance of leading a healthy life should be the same wherever they and whoever they are.

How and why was ESCAPE-pain commissioned?

In line with the NHS Long Term Plan, Cardiff and Vale take a holistic approach to managing people with long-term conditions and is moving many of its services to community-based. This will empower people to take responsibility for their own health and keep themselves well for longer.

ESCAPE-pain was considered to fulfil their vision, ambitions and plans. They decided to implement the programme with funding from the local Health Board and Wales Government.

It is now being rolled out in the leisure sector, to increase accessibility of the programme in more appropriate community settings.

Programme implementation and delivery

To promote ESCAPE-pain they:

- developed information sessions highlighting how ESCAPE-pain can be placed in the care pathway, signposting participants to ESCAPE-pain.
- promoted the programme at physiotherapy, orthopaedic, GP and primary care events and meetings.
- made referral as easy and streamlined as possible.
- created webpages on their “Keeping Me Well” website, with information and resources, enabling people to make an informed decision to self-refer.
- created and displayed posters, infographics, QR code and business cards in GP, orthopaedic and physiotherapy waiting rooms.
- highlighted the advantages for leisure and community organisations.

Engaging with the leisure sector was key to the roll out of ESCAPE-pain into community settings. Health Board funding was utilised to train leisure centre staff to deliver ESCAPE-pain.

Following the programme, the leisure centres are able to provide sustainable options for people to continue to maintain the benefits of the programme, e.g. subsidised leisure memberships, peer support groups (the “ESCAPEees”!) and walking groups.

The long-term goal is to have more leisure centres deliver ESCAPE-pain, so that more people can access the programme more easily through their local leisure centre.



escape pain



**89% complete more than
75% of the programme**

Key lessons learned

- ✓ Adopt a collaborative team approach, with collective leadership.
- ✓ Foster feelings of ownership by everyone involved, to champion and improve the programme.

Impact

- **Generating 80 – 100** referrals a month from the Health Board
- **89%** complete more than 75% of the programme
- Participants report better management and **understanding of their condition**
- **More efficient cost-effective management** – one ESCAPE-pain cohort treats more people than traditional one-to-one care
- **Improved management of waiting lists**
- **Increased footfall in leisure centres, uptake of subsidised memberships and other NHS programmes** delivered in leisure centres, e.g. “Prepare Well Programmes” and “Prehab to Rehab”, for joint replacement and cancer patients

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“The best thing about ESCAPE-pain is the group structure and the peer support.”

- Robert Jones, Physiotherapist, Cardiff and Vale University Health Board



[Click here to watch the video case study](#)