Migraine affects 1 in 7 people or about 1 billion people worldwide.

Migraine disproportionately impacts women, people who identify as LGBTQ+, and BIPOC people.

Migraine costs U.S. employers about $19 billion per year.

Almost 11% of children have migraine.

Migraine is the second leading cause of disability worldwide.

For more information about symptoms, treatments and causes, visit MigraineDisorders.org

**MIGRAINE ≠ HEADACHE**

migraine impacts the whole body

**SYMPTOMS CAN INCLUDE:**

**VISUAL DISTURBANCE**
- COGNITIVE ISSUES
- HEAD PAIN
- NECK PAIN
- NAUSEA
- FOOD CRAVINGS
- BALANCE ISSUES

**SOUND SENSITIVITY**
- LIGHT SENSITIVITY
- DIZZINESS
- VOMITING
- FATIGUE
- PHANTOM SMELLS
- RINGING IN THE EAR

**VIEW ALL POSSIBLE MIGRAINE SYMPTOMS**
Shades for Migraine® is a global social media awareness campaign led by The Association of Migraine Disorders. Our goal is to spread migraine awareness and education to reduce stigma. The campaign shows support for those living with migraine disease.

Every June (Migraine and Headache Awareness Month), SFM encourages people to show their support for the one billion people living with migraine disease worldwide.

On June 21, post a picture wearing sunglasses on social media and use the #ShadesForMigraine.

Why Sunglasses?
Sunglasses are a visual representation of migraine as many people experience extreme sensitivity to light.

2023 Impact

40,000+
SOCIAL MEDIA FOLLOWERS

9+ MILLION
PEOPLE REACHED

PARTICIPATION IN
50 STATES + 44 COUNTRIES
SFM AMBASSADORS

DR. FRANCHESCA FIORITO
Headache Physician & Assistant Professor
Dr. Franchesca Fiorito is board-certified in Neurology and Headache Medicine. She serves as an Assistant Professor of Neurology at the University of Puerto Rico, School of Medicine.

Dr. Fiorito completed her neurology residency at the Boston University Medical Center in Massachusetts, and completed a fellowship in Headache Medicine at the Montefiore Medical Center in Bronx, New York.

Dr. Fiorito returned to Puerto Rico and was the first and only fellowship-trained and board-certified Headache and Facial Pain specialist to practice on the island for 6 years. She has dedicated her career to the development and growth of this field. She developed a formal curriculum for the field of Headache Medicine for both the medical students and Neurology residents at the University of Puerto Rico. She currently serves as the President-Elect for the Puerto Rican Academy of Neurology, which is a non-profit organization dedicated to offering health professionals the opportunity to learn more about the field of Neurology. She was chosen by the American Headache Society for the Emerging Leaders Program in 2019. Beyond her extensive experience caring for patients with migraine, Dr. Fiorito has lived with chronic migraine for more than 10 years.

DR. SHIVANG JOSHI
Director of Headache Medicine
Director of Clinical Research at Community Neuroscience Services
Dr. Shivang Joshi serves as the Director of Headache Medicine, and Director of Clinical Research at Community Neuroscience Services in Westborough, MA. He is Board certified in Neurology and Headache Medicine. Dr. Joshi is a member of several professional medical societies including the American Academy of Neurology, the American Headache Society (AHS), and serves as the current chair of the Pharmacology and Therapeutics Section of AHS. He is a founding member of the Great Lake Regional Society and an Executive Board member of the Association of Migraine Disorders.

After earning his B.Pharm degree, M.D. and M.P.H, Dr. Joshi joined Brigham and Women’s Hospital, John R. Graham Headache Center in Boston, MA for a Fellowship in Headache Medicine, where served as an Instructor of Neuroscience at the Harvard Medical School. Some of his clinical interests include the trigeminal autonomic cephalalgias such as cluster headaches and migraine with aura in women.

MARIA MACHALA, NP
Certified Nurse Practitioner, Department of Otolaryngology at University of Colorado
Director of the Dizziness and Balance Clinic at the University of Colorado
María Machala is a certified nurse practitioner and has worked in the Department of Otolaryngology at the University of Colorado since 2015 specializing in otology/neurotology. In addition to seeing patients, she serves as the director of the Dizziness and Balance Clinic at the University of Colorado. She has collaborated with colleagues on various research studies, practice improvement projects, educational activities, and she has presented both nationally and internationally on vestibular migraine.

After seeing patients with atypical migraine symptoms such as dizziness, ear pain, and sinus pain for years, raising awareness about migraine quickly became one of her passions. In addition to professional experience with migraine, María has close family members and friends who suffer from migraine and is aware of the daily impact it can have on every aspect of life. It is her goal to raise awareness among patients, those with family members and friends affected by migraine, and healthcare professionals.
When someone says they have a migraine, you might assume it’s just a bad headache. But headache is just one of many possible symptoms. Migraine can impact your vision, mood, balance, sleep – even the way you think and talk can be disrupted. Symptoms can be so severe that migraine is considered the leading cause of disability for women under 50. To bring attention to migraine and its impact, Shades for Migraine launched their global awareness campaign this June as part of Migraine and Headache Awareness Month. Participating and showing your support for those with migraine is easy! Just post a photo in sunglasses to social media this June with #ShadesForMigraine. To learn more about the campaign and how you can get involved, visit ShadesForMigraine.org

Sample Migraine Quotes

“The most difficult migraine symptom to deal with is the all over allodynia that feels like fire ants are attacking my entire body, not just my head.”
– Beckiee Frasca, FL

“Having constant pain, fatigue, and anxiety from migraine takes a toll.”
– Liz Carroll, British Columbia, Canada

“My migraine episodes are debilitating. The most difficult and scary ones are the hemiplegic attacks, where symptoms mimic stroke.”
– Ana Williams, FL

“Chronic migraine left me feeling isolated and alone. Shades for Migraine helped me branch out and share with others that they are not alone with migraine,”
– Nicole Safran, IL

B-Roll, Images, & Logos

Logos
bit.ly/3QVLn0T

Photos
bit.ly/3Q5ovz

B-Roll
bit.ly/3CHNYEt
How You Can Participate

Snap & Share

Snap and share a picture in your shades on June 21 with #ShadesforMigraine

Social Sample Script

Today is #ShadesForMigraine Day! Migraine disease is the 2nd leading cause of disability worldwide. Symptoms can impact every aspect of life. That’s why I’m showing support for [insert names here] and the millions who live with migraine.

How To Talk About Migraine

<table>
<thead>
<tr>
<th>Use...</th>
<th>Instead of...</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Migraine Disease</td>
<td>Migraine Headaches</td>
<td>Migraine is a complex neurological disorder that affects many systems in the body. A headache is just one of many migraine symptoms.</td>
</tr>
<tr>
<td>Migraine Attack</td>
<td>A Migraine</td>
<td>Using the word “attack” in conjunction with migraine more accurately describes the severity of the experience.</td>
</tr>
<tr>
<td>Person Living with Migraine</td>
<td>Migraine Sufferer</td>
<td>People with migraine should not be defined or described by their disease. Many do suffer from migraine but the term is subjective, it’s up to individuals to describe their pain/symptoms that way.</td>
</tr>
</tbody>
</table>

Media Contact
Molly O’Brien
Molly@MigraineDisorders.Org
SFM PARTNERS

ABRACES (Brazil)
Achy Smile
Alliance for Headache Disorders Advocacy
American Migraine Foundation
Association of Migraine Disorders
Associazione Cefalea Ticino (Switzerland)
Carenity
Cephalalgic Alliance (Italy)
Chronic Migraine Awareness, Inc.
Clusterbusters
Coalition For Headache And Migraine Patients
Danielle Byron Henry Migraine Foundation
European Migraine & Headache Alliance
Greek Society of Migraine and Headache Patients
Global Healthy Living Foundation
Headache and Migraine Policy Forum
Headache Foundation, Germany
Hodepine Norge (Norway)
Latvian Association of Headache Patients
Migraine and Headache Australia
Migraine Association of Ireland
Migraine at School
Migraine Australia
Migraine Canada
Migraine Meanderings
Migraine Strong
Migraine World Summit
Migraine.com
Miles for Migraine
My Migraine Life
National Headache Foundation
Parenting with Migraine
The Dizzy Cook, Alicia Wolf
The Migraine Diva
The Migraine Trust (UK)
The Migraine Warrior
United Advocacy Australia
U.S. Pain Foundation
Vestibular Disorders Association