



PAIN BC LAUNCHES TEXT LINE FOR BC TRADES BECAUSE “WALK IT OFF” IS NOT A PAIN MANAGEMENT PLAN

New confidential support service is backed by a bold awareness campaign designed to challenge the culture of pushing through pain

Vancouver, BC — April 21, 2026 — Pain BC has seen enough. After 15 years of leading the change in how pain is understood and addressed in BC, the organization has officially launched the Guide Line, a free confidential text line for BC’s trades workforce.

The Guide Line offers practical, one-on-one support for workers whose pain is too often minimized, ignored or treated as just part of the job. BC trades workers living with pain can text “TRADES” to 1-833-261-PAIN (7246), Monday to Thursday, 1:00 PM to 8:00 PM Pacific Time. Through the text line, trades workers can connect with a Pain BC counselor for support and resources that are tailored to the realities of physically demanding work and the impacts of chronic pain. No union membership or insurance coverage is required to use the Guide Line.

“The physical demands of the trades industry mean this workforce carries a disproportionate amount of chronic pain with almost no dedicated support,” said Maria Hudspith, CEO of Pain BC. “For too long, they have lived with pain in silence. We’ve launched the Guide Line to ensure that no tradesperson has to manage the impacts of pain alone.”

The need is urgent. According to a January 2026 Statistics Canada survey on working conditions, nearly 3 in 4 trades and transport workers were frequently exposed to ergonomic risks (repetitive movements, heavy lifting), the highest rate across all occupational groups in Canada. Ergonomic risks are a primary cause of work-related musculoskeletal disorders (WMSDs). Work-related musculoskeletal disorders are painful injuries of muscles, nerves, tendons, ligaments, and joints caused or aggravated by work activities. According to **WorkSafeBC**, across all industries, 4.15 million days of work were missed in 2023 due to work-related **injuries**, with muscle strains and back injuries being the most common causes of time loss. Without dedicated support, thousands of workers are left to manage this chronic pain alone.

Pain BC developed the Guide Line to offer workers a confidential first step. Whether they need someone to listen, help understand pain, or connect them to resources such as peer support, the text line is a safe space. A recent user who texted the Guide Line said, “The text line offered compassionate support and the clarity I needed to stop just surviving the day and actually start managing my pain.” Another user said, “I truly appreciate the convenience of text. Very wonderful service provided by the Guide Line.”

“The trades workforce has a culture of pushing through pain and staying silent about it. That’s not toughness, that’s a crisis. This campaign is sounding the alarm about the need to challenge a culture where pain is too often dismissed, hidden, or pushed through. Workers deserve support that takes their pain seriously”, said Ben Marsolais, Project Director, Metro-Can Construction and Pain BC’s Trades and Pain Advisory Committee Member.

To raise awareness of the new service, Pain BC has launched a public campaign today that uses direct, familiar job-site language to challenge harmful attitudes about chronic pain and encourage workers to seek support. The campaign features slogans such as:

- “Pain is just part of the job.” — A dumbass.
- “Walk it off.” — A dumbass.
- “Push through the pain.” — A dumbass.

The Guide Line is part of Pain BC’s commitment to the trades workforce through the Trades and Pain program. Developed in collaboration with an advisory committee made up of people working in the trades who have seen their peers suffer enough, this campaign is designed to cut through workplace norms that can discourage people from speaking openly about pain or asking for help.

About Pain BC:

[Pain BC](#) is a non-profit organization leading the change in how pain is understood and addressed in British Columbia and across Canada. Through evidence-informed education, advocacy, and practical support, Pain BC envisions a future where no one is alone with pain and where everyone is connected to trusted resources without stigma.

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