STRATEGIC PLAN 2023-2028



Vision (EMHA'S VISION IS A "MIGRAINE FRIENDLY EUROPE"

A **Migraine Friendly Europe** is one in which people with headache disorders are valued, respected and get the help and support they require.

Mission EMHA'S **MISSION** IS TO REPRESENT PEOPLE LIVING WITH MIGRAINE...

Cluster Headache and other headache disorders by raising awareness, providing reliable information, advocating for high quality services, and promoting research about prevention, treatment and care.

Ethics

EMHA is fully committed to the **highest level of ethical standards and behaviour,** acting in the best interest of patients and communities within Europe and its patient group partners from abroad.

EMHA acts to fulfill its objectives in a fully transparent and independent way, far from of any third-party interests.

EMHA BELIEVES THAT PEOPLE LIVING WITH **MIGRAINE**, CLUSTER HEADACHE AND OTHER HEADACHE DISORDERS:

Have a right to accurate and reliable information.

Have a right to have their healthcare needs met, including access to appropriate assessment, support and treatment at the earliest opportunity. **Are empowered** to develop their knowledge and self-management skills to take control of their own care as the best way to improve the quality of their lives.

Are encouraged to be involved in EMHA's programmes, projects and activities.

Key Objectives

1.INFLUENCE DECISION MAKERS

(European governments and National policy-makers) to inspire change and increase the quality of support and care. A specific goal is to recognise migraine as a Neurological condition with a wide spectrum of Migraine attacks experiences- from well-functioning ones, at one end, to the chronic, debilitated and disabled ones at the other.

(2.ADVOCATE FOR PATIENTS)

By providing the **resources and support services** needed to achieve optimal headache care.



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3.MIGRAINE FRIENDLY WORKPLACE

Influence to have a **more supportive and inclusive culture** within the workplace where migraine and headache patients can see benefits in terms of safety, productivity, equal opportunities, physical and emotional wellbeing.

4.RAISE AWARENESS)

Of Migraine, Cluster Headache, and other headache disorders, from what it is today, to how best to manage it. Also to focus on **how others can support people living with these conditions**, by creating appropriate and aligned messages and narrative about them.

5.ACCELERATE EQUAL AND BETTER ACCESS TO CARE AND TREATMENT

In all European countries and for all Migraine, Cluster Headache and other disabling headache patients.

6.PROMOTE RESEARCH

Into the causes of these disorders and **support the development of new medicines** that benefit the health and wellbeing of patients to improve their quality of life.

7.PRIORITISE HEADACHE EDUCATION/AWARENESS PROGRAMMES

For both the general public and health professionals.

8.REDUCE DISEASE CHRONIFICATION

By educating patients on prevention and self-management techniques.

9.INTERNATIONALIZATION OF MESSAGES

To promote and align information about Migraine worldwide and exchange best practices working closely with Patient Organizations outside Europe.

About EMHA

The European Migraine & Headache Alliance is a non-profit umbrella organisation, that includes over 33 patient associations for Migraine, Cluster Headache and other headache disorders across Europe.

Our aim is to speak on behalf of, and to advocate for, the rights and needs of the **138 million** peoplein Europe living with headache disorders.

EMHA is an active member of the European Federation of Neurological Associations (EFNA), the International Association of Patient Organisations (IAPO), the European Patients Forum (EPF) and also works closely with organisations such as the European Headache Federation (EHF), European Brain Council (EBC) and others.

