



## World Brain Day 2019: migraine, the painful truth

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Migraine is one of the most common neurological diseases, affecting one in seven people. The latest analysis from the Global Burden of Diseases, Injuries, and Risk Factors (GBD) Study<sup>1</sup> revealed almost 3 billion people had a headache disorder in 2016. Migraine was responsible for 45.12 million years of life lived with disability; most prevalent in women aged between 15 and 49 years.<sup>2</sup>

Despite the remarkable public health burden migraine imposes, it remains one of the most stigmatised, underfunded, and under-recognised medical conditions.<sup>3,4</sup> Many people affected by migraine are unable to access or do not receive standard care, even in high-income countries. The lack of research, educational programmes, and clinical services dedicated to migraine in low and middle-income countries is alarming.<sup>5</sup> It is for these reasons that the World Brain Day 2019 is dedicated to migraine.

World Brain Day occurs on July 22 to commemorate the establishment of the World Federation of Neurology in 1957. It intends to improve awareness and advocacy for neurological diseases. World Brain Day 2019 provides an opportunity to advocate for the urgent

need of health-care services, education, and research on one of the world's most prevalent and disabling diseases. Our major focus is to advocate for five key messages (panel).

The World Federation of Neurology is a global non-governmental organisation that supports the WHO campaign against non-communicable diseases, of which migraine is an example. It comprises 120 mainly national member associations with more than 50 000 individual neurologists; on July 22 it is hoped that most, if not all, members will participate in public awareness programmes, educational activities, and social media activities in their own countries to highlight the painful truth about migraine. For World Brain Day 2019, the World Federation of Neurology has worked jointly with the International Headache Society, its Global Patient Advocacy Coalition, and a range of advocacy organisations worldwide. National member associations will receive promotional materials and a press toolkit, and have been encouraged to report back on their activities. A professional press campaign has also been initiated, featuring a webinar on July 22.

We invite all neurologists, neuroscientists, advocacy organisations, patients, bloggers dedicated to migraine and other headache disorders, and brain health activists to become

a part of this campaign.<sup>4</sup> Anyone can participate, simply by posting the banner, sharing posts, messages, and videos to friends and colleagues, and partnering with local neurology societies and organisations for participation and promotion of these activities. Additionally, patient advocacy is a core activity of the organisation.<sup>7</sup> We encourage all readers of *The Lancet Neurology* to join us to advocate for "Migraine, the painful truth". We hope that the messages on World Brain Day are disseminated and the benchmark goals of the Vancouver Declaration are realised.<sup>6</sup> Together we can build a better world for those affected by migraine on the back of this ambitious worldwide campaign.

TW, WG, and WC declare no competing interests. DD declares the interests listed in the appendix.

\*Tissa Wijeratne, Wolfgang Grisold, David Dodick, William Carroll  
[twi@unimelb.edu.au](mailto:twi@unimelb.edu.au)

Department of Neurology, Melbourne Medical School and Western Health, Sunshine Hospital, St Albans, VIC 3021, Australia (TW); Ludwig Boltzmann Institute for Experimental and Clinical Traumatology, Vienna, Austria (WG); Department of Neurology, Mayo Clinic, Scottsdale, AZ, USA (DD); Department of Neurology, Sir Charles Gairdner Hospital, Nedlands, WA, Australia (WC); and Centre for Neuromuscular and Neurological Disorders, Perron Institute, The University of Western Australia, Perth, WA, Australia (WC)

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See Online for appendix

For Tissa Wijeratne's key messages about World Brain Day 2019 see <https://vimeo.com/341597878>

For more information on World Brain Day 2019 see <https://www.wfneurology.org/world-brain-day-2019>

### Panel: Five key messages for migraine on World Brain Day 2019

#### Prevalence

Migraine is the most common brain disease in the world, affecting one in seven people worldwide

#### Disability

Migraine is one of the leading causes of disability in the world and can severely impact every aspect of life

#### Education

Migraine is underrecognised, underdiagnosed, and undertreated

#### Research

Migraine receives less research funding than all other diseases identified by GBD with high burden<sup>6</sup>

#### Standard of care

Together, we can ensure that those affected by migraine receive the help they need