MGH Cares About Pain Relief is a Massachusetts General Hospital (MGH)-wide initiative to raise consciousness about pain-related issues and to provide information about pain to healthcare professionals, patients, and families. Its mission is to support education, quality improvement, and research activities related to pain to promote the use of evidence-based best practices to prevent and relieve pain. The initiative, funded in 1999 by a grant from the Mayday Fund, became part of the hospital’s Patient Care Services in 2003. In 2006, Paul Arnstein RN, PhD, Clinical Nurse Specialist for Pain Relief assumed leadership of the program. The program places safe, effective pain relief on the forefront of MGH priorities, with timely e-newsletters, interactive educational activities, self-directed learning materials, and policy refinement that reflect evidence-based, best practices.