

Thursday February 14, 2013

## **Christine Jackman wins 2012 ANZCA Media Award for pain story**

“World of pain”, a story by former *Australian* journalist Christine Jackman, has won the \$A5000 Australian and New Zealand College of Anaesthetists (ANZCA) Media Award for the best news story or feature about anaesthesia or pain medicine that appeared in the Australian and New Zealand media in 2012.

Ms Jackman’s article appeared in the March 24-25, 2012 edition of the *Weekend Australian Magazine* and described how many patients continue to suffer pain long after any initial cause has been treated.

“Our readers expect a story with a problem *and* a solution – and it was vital to communicate that chronic pain is *not* a simple condition with one simple cure, while maintaining their interest,” Ms Jackman said.

“My central aim here was to introduce readers to a new way of thinking about a very old problem, one that is often dismissed as ‘malingering’ or ‘hypochondria’.”

Ms Jackman found compelling case studies to illustrate the story, including young, outgoing and active people who live with persistent pain, to shatter the stereotypes of chronic pain sufferers.

“We received remarkable feedback from readers,” Ms Jackman said. “I was touched particularly by the gratitude from chronic pain sufferers who felt they had never been taken seriously, and hope this story will contribute towards greater awareness in the community.”

Ms Jackman’s story was one of 15 entries for the ANZCA Media Award, which will be run again this year.

The award was judged by former ABC journalist, lecturer and media training expert, Doug Weller; anaesthetist and *ANZCA Bulletin* Medical Editor Dr Michelle Mulligan; and former *Age* health editor and communications expert, Tom Noble.

The judges found it very difficult to pick the winner from what they described as a “tough field” with some “terrific entries”. They particularly commended Ms Jackman on submitting two top entries from the *Weekend Australian Magazine* and concluded:

*“‘World of Pain’ took us on a journey. It was interesting, comprehensive, well-written, well-researched and informative. It included a very important message about pain which is important to get across to patients and the community. Ms Jackson produced a body of work that was outstanding in its clarity and fact.”*

Entries for the \$A5000 ANZCA Media Award for the best news story or feature on anaesthesia or pain medicine to appear in the Australian or New Zealand media (print, television, radio or online) in 2013 are now open.

To see Ms Jackman's winning award, please go to [www.anzca.edu.au](http://www.anzca.edu.au). Details about the \$A5000 ANZCA Media Award for 2013 can be found at [www.anzca.edu.au/communications/Media](http://www.anzca.edu.au/communications/Media).

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