



## Why we exist:

To improve the lives of Canadians with migraine and other headache disorders through advocacy, awareness, education, research and support.

## How we imagine our future:

Canadians living with migraine and headache disorders are diagnosed, treated and supported so their quality of life is optimized.

## How we work (Our Values):

- patient-centric
- inclusive
- authentic
- credible
- courageous



### **Advocacy**

We amplify the voice of Canadians with migraine and headache disorders to improve access to optimal care.



### **Awareness**

We reach out to stakeholders to communicate facts and reduce stigma.



### **Education**

We empower stakeholders through information, tools and activities.



### **Research**

We support data collection resulting in a brighter future with quantitative and qualitative innovative research.



### **Support**

We foster an accessible, interactive and supportive community for those suffering with migraine and headache disorders.