



From Invisible to Recognized: A Migraine Awareness Campaign in Argentina

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Objective:

Most people with migraine live with their headaches for years before seeking medical consultation. The lack of knowledge of the disease, especially in low-income people, and the minimization of symptoms by the patient's environment is another important factor. The objectives of this study were to measure the impact of a migraine awareness campaign in Argentina and to analyze differences in knowledge before and after the campaign.

Methods:

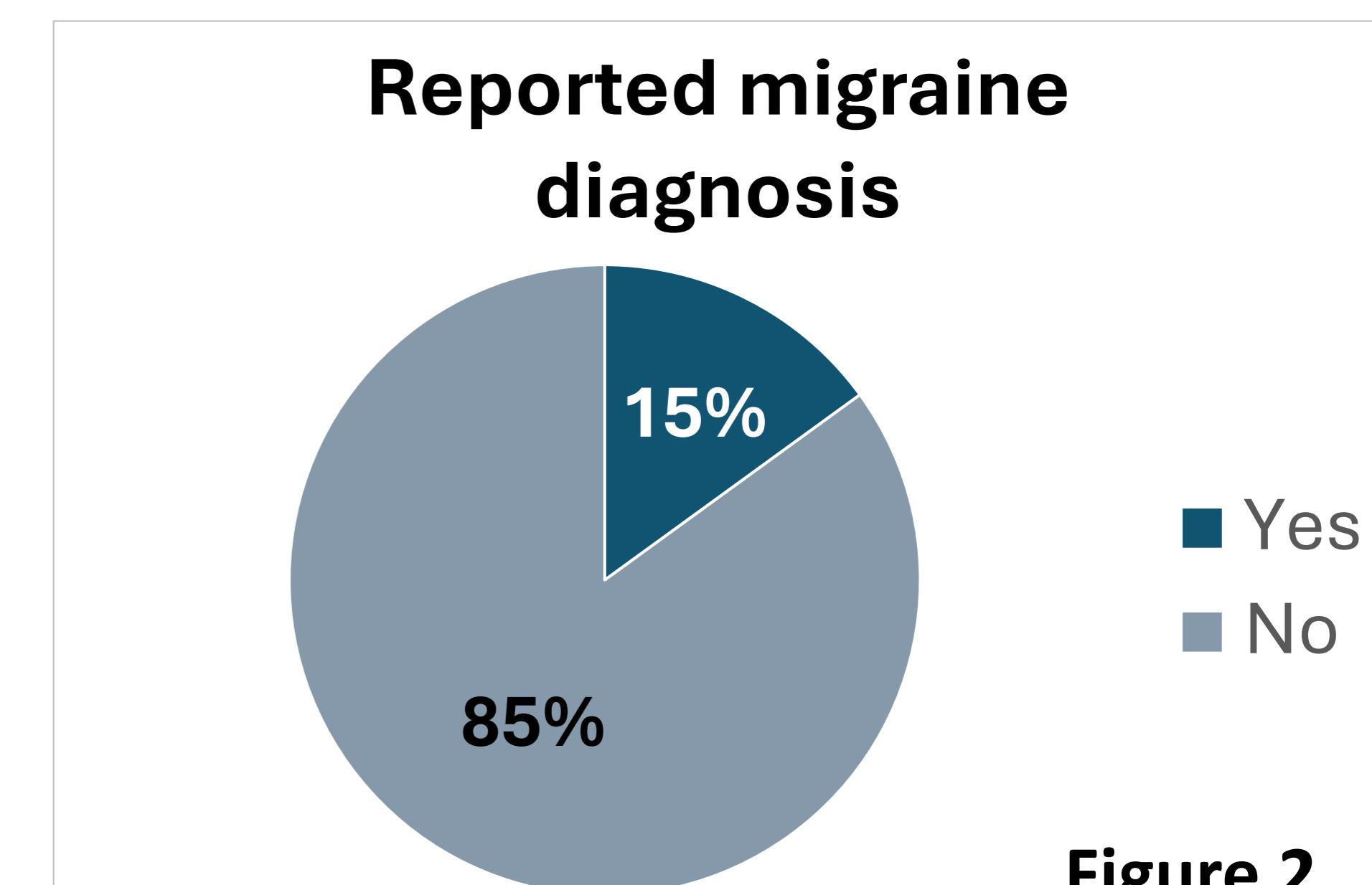
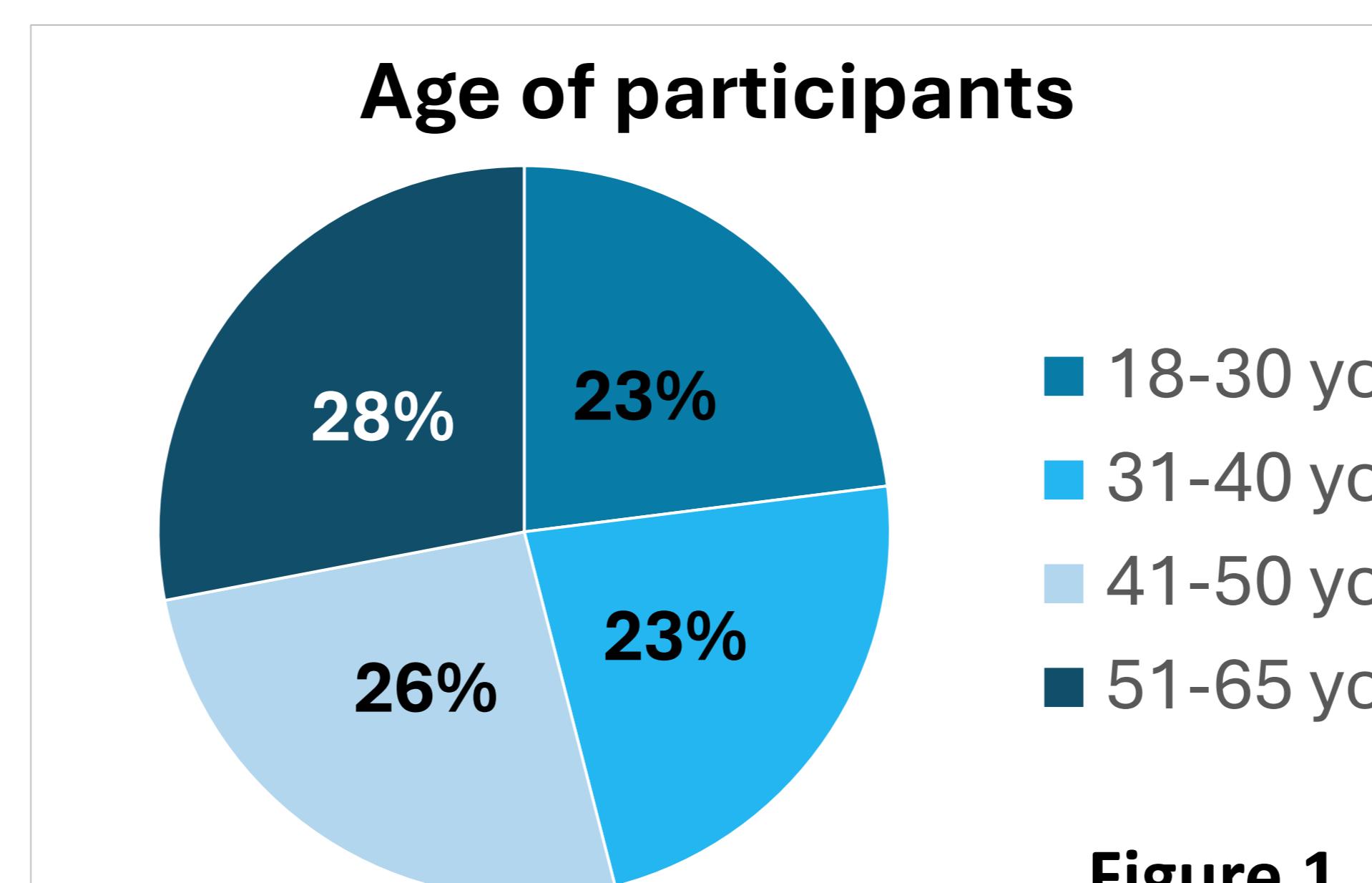
An online survey was conducted with two successive samples of 800 individuals aged 18 to 65, residing in Argentina and having access to social media. These two samples were collected two months apart, during which a migraine educational campaign was carried out by neurologists through various media channels.

Results:

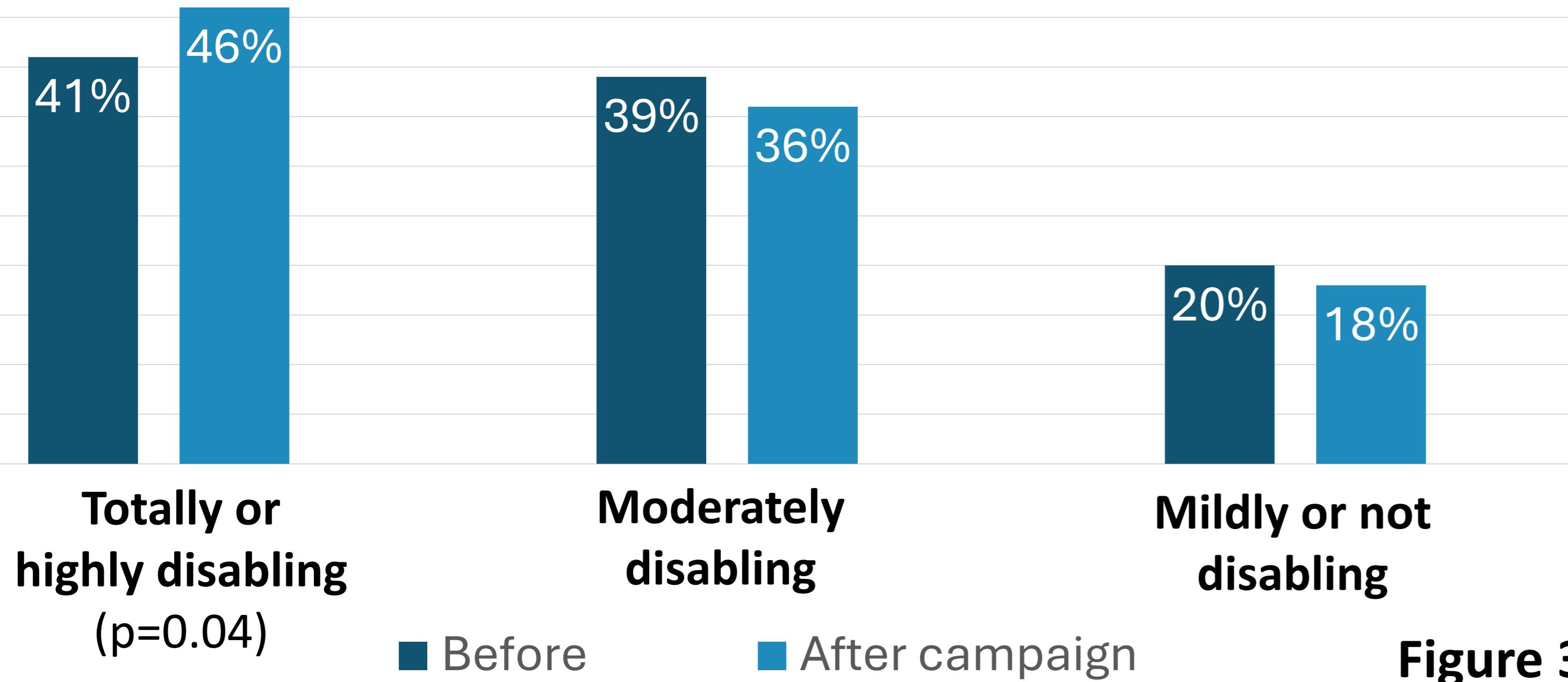
Campaign reach Table.

Among the 1600 participants, 51% were women. Age distribution **Figure 1**. 242 participants self-reported having a migraine diagnosis **Figure 2**. After the campaign, more participants recognized migraines as 'totally or highly disabling' (45.9% post-campaign vs. 41.4% pre-campaign, $p=0.04$). Despite the campaign, 50% of respondents do not recognize migraine as a neurological disorder.

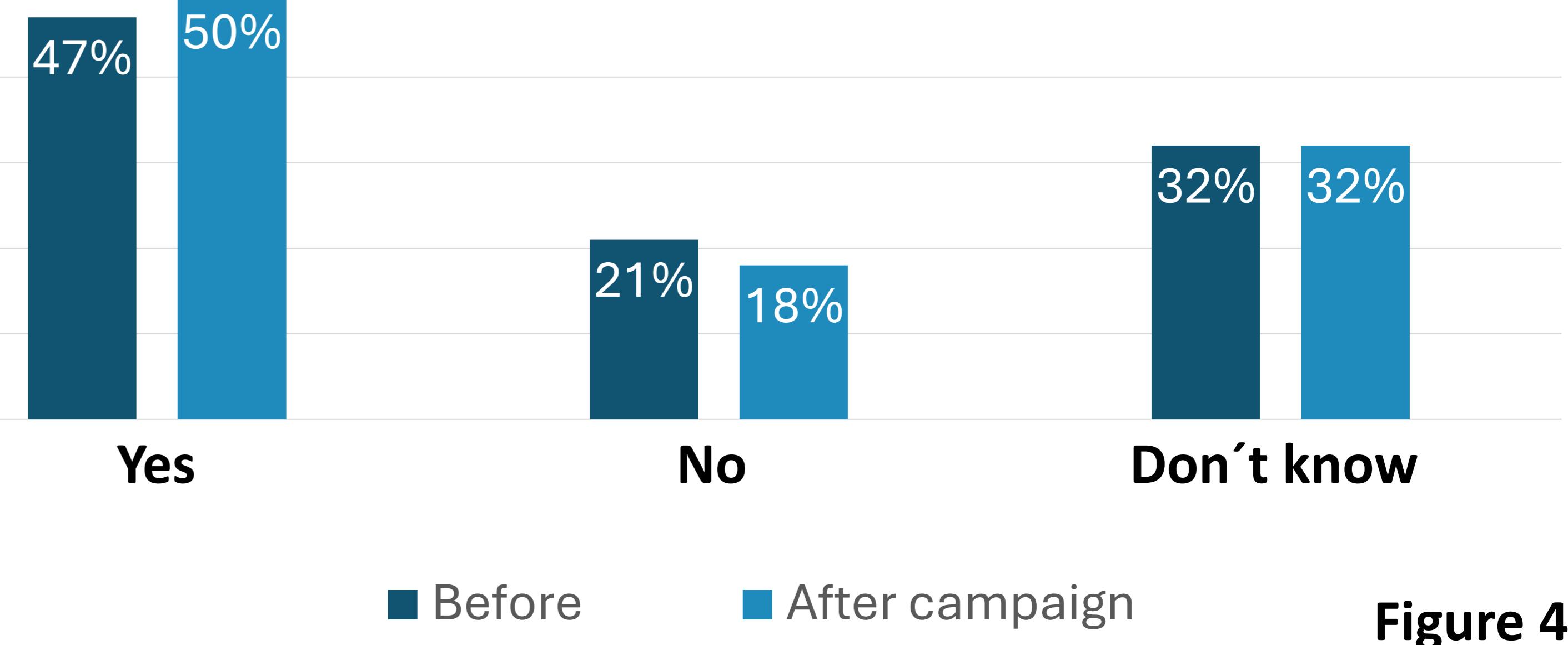
| Campaign reach | |
|-----------------------|--|
| Social media (views) | <ul style="list-style-type: none"> Facebook: 1,200,000 Instagram 879,800 Tiktok 273,000 Youtube 83,074 |
| Newspaper articles | 16 (6 in tier 1 media outlets) |
| Radio interviews | 3 |
| Total estimated reach | 47,236,572 |



Question: How disabling can migraine be?



Question: Is migraine a neurological disease?



Conclusions:

A slight improvement was observed in the understanding of migraine severity and greater awareness of the impact of migraine on quality of life. The findings of this study reinforce the need to design and implement broader and more sustained migraine educational campaigns to enhance public understanding of this disease.

References:

Stovner LJ, Nichols E, Steiner TJ, et al. Global, regional, and national burden of migraine and tension-type headache, 1990–2016: a systematic analysis for the Global Burden of Disease Study 2016. *The Lancet Neurology*. 2018;17(11):954-976.