

# MIGRAINE AT SCHOOL

CHAMP PR CASE STUDY



**CHAMP**  
Coalition for Headache and Migraine Patients



**MIGRAINE  
AT SCHOOL**

# 02

## MIGRAINE AT SCHOOL

Migraine at School is a program developed by the Coalition for Headache and Migraine Patients' (CHAMP) Stigma in Education Committee. In partnership with coalition participants, the committee has gathered 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.

**CURRENTLY, 28% OF ADOLESCENTS IN THE UNITED STATES HAVE MIGRAINE DISEASE, WHICH IS MORE PREVALENT THAN DIABETES, EPILEPSY, AND ASTHMA COMBINED.**

*“As a physician and father who lost his daughter to migraine, I know there are so many more children out there that need proper diagnosis and care,” explained Dan Henry, MD, Executive Director of Danielle Byron Henry Migraine Foundation. “I’m proud Utah is taking the lead by adopting the Migraine at School program”*

## OPPORTUNITY PRESENTED

Due to Migraine at School’s relentless advocacy for kids with migraine disease and other headache disorders, the Utah PTA passed a historic resolution to bring migraine and headache disease education into the classroom. The program will reach over 600,00 students statewide as part of the required health curriculum.

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## APPROACH

### **Earned/Owned/Paid/Donated Media (Billboards)**

**Our team developed a Utah statewide media campaign to build visibility for this historic achievement, which included:**

- Crafting a press release and distributing it to key members of the media
- Creating customized pitches and follow up with target media in Utah
- Planning a social media campaign (owned) and strategically boosting the posts to build an even greater audience (paid)
- Orchestrating creative visuals for a billboard campaign (donated advertising space)



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## EXAMPLES OF RESULTS ACHIEVED:

### EARNED MEDIA

High visibility regional media stories were secured on radio and television outlets, including:

#### GOOD THINGS UTAH (ABC NEWS)

Feature TV segment on Good Things Utah (ABC News) where Elizabeth Henry Weyher and Dr. Dan Henry from The Danielle Byron Henry Migraine Foundation spoke about the foundation and Migraine at School. View here:



#### UTAH PUBLIC RADIO

Utah Public Radio spotlights PTA resolution bringing migraine resources to students across Utah. Listen here:



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## EXAMPLES OF RESULTS ACHIEVED:

### PBS NEWSHOUR

Adolescent migraine patient, Xondrais, shares her story and the importance of Migraine at School. This is part of PBS Newshour’s “Student Voices” series (digital edition). See the story here:



### KUTV (CBS NEWS)

KUTV (CBS News) in Salt Lake City interviewed the Danielle Byron Migraine Foundation for a Back to School Feature segment where they discussed Migraine at School. Watch here:



*The program provides resources for students, parents, and educators to help children and adolescents living with migraine disease succeed in school. Migraine is a serious neurological disease affecting 10% of children ages 5 - 15 and up to 28% of adolescents.*

## SOCIAL MEDIA RESULTS:

CHAMP developed a robust social media campaign to educate the public about Migraine at School resources and the developments in Utah. The social media component resulted in more than 3,000 impressions on Twitter, and it reached nearly 19,000 people on Facebook and Instagram.



Coalition for Headache and Migraine Patients  
October 21, 2020

Our program, Migraine at School, helps students get the most out of their education. We have resources that support students, parents and educators in order to help manage migraine in school.

Learn more: [migraineatschool.org](http://migraineatschool.org)

**28%** of adolescents have migraine



Migraine at School can help


Coalition for Headache and Migraine Patients  
December 3, 2020

A migraine attack can prevent you from getting the education you deserve. Migraine At School resources will help you get the support you need, and learn how lifestyle changes can impact your migraine and how to advocate for yourself.

Learn more: [migraineatschool.org](http://migraineatschool.org)

**IT COULD BE MIGRAINE**

Migraine is more prevalent than diabetes, epilepsy and asthma **combined**



Migraine at School can help

Coalition for Headache and Migraine Patients  
January 12, 2021

Parents: Help give students the opportunity to excel in school. Migraine can make that more difficult. Migraine At School resources can help create a learning environment where kids with migraine can succeed.

Learn more: [migraineatschool.org](http://migraineatschool.org)



Migraine at School can help

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## BILLBOARDS:

Migraine at School created educational visuals for billboards across the state of Utah. The billboard space was donated by Reagan Outdoor Advertising and was live for August, September, and October 2021.

The gross impressions of the ads were 53,760,000 with a daily circulation of 960,000.

