EMHA Higraine & Headache Activities Report for 2022.





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Organization Chart



Patrick Little



Elena Ruiz de la Torre EXECUTIVE DIRECTOR



Kalina Tyminski BOARD MEMBER



Scott Bruce



Isabel Colomina BOARD MEMBER

María Damián

FINANCE OFFICER & PROJECT 'S COORDINATOR



MIGRAINE FRIENDLY WORKPLACE COORDINATOR





Access to Care



Access to Care events and Communication Campaign

The results of the "Access to Care" study per country were presented to policy makers, KOLs and general society in a series of events across Europe with an aligned message and Communication Campaign the same, in all the Countries:





Access to Care: Italy

The EMHA (European Migraine and Headache Alliance), with the support of Alleanza Cefalalgici, launched in Rome, the "Access to Migraine Care Survey" on 16 March. EMHA's goal is to support migraine sufferers, as part of the pan-European"GetImpatientForMigraine" campaign.

Result: The event was attended by politicians, who quickly mobilised to provide concrete answers for these chronic patients.

- Creation of a Scientific advisory board to the Italian Health group at the Italian Congress.
- Approval of Migraine as a social disease by Italian law.

Lara Merighi's, representing Alleanza Cefalalgici, and Elena Ruiz de la Torre, EMHA's executive director, delivered a speech to the audience which included Senator Paola Boldrini, the Hon. Celeste D'Arrando and Nicola Provenza.



Access to Care: Italy





Access to Care: Portugal

On 12 September, to mark the Migraine Day of Action, Migra Portugal and EMHA organized an event to showcase the results of the Portuguese survey on access to care. The opening session was led by Madalena Plácido (MiGRA Portugal), Dr. Raquel Gil-Gouveia (Portuguese Medical Society of Headache) and Dr. Isabel Luzeiro (Neurology Portuguese Medical Society).

Result: The agenda included talks by members of Migra Portugal as well as representatives of the EMHA, closing with a round table in which different actors shared their perspective on "Migraine and headaches, what is the future?" including the previous mentioned as well as Dr. Maria de Belém (former Minister of Health) and Dr. Armando Alcobia (Pharmaceutical Services of the Garcia de Orta Hospital), moderated by the journalist Marina Caldas.



Access to Care: Czech Republic

The CR patient organization Migréna-help and EMHA, the Czech Headache Society and a group of several pharma companies, organized the seminar: "Improving access to migraine care in the Czech Republic", which took place on 13 September 2022 in Prague and presented the results on the Access to Care Survey in Czech Republic.

The keynote speech was given by the president of Migrena-help, Msgr. Rýza Blažejovská, DiS. and the E.D. of EMHA, Elena Ruiz de la Torre, to the attendees which included representatives of the state administration, HTA bodies, health insurance companies, patient organizations, and the professional public.





In addition, the panel featured MEP Martina Dlabajová, President of the Czech Headache Society Dr. Tomáš Nežádal, Dr. Jolana Marková, FEAN, Director of the Headache Diagnosis and Treatment Centre at Thomayer Hospital, and the founder of the Institute of Health Economics, Dr. Tomáš Doležal. The event was hosted by MUDr. Roman Kraus, MBA, Chairman of the Health Committee of the Senate of the Czech Republic.

Result: A commitment from the Ministry of Health to meet Migrena-Help to find out the unmet needs to be tackled to improve the access to the best and most innovative treatments.



Access to Care: Spain

On October 7th at the Spanish Parliament in Madrid, Elena Ruiz de la Torre, E.D.of EMHA, presented the results of the "Access to Care survey". The event also included a multidisciplinary colloquium entitled 'Challenges in access to migraine care in Spain', with the participation of healthcare professionals, managers and patient representatives.

This was followed by the debate 'Let's put migraine on the political, health and social agenda of our country". Among those present were also Adolfo Suárez, 4th Secretary of the Bureau of the Congress of Deputies and Rosa Romero, President of the Health and Consumer Affairs Commission of the Congress, who opened the conference together with Isabel Colomina, President of AEMICE.





On the scientific panel, the conference was moderated by Iñaki Gutierrez-Ibarluzea, Director of Organisational Innovation and Management of the Basque Foundation for Health Innovation and Research, with speakers Dr. Pablo Irimia, (neurologist and coordinator of GECSEN), with patient testimony from Verónica Sáez. Dr. Pablo Baz. (Family doctor and coordinator of the Neurology working group in SEMERGEN), Dr. José María Serra, (Member of the Coordinating Group for Neurological Patient Care of the Spanish Society of Hospitalary Pharmacy), who exchanged points of view and tried to find a better Access to treatments.

Result: Ministers and political party delegates agreed to meet with AEMICE to move forward a National Plan for Migraine.





Ne**trpělivě čekej** na snazší a rychlejší přístup k léčbě.

Netrpělivě čekej na správnou diagnózu a lepší podporu lékaře.

*Ne*trpělivě čekej na zdravotní péči, která překlene regionální rozdíly.

#BudteNetrpeliviKvuliMigrene

14

communication general campaign for the access to care project: #GetImpatient-ForMigraine





Access to Care events: #GetImpatientForMigraine

In 2021, we launched the campaign "The impatient chair" in which we denounced the 8 years that a migraine patient has to wait on average to get an effective treatment. For 2022, we have evolved the message to talk not only about

what happens in the waiting

room, but also about what life is like for migraine sufferers. At the same time, we no longer have a single protagonist of the campaign, but three women and a man, to portray that 90% of the migraine sufferers in the Access to Care survey were women of different ages.





We developed visual materials specially designed with local data for the hosting country, so they could share the results of the Access To Care local study. These materials were launched to reach the general audience and create awareness of the events, as well as the issues and findings extracted from the study.





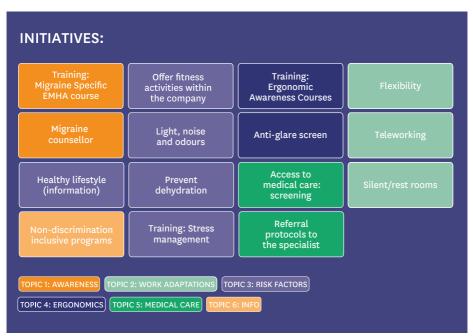
Migraine Friendly Workplace



Migraine Friendly Workplace

The Migraine Friendly Workplace initiative was launched in 2021, with the aim of recognising companies as migraine-friendly workplaces committed to the disease and the well-being of their employees, based on spreading awareness and understanding of the disease. The initial project consisted of a stamp, which distinguished those companies committed to the project and which were also willing to implement a series of improvements in the workplace to create more migraine-friendly workplaces.

In addition, companies willing to obtain the stamp were required to take a specific course on migraine.



WORKPLACE ADAPTATIONS - INITIATIVES DETAILED DESCRIPTION



IN TERMS OF THE BENEFITS OF THE STAMP:

- It helped reduce absenteeism and presenteeism to improve productivity.
- Improved retention of current workers and long-term employee loyalty.
- Improved the reputation of the organisation, sending the message that the company cares about the well-being of its employees.
- Reduced healthcare costs by lowering fees, as employees are encouraged to adopt healthier behaviours.

COMPANIES WITH THE STAMP



Migraine Friendly Workplace

As part of the communication plan, EMHA promoted the companies awarded with the stamp on our website and social media channels. In addition, on 12th September, Migraine Day of Action, we shared a special post on social media, as well as on the homepage of the website, featuring the 11 companies awarded with the stamp.

On May 1st, International Labour Day, we created a social media campaign to encourage companies and employees to learn more about migraine and the Migraine Friendly Workplace stamp. This campaign was shared on LinkedIn, where we invited users to visit a landing page where, by typing in the number of employees in their company, they could estimate the approximate number of migraine sufferers.

EMHA- European Migraine and Headache Alliance 634 seguidor 5 meses • 🕥 Thank you Eli Lilly and Company for becoming the first Migraine Friendly Workplace. EMHA recognizes Eli Lilly and Company with the Migraine Friendly Workplace Stamp for their work done in raising awareness, within the company, for people living with migraine. In addition, Eli Lilly and Company safeguards their employee's health, including those suffering from migraine, via capabilities and initiatives in place. #TeamWorkingForMigraine #MigraineFriendlyWorkplace Ver traducción





MIGRAINE FRIENDLY WORKPLACE Join the Migraine Friendly Workplaces.







In 2022, the Migraine Friendly Workplace label evolved into a project. In order to attract more companies, the core of the project changed its focus to distinguish companies that take a step forward in corporate social responsibility policies. Within this approach, we started to develop a new landing page as well as a variety of content to help spread awareness within the company. The new focus aims to normalise and raise the profile of migraine in the workplace and to eliminate its stigmatisation, both among those of us who suffer from it and in our working environment. This project is aimed at companies, public organisations and associations.

Migraine Friendly Workplace.



EMHA categorizes companies into two types based on their level of commitment to the project: Supporters and Collaborators.

Supporters are companies that acknowledge the impact of migraine in the workplace and seek further knowledge to create a more accommodating environment for their employees. Collaborators, on the other hand, demonstrate a stronger commitment to Corporate Social Responsibility by actively supporting and sustaining our project.

COMPANIES THAT ARE PART OF THE MIGRAINE FRIENDLY WORKLACE PROJECT.





B O N E T



Equipo colaborador Dirección GDES

THE WESTIN

caixa popular





sothis





envases a medida





Brain Awareness Week

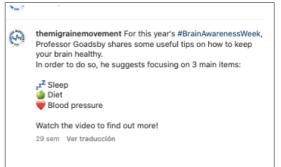


Brain Awareness Week

To celebrate the #BrainAwarenessWeek the EMHA created and distributed 6 short videos of renowed neurologists and patients sharing their advice to keep a healthy brain.

The neurologists who participated in the campaign were: Prof. Peter Goadsby, Prof. Cristina Tassorelli and Arao B. de Oliveira, PhD. The patients, supported by EMHA's member Hodepine Norge shared their main hobbies and tips for avoiding migraine attacks. The campaign was created with the support of Lundbeck.





GLOBAL RESULTS OF THE CAMPAIGN

Total videos published	ImpressionsR	each	Video Views	Engagement	Engagement rate
18	9412	68266	220	326	4,8



HEALTHCARE PROFESSIONALS VIDEOS

For this year's #BrainAwar k, Professor Goadsby shares some useful tips on how to keep your brain healthy. In order to do so, he suggests focusing on 3 main items:

JZ Sleep

Diet
Blood pressure

Watch the video to find out more!



Prof. Cristina Tassorelli shares her advice on keeping a healthy brain

and preventing migraine for this #BrainAwarene: The 2 main focus for her, beside adequate treatment, are:

👃 Stress management

Exercise And you, how do you keep your brain healthy?



Physical activity epidemiologist Arao B. Oliveira reminds us of 3 tips to keep our brains healthy during this #BrainAwarenessWe 1. Accumulate 150 to 300 minutes a week of moderate to vigorous

exercise 1.

Perform 2 times a week muscle training exercise "".
Avoid spending too much time in a seated position #



PATIENTS VIDEOS

How to keep a healthy brain?

During this #BrainAwarenessWeek we asked migraine patient Linn Amanda Holmen to share some tips for managing migraine and maintaining a healthy brain 🧠.

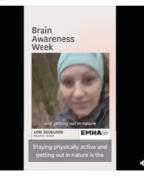
Watch the video to find out more!



How to keep a healthy brain?

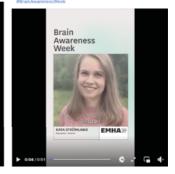
For migraine patient Line Sodeland, staying physically active and enjoying time outdoors is a must .

What is your #BrainAwarenessWeek advice on keeping a healthy brain?



For this #BrainAwarenessWeek, migraine patient Kata Strömland shares the hobbies and activities that help her keep a healthy brain. Can you guess them?

Watch the video to find out more.





Newsletters



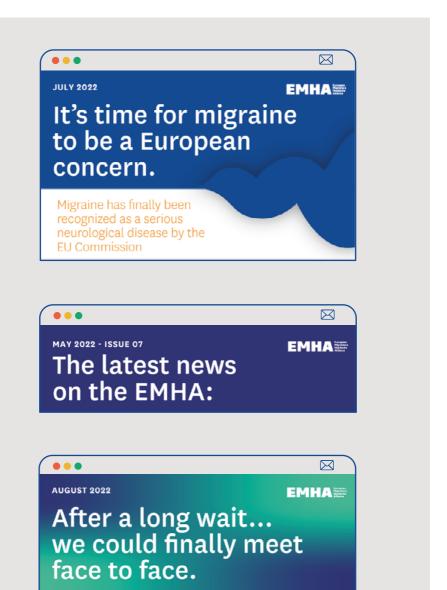
Newsletter

During 2022 we focused on creating regular email communications to our subscribers, mainly sharing EMHA's political activities and achievements. Throughout the year, the opening rate was 41,7% and the click rate was 1,3%.



SPECIAL ISSUE: CLUSTER HEADACHE AWARENESS DAY







Cluster Hedache Day



Cluster Headache Awareness Day "O is for Oxygen"

The goal of the campaign was to create awareness of Cluster Headache and the importance of having access to high flow oxygen treatments. In order to achieve this, we created an online campaign shared with the hashtag #OxygenForClusterHeadache. The campaign was based on the Scrabble board game, but, all the words were related to the feeling CH sufferers have regarding their illness.





We created different images around this topic and encouraged all the CH associations to share them on their social media channels. These images were also translated into Spanish, German and Portuguese, by request of the associations, to encourage the conversation in their own language.



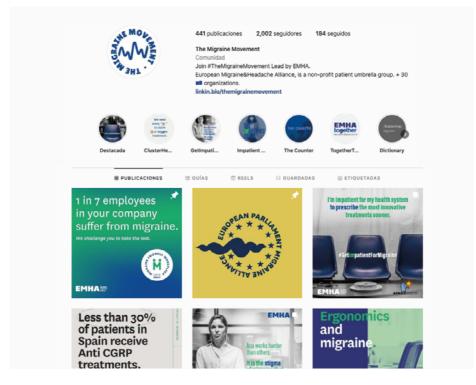


Communication Plan



Communication Plan: Social Media 2022.

Strategy: In 2022 we focused on making our community stronger and increasing the engagement. With more in depth knowledge of EMHA's audience needs, we adjusted the content and message in each social network, with the aim of covering different audiences based on their knowledge of migraine and the EMHA.





CONTENT LINES BY VERTICALS

01.	Women and Migraine
02.	Migraine at Work: Migraine Friendly Workplace
03.	European Parliament Migraine Alliance: Policy Work activities.
04.	The Impact of Migraine: Dara Content
05.	Is it Migraine?
06.	Dayketing



Communication Plan: Social Media 2022.

THE EMHA'S COMMUNITY GAINS STRATEGY

People reach on our social media 193.032 channels thanks to the sum of the activities by the EMHA during 2022.

Increase in the number of followers of social networks (6577).

Engagement with our social media content in 2022.

Increase in time spent per session in the FMHA's website.

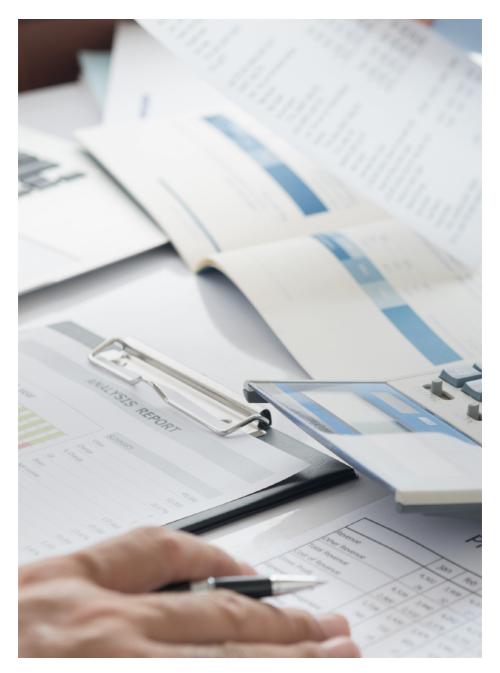
***RESULTS FROM JANUARY TO SEPTEMBER 2022 COMPARED TO SAME PERIOD 2021.**

+104,10%

+51,85%

+27,04%







Policy Affairs.



EU Affairs Achievements 2022

PLANNED STAMP IMPLEMENTATIONS

- Proposal and inclusion of amendments for the "Towards a Common European Action on Care" Initiative
- First time inclusion of migraine in European documents: "Towards a Common European Action on Care" & "Mental Health in the Digital world of Work"



Position Achievements

- Regular contact with key MEPs such as Susana Solís Kira Marie Peter-Hansen and Sara Matthieu for the positioning of EMHA in the European health debate and for the submission of amendments and opinions on EU initiatives.
- Meeting with Rosa Estarás to discuss the submission EMHA's proposed amendments to the initiatives and present the alliance projects to the MEP.
- Meeting with Jordi Cañas to discuss the proposed amendments for the initiatives and present EMHA's projects.
- Meeting with Deirdre Clune to discuss the European Parliament Migraine Alliance, the future event and other EMHA projects.
- Coming up: 1-to-1 meetings with other key MEPs inside and outside the Alliance, e.g.: Sara Matthieu & Kira Marie Peter-Hansen.



European Commission



- Provision of Stakeholder input for the EU.
- Non-Communicable Diseases initiative.

European Parliament Migraine Alliance



- One new member of the Alliance, Spanish MEP Jordi Cañas from Renew Group: 8 members in total.
- Coming up soon: On –Site Meeting with the Alliance in Brussels.

EMHA Projects



- Proposal of a new approach for the project more adequate for the EU institutions and key stakeholders inside them.
- Content creation on the topics of EU Affairs and Policy Makers for the monthly newsletter.
- Regular contact with key non-institutional stakeholders.
- Attendance to EFNA General Assembly.









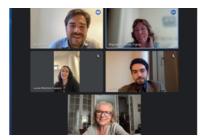
EU Affairs Achievements 2022

European Commission



• Introduce EMHA as a value-adding partner in the EU4Health call on Mental Health.Dialogues with different organizations and consortiums to position EMHA as part of the Project.

Ongoing: Management of EMHA's possibilities to Benefit from EU4Health Operating Grants.



EU4health





European Commission



• The Organization of an event under the theme "safety and health at work" with the support of OSHA.

Sponsorship of the event by MEP Pablo Arias.Dates:Event scheduled for April 2023







EMHA Activities with other Stakeholders



Climate Change and Migraine

The EMHA was part of this year's 6th Recent advances in quantitative remote sensing, International symposium.







Science

IHS CORPORATE MEETING



INTERNATIONAL HEADACHE SYMPOSIUM



EUROPEAN ACADEMY OF NEUROLOGY (EAN)

	lean
Please complete and re	the have of reurology
EAN Head Office Breite Gasse 4 / 7 1070 Vienna AUSTRIA Fax: 0043 1 889 05 03 Email: scientific@ean.	
	this form is to provide the EAN with information about your other at could influence how they receive and understand your work.
interests th	
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interests th Name of the task fo Section 1.	at could influence how they receive and understand your work. rce/guideline: guideline on migraine treatment
interests th Name of the task fo Section 1. 1. Your fir	at could influence how they receive and understand your work. ree/guideline: guideline on migraine treatment Identifying Information



MTIS OPENING CEREMONY + EMHA BOOTH

The EMHA was part of the MTIS event, organized by The Migraine Trust, giving voice to all migraine sufferers around Europe.

Elena Ruiz de La Torre, Executive Director of the EMHA, (representing the EMHA) together with Professor Peter Goadsby, Chair of the Scientific Programme Committee, and Michelle Walder, President of the Migraine Trust all participated in the opening ceremony of the event.

To expose the painful truth about the delay in access to treatment and correct diagnosis of migraine, the speakers sat for 80 seconds in complete silence. The uncomfortable silence in the room was followed by an explanation of the activity, as well as a video thanking the scientific community and industry for their constant efforts to reduce waiting times for patients.



MTIS OPENING CEREMONY + EMHA BOOTH















MTIS OPENING CEREMONY + EMHA BOOTH



















Participation on the documentary for migraine with IHS.





EHC VIENA -STIGMA ROUNDTABLE

EMHA ED Elena Ruiz de la Torre launches the Stigma Project at EHC Congress at a roundtable with Neurologist, Industry, Editors and Patients.



Scientific projects

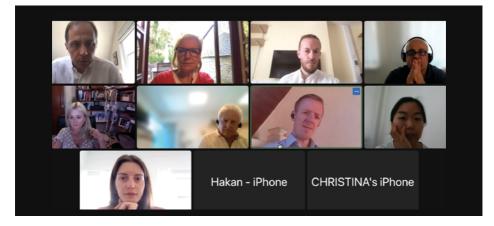
META ANALYSIS PROJECT

MNA ON MIGRAINE PROTOCOL WITH PROF. DIENER, PROF ASHINA ET AL.



META ANALYSIS PROJECT

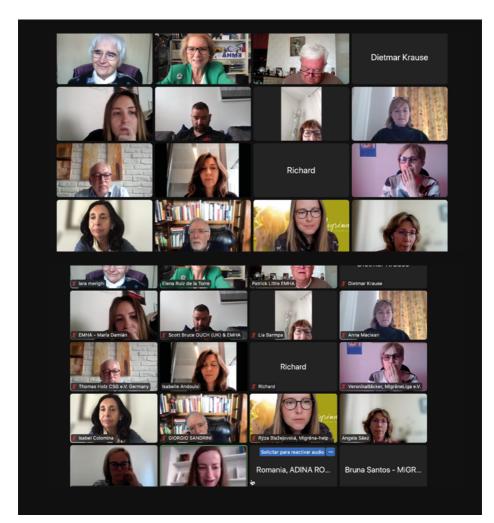
ON MIGRAINE MEDICATION SIDE EFFECTS





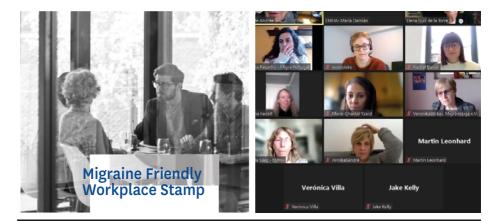
EMHA Internal Meetings

GENERAL ASSEMBLY



EMHA Internal Meetings

MEMBER'S MEETING







Meetings with members

VERONIKA BÄCKER OF MIGRANELIGA EMHA'S MEMBER

MARIE-CHANTAL YZARD EMHA'S MEMBER @wonder.migraine. woman





DR. NELLEKE COOLS OF HOOFPIINNET EMHA'S MEMBER

ANNETTE VANGAA RASMUSSEN NURSE AT DANISH HEADACHE CENTRE



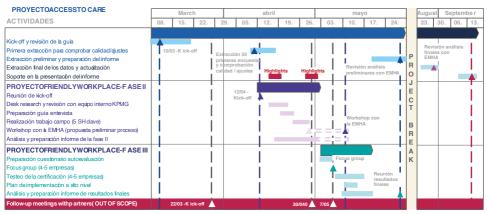


Collaborations

KPMG



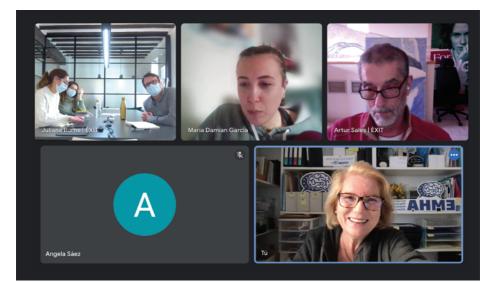
WORK CALENDAR KPMG - EMHA ACCESS TO CARE AND MIGRAINE FRIENDLY WORKPLACE PROJECTS





Meetings with the EMHA

COMMUNICATION AGENCY EXIT-UP



PARTICIPATING AT NATIONAL WEBINARS



Meeting with the EMHA

ARPA (EU affairs and communications Agency)





Other Stakeholders

EFNA





MEETING WITH EFIC



European Brain Council

BRAIN INNOVATION DAYS

/inciane Quoidbach

Public Health& Policy, Research Project Manager /alue of Treatment Research Project

VOT

-32 (0) 497 70 39 38 European Brain Council (EBC) – Brussels Office www.braincouncil.eu



BRAIN AND FOOD WEBINAR



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COST OF MIGRAINE EBC. RETHINKING MIGRAINE

Pillar II: Expert Advisory Group

	200 troit	Aniiation
Paul Derrien	CEO	Migraine Association of Ireland
Patricia Pozo-Rosich	Specialist in Neurology	International Headache Society
Simona Sacco	Professor of Neurology	University of Diquila, Italy/ European Headache Federation (EH
Maria Teresa Ferretti	Co-founder & Chief Scientific Officer	Women's Brain project
Christina Tassorelli	President	International Headache Society
Pablo Irimia Sieira	Co-chair	EAN Scientific Panel on Headache
Matilde Leonardi	Director Neurology, Public Health, Disability Unit & Coma Research centre	Fondazione IRCCS istituto Neurologico Carlo Besta, Milan, italy
Licia Grazzi	Head	Institute's Headache Centre
Christian Lampl	Head of Department of Neurology	President of the European Headache Federation EHF
Elena Ruiz de la Torre	Executive Director, Immediate Past president	European Migraine and Headache Alliance (EMHA)
Paolo Martelletti	Director, Department of Clinical and Molecular Medicine	Emergency Medicine & Internal Medicine Residency Program Sapienza University of Rome
Rigmor Jensen	Med Director	Danich Headache Center, Department of Neurology,
Tim Steiner	· cr v 🖬 💐 🖽 🚥 🗗 💩	Solicitar control



GAMIAN-EUROPE NEXT WEBINAR

On Migraine and Mental Health in women: 9th November 15.00 CET



ONLINE SURVEY

COMORBIDITY OF MIGRAINE AND MENTAL HEALTH ON WOMEN



ONLINE SURVEY

With Gamian on comorbidity of Migraine and mental health on women.

Industry

LUNDBECK: #1VOICESUMMITLUNDBECK





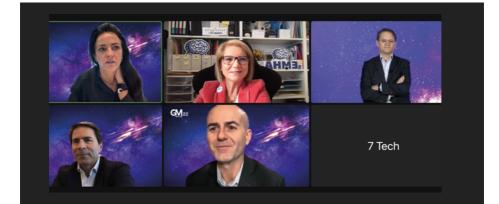
MIGRAINE ADVOCACY ADVISORY BOARD -LUNDBECK







ABBVIE GENERAL MANAGERS MEETING

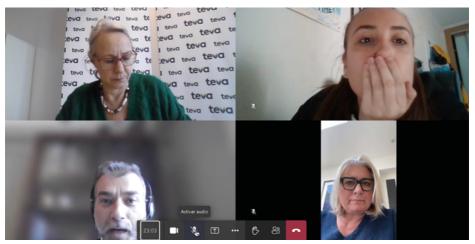


PFIZER

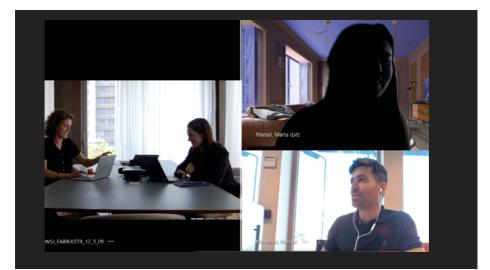


Industry

TEVA

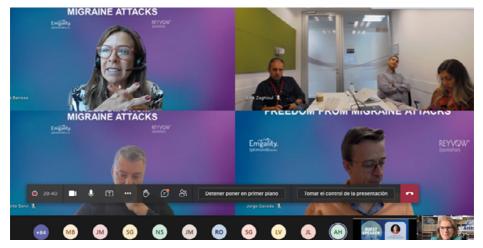


NOVARTIS





LILLY



SANOFI: PUBLICATIONS ON SOCIAL MEDIA AND MIGRAINE INTERACTION

EMHA participates actively in several projects and research of new molecules and treatments.

C A three/www.headache-congress.org/registration-abstracts	/abstract-submission
Topics	
Covid-19 and headache	Post-traumatic headache
Facial pain	Other secondary headache disorders
Industry sponsored clinical trials	Headache epidemiology, outcomes and burden
Headache classification	Headache and gender
Migraine acute therapy	Headache disorders in children and adolescents
Migraine preventive therapy	Genetics and biomarkers of headache disorders Deputes Cellenberg
Tension-type headache	Psychological and behavioural factors and manager
Cluster headache and other trigeminal autonomic cephalalgias	Headache education for clinicians and patients
Other primary headache disorders	Headache in history and the arts
Comorbidity of primary headaches	Neuromodulation for headache
Headache pathophysiology - basic science	• Big da]a
Headache pathophysiology - imaging and neurophysiology	Other

Thank You