The Coalition for Headache and Migraine Patients (CHAMP) is a non-profit that provides support to people with migraine, cluster, and other headache diseases. CHAMP brings together 20 leading organizations and opinion leaders in this disease area to enhance communication, coordination, and collaboration to more effectively help people wherever they are on their patient journey.

CHAMP works closely with all stakeholders to fight the stigma of migraine and headache diseases, and to ensure patients have access to innovative treatments that are creating a new era of improved outcomes for people living with headache diseases.

MEDIA KIT
Million Americans will experience a migraine attack this year

Only half of Americans with migraine have been diagnosed (20 million)

1 BILLION people worldwide will experience a migraine attack this year

4-6 MILLION Americans live with the pain and disability of chronic migraine. Of these, 1-2 million Americans have chronic daily migraine

100 MILLION Americans will experience at least 1 migraine attack over their lives

The World Health Organization lists migraine as the #2 GLOBAL CAUSE of years lived with disability

Cluster headache impacts over 400,000 AMERICANS and is the most painful a disease a person can have
CHAMP PROGRAMS

DISPARITIES IN HEADACHE ADVISORY COUNCIL (DIHAC)
Addressing the inequities and systemic racism of the American healthcare system, this program hosts webinars on cross-cultural competency and guest presentations. Moving into 2023 the council along with a DE&I Task Force will work to grow the framework of CHAMP’s commitment to creating an inclusive community for everyone living with migraine.

SUPPORTING PATIENT ACCESS TO NECESSARY TREATMENTS
CHAMP has compiled the best information to help patients be proactive about their care. The goal is to assist all people living with migraine, cluster, and other headache diseases with resources they need to find affordable access to the right treatment(s).
- Treatment Access Guide
- Policy Advocacy for Access
- Help for Individuals from the Patient Advocate Foundation

MAPPING THE MIGRAINE PATIENT JOURNEY
In light of the staggering numbers of patients not receiving appropriate care to manage their disease (only 1 in 20 people with chronic migraine have seen a doctor, been accurately diagnosed, and are being treated according to guideline recommendations) this project identifies all of the common steps in the migraine patient journey to create better solutions.

HEADED (HEADACHE & MIGRAINE EDUCATION FOR HEALTHCARE PROVIDERS)
HeadEd is a curated resource of all the best headache medicine training options for doctors, physician assistants, and nurses. There are more than 40 million people in the U.S. with migraine disease and fewer than 1,000 certified headache specialists. HeadED helps empower healthcare providers with knowledge about migraine so they are able to diagnose and treat the disease.

RETREATMIGRAINE
RetreatMigraine is a conference specially designed by and for people living with migraine disease. The annual multi-day hybrid event (in-person and virtual) brings together patients, care partners, and migraine experts to support and strengthen our community.
MIGRAINE AND STIGMA

People with migraine and headache diseases are discriminated against in many different ways, particularly if they are not able to always perform expected tasks. This is due to the stigma of migraine and headache diseases or the negative attitude of society toward people with these diseases. CHAMP continues its work to eliminate stigma through ongoing public education and communications campaigns.

NATIONAL MIGRAINE & HEADACHE AWARENESS MONTH

June is National Migraine and Headache Awareness Month (MHAM). During this time each year the full headache, migraine, and cluster communities work together to raise awareness about these diseases and build understanding for the public and patients alike.

PUBLIC SERVICE ANNOUNCEMENTS

CHAMP regularly plans and rolls out public service announcements to educate the public about migraine disease. CHAMP’s Migraine and Headache Awareness Month radio PSA reached over 15 million people nationwide, and the new Migraine at School PSA is currently underway to connect students, teachers, and parents to helpful resources.

MIGRAINE AT SCHOOL

Migraine at School gathers the best resources and information for students, parents, and educators to ensure kids with headache diseases are given the best opportunity to excel in school. MigraineatSchool.org.
CHAMP created the Headache and Migraine Disease Language & Image Guide to help all people who communicate about headache diseases do so in a more accurate, informed, and empathetic manner that treats these conditions, and the people living with them, with the seriousness and care they deserve.

We are sharing highlights of the language guide here to help inform how migraine and headache diseases are addressed in the media and beyond. The full guide is also available at headachemigraine.org/LanguageGuide.org

**HIGHLIGHTS OF GUIDE**

**LANGUAGE**

<table>
<thead>
<tr>
<th>CHAMP Recommendation</th>
<th>Currently Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headache Disease(s), Headache Disorder(s)</td>
<td>Headache(s)</td>
</tr>
<tr>
<td>Headache Attack, Migraine Attack, Cluster Attack</td>
<td>Headache(s), Migraine(s), Episode(s)</td>
</tr>
<tr>
<td>Migraine Disease, Living with Migraine Disease</td>
<td>Migraine Headache, Migraines</td>
</tr>
<tr>
<td>Person with Migraine disease, Person Living with Migraine Disease</td>
<td>Migraine Personality, Migraineur, Migrainer, Migraine Person, Migraine-Type Person</td>
</tr>
<tr>
<td>Experience(s) the Pain and Disability of Migraine Disease</td>
<td>Suffering from Migraine, Migraine Sufferer</td>
</tr>
<tr>
<td>Migraine Spectrum, Migraine Continuum</td>
<td>None</td>
</tr>
<tr>
<td>Migraine Remission, Break in Migraine Attacks</td>
<td>Cured of Migraine, Migraine Cure, Migraine Miracle</td>
</tr>
<tr>
<td>Medication Adaptation Headache</td>
<td>Medication Overuse Headache, Rebound Headache</td>
</tr>
</tbody>
</table>

The cluster community has shared a diversity of opinions on the terminology they feel most appropriately should be used to describe their disease. Consequently, CHAMP does not currently make language recommendations regarding cluster. To learn more please see the full guide.

**IMAGES**

CHAMP asks all communicators to be thoughtful when selecting imagery and photographs of people with headache diseases to use in publications, advertisements, blogs and websites. The images should accurately and honestly depict what it’s like to live with these diseases and the range of how they impact people's daily lives.

Headache, migraine and cluster diseases do not discriminate. The images used to portray our diseases should reflect our diversity of age, race, ethnicity and gender.