



Campaign Overview

- The **Patchwork of Hope Network™ (P.H.N.)** is an educational campaign led by the National Council on Aging (NCOA) to raise awareness of postherpetic neuralgia (PHN), also known as after-shingles pain. LaTroy Hawkins, professional baseball player and PHN sufferer, joins the campaign to share his personal story about this often debilitating condition that can affect not only those suffering, but their family and friends as well¹. This campaign is made possible with support from Endo Pharmaceuticals.
- The campaign kicks off on May 3 with an educational, consumer event in Los Angeles, and a second event will take place on June 30 in Tampa, Fla. At these two events, attendees will hear presentations about PHN symptoms and ways to cope, meet others affected by PHN and have an opportunity to create individual quilt squares to tell their story about how PHN has affected their lives. The squares will be sewn together to create a P.H.N. quilt, which will serve as a handmade testimonial to those who are affected by PHN pain and a reminder that they do not have to face the pain alone.
- LaTroy Hawkins suffered from shingles last year and still experiences PHN pain today. As a P.H.N. Campaign spokesperson, Hawkins will share his PHN story and discuss how he manages the PHN pain at the Los Angeles consumer event.
- Immediately following the consumer events in Los Angeles and Tampa, the NCOA will host Train-the-Trainer sessions for senior center directors from around the country to learn how to host their own P.H.N. event. Senior center directors will learn about shingles and PHN, receive tips on how to promote their P.H.N. event and obtain educational materials to share with their event attendees.
- The American Pain Foundation (APF) has designated September 16, 2010 as the second annual PHN Awareness Day. Hawkins, along with a spokesperson from APF and a pain specialist, will participate in a satellite media tour, and senior centers across the country will participate in activities to further raise awareness of this condition.
- Shingles affects around 1 million people in the U.S. every year², and one in five of those who suffer may go on to develop PHN³. For some, the areas of PHN pain are so sensitive that even a gentle breeze may cause extreme pain³. Because of this pain, it is common for PHN patients to feel emotionally distressed or isolated¹. In fact, PHN is one of the most common causes of pain-related suicide in older adults⁴.
- Through the campaign, those who may be experiencing the symptoms of PHN are encouraged to talk to their healthcare professional to discuss potential treatment options. Receiving medical treatment as soon as possible may lessen the duration of shingles and lower the risk for PHN³.
- To learn more about PHN and the P.H.N. campaign, please visit www.AfterShingles.com, an educational resource offering tools and information to help educate visitors about shingles and PHN, its impact on people's lives and ways to cope. The interactive Web site features a question and answer section with a physician and an opportunity to decorate a virtual P.H.N. quilt square online.

About Endo Pharmaceuticals

Endo Pharmaceuticals is a specialty pharmaceutical company engaged in the research, development, sale and marketing of branded and generic prescription pharmaceuticals used primarily to treat and manage pain, prostate cancer, bladder cancer and the early onset of puberty in children, or central precocious puberty (CPP). The company markets its branded pharmaceutical products to physicians in pain management, urology, endocrinology, oncology, neurology, surgery, and primary care. More information is available at www.endo.com.

About National Council on Aging

The National Council on Aging (NCOA) is a non-profit service and advocacy organization headquartered in Washington, DC. NCOA is a national voice for older Americans - especially those who are vulnerable and disadvantaged - and the community organizations that serve them. It brings together non-profit organizations, businesses and government to develop creative solutions that improve the lives of all older adults. NCOA works with thousands of organizations across the country to help seniors find jobs and benefits improve their health, live independently and remain active in their communities. For more information, visit www.ncoa.org.

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