June is National Migraine and Headache Awareness Month (MHAM), an opportunity to raise awareness about migraine and other headache diseases. Migraine impacts over forty million people in the United States, one billion worldwide, and is recognized as the #2 global cause of years lived with disability. Currently, about 16 million people with migraine in the U.S. are undiagnosed. Approximately 400,000 Americans experience cluster headaches, recognized as one of the most painful diseases a person can have.

OPPORTUNITY PRESENTED

MHAM 2022’s theme was “Advocate for Access” focusing efforts on advocating for better access to treatments, headache medicine training for healthcare providers, and equal access to healthcare for the BIPOC community. Also CHAMP promoted an extensive lineup of advocacy programs during June to help educate the public about the disease, and initiatives such as the Blog Initiative, dozens of live and virtual advocacy events, and seven observance days.
THE CHAMP COALITION

National Migraine & Headache Awareness Month
ADVOCATE FOR ACCESS

ASSOCIATION OF MIGRAINE DISORDERS
CLUSTERBUSTERS
HSG
GOLDEN GRAINE
The Headache & Migraine Policy Forum
Hope for Migraine Community
The Daily Headache
Danielle Byron Henry Migraine Foundation
Migraine Again
Migraine.com
Migraine Disease.org
migrainePal
MIGRAINE WORLD SUMMIT
MILES FOR MIGRAINE
NATIONAL HEADACHE FOUNDATION
Parenting with Migraine
Patient Advocate Foundation
U.S. PAIN FOUNDATION
APPROACH

Earned-Owned/Paid Media Campaign

- Developed a press release and media kit with valuable information, quotes, and details about MHAM programs across the coalition
- Shared materials with members of the media throughout the United States within print, online, and broadcast channels
- Created and managed the MHAM website (MigraineandHeadacheAwarenessMonth.org) and compiled advocacy events, observance days, blog posts, and media materials from all of CHAMP’s member organizations to amplify during this important month
- Orchestrated social media to promote the myriad of events and information available to help raise awareness
- Planned CHAMP’s first migraine education radio Public Service Announcement (PSA), which was distributed across the United States
Leading up to and during the month of June, our team secured dozens of high-profile television, radio, print, and online placements. These stories and spotlights helped educate the public about migraine and other headache diseases. CHAMP also supported coalition members with media materials to enhance their own MHAM media outreach.

Some examples of MHAM media stories included a televised segment all about migraine disease on **NBC News 8 Florida for Bloom TV**, which aired in 40 markets across the country and reached 36 million households. Other placements included **SELF magazine**, **CNN, ABC News, Hawaii Public Radio, The Hill, Healthy Women, Wisconsin Public Radio, Idaho News 6, PBS Newshour, USA Today**, and over forty more placements.
EXAMPLES OF RESULTS ACHIEVED:

PSA

The PSA was met with tremendous results.

- **14,216 AIRINGS**
- **206 STATIONS ACROSS THE UNITED STATES**
- **15 MILLION GROSS IMPRESSIONS**

COUNT OF STATIONS BY METRO MARKET AREA
76 Stations are in the top 100 markets

COUNT OF STATIONS BY VERSION

LISTEN TO THE PSA
SOCIAL MEDIA RESULTS:

Our social media platforms were used to share blog posts, participant events, sponsor support and educational information about migraine disease. CHAMP amplified this information by putting advertising resources behind the content in order to reach a larger and more diverse audience. Social media content on Facebook, Instagram, Youtube, and Twitter received a total of 602,200 impressions during the month of June.

FACEBOOK
- 97,037 IMPRESSIONS
- 12,934 ENGAGEMENTS

TWITTER
- 397,000 IMPRESSIONS

INSTAGRAM
- 105,611 IMPRESSIONS

YOUTUBE
- 3,200 IMPRESSIONS
MHAM WEBSITE:

The MHAM website features the history of the awareness month, information about CHAMP participant organizations, events taking place throughout the month of June, and blog posts from various authors about migraine disease. The site also includes CHAMP’s media kit and promotional content. During the month of June, the site received about 10,000 pageviews.