

MIGRAINE
IRELAND

Migraine

“Not just a Headache”

Strategic Plan 2023 - 2025



Vision

- Our vision is to assist and empower all people affected by Migraine.

Mission

- Our Mission is to advocate, educate, empower and transform the lives of people with Migraine.

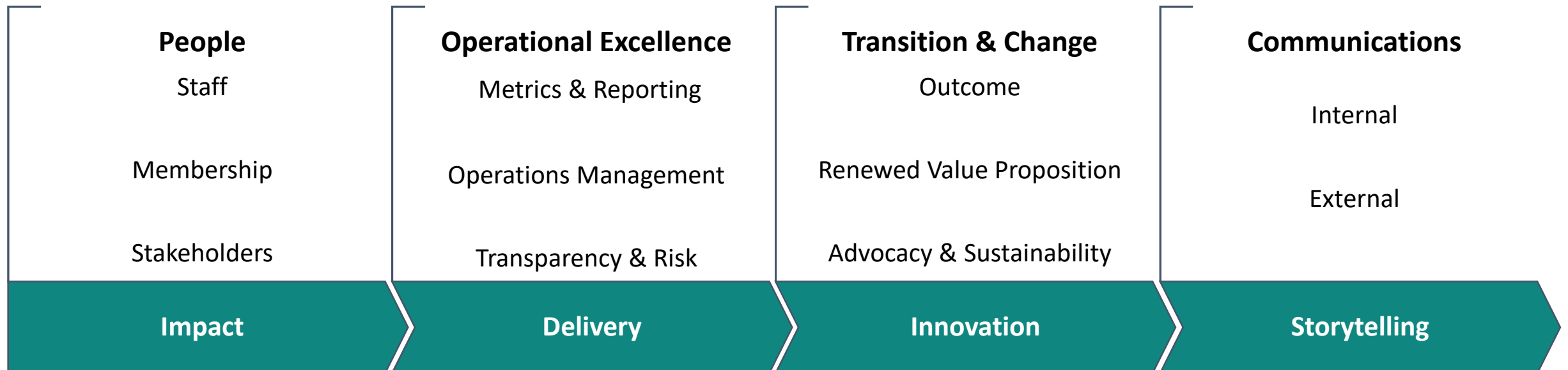
Values

- People with and related conditions have a right to accurate, factual & reliable information.
- The work of the association is always people centred. All are important, valued and encouraged to engage in our work
- Timely, appropriate assessment and diagnosis, guidance, support and treatment are important.
- People with migraine and related conditions have an equal opportunity to have their various healthcare needs met.
- Empowering people with migraine and related conditions to take control of their own care and improve their quality of life.

Strategic Plan 2023 - 2025



A Patient Centric Organisation - Key Principles -



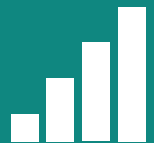
Strategic Aims & Roll out plan



Advocacy



Education



Service Delivery



Advocacy



- Objective
- Raise public and professional awareness of the significant impact of migraine as a neurological condition on public health, society and economy
- ENABLERS
 - Medication access advocacy
 - Media Campaigns
 - Social Media Campaigns
 - Migraine Ireland Podcast Series
 - Health Sector Board Representation
 - Research
- Number of people informed and benefiting Migraine Ireland Advocacy content x 6 Million by 2025

Education



- OBJECTIVE
- Promote new and existing services and research. Inform public health practitioner general public into the impact and quality of life issues for people with migraine and other headache disorders
- ENABLERS
 - HCPS Accreditation
 - GPS
 - Pharmacists
 - Leaflets
 - Diaries
 - Videos
 - Peer to peer Patient support platform
 - Patient Talks
 - Workplace Talks
- Numbers of people benefiting from Educational Programs : 1000 HCPs General Public 50 000+ by 2025

Service Deliverables



- OBJECTIVE
- Working in partnership with various organizations including the HSE to ensure people with migraine have relevant and appropriate information about their condition and the best way to get access to new and emerging treatments
- ENABLERS
 - Self Management Courses
 - Info Line
 - Nurse led advice
 - In Situ Clinics
 - Peer To Peer Platform
 - Membership
 - Slaintecare Referral org
 - Website
- Number of people benefiting from service: 10 000+ by 2025

MAI - Programmes / Services



- **Seminars / Webinars – Patient and Workplace**
- **Information Leaflets – Wide range of information**
- **Migraine Diaries – Adults, Teenagers & Children**
- **Website: www.migraine.ie**
- **Podcast series 2021: triggers, mental health, exercise, workplace**
- **Social Media: LinkedIn, Facebook, Twitter, Instagram, YouTube, Mighty Networks**
- **E-zine: Sign up for our online newsletter**
- **Become a supporter - €36 or €24 student, unemployed or OAP (annually, monthly options too)**
- **Email: info@migraine.ie**
- **Information Line: 01-906 1012 Tues - Fri :- 10 am – 12md & 2 pm – 4 pm**

