

Novartis launches new campaign with RTÉ's Evanne Ni Chuilinn calling on migraine sufferers to #TameYourMigraine

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New survey released by the Migraine Association of Ireland (MAI) in partnership with Novartis, reveals that 68% of Irish people living with migraine believe their condition will continue to interrupt their lives this yearⁱ. 32% of respondents reported losing 12 days or more due to migraine each monthⁱ. Aspects of their life that they're most concerned will be affected include; day to day work activities (75%), relationships with family/friends (66%), social life (46%), exercising (43%), career progression (32%) and studying (23%)ⁱ. The survey was released to coincide with the launch of the Tame your Migraine awareness campaign, the goal of which is to encourage a positive conversation around the prevention of migraine. The campaign, led by RTÉ broadcaster and migraineur, Evanne Ní Chuilinn, aims to empower and encourage those living with the condition to 'tame their migraine' by proactively seeking support from their primary care doctor, specialist, pharmacy and MAI.

The survey also shows that for 46% of respondents, Covid-19 has made them think differently about their conditionⁱ. 50% plan to take care of their health to minimise migraine where possible, 13% want to reassess how they manage their migraine and 8% aim to learn more about their migraine triggersⁱ.

Speaking about her experience of living with frequent migraine, RTÉ broadcaster and mother of two, Evanne Ní Chuilinn said: "Some months I experience six or seven migraine attacks while other months are better and I may only have two episodes. 10 years ago I spoke to my doctor about migraine prevention which has been life changing, though hasn't ended my migraine attacks completely. What else works for me? Staying hydrated and relaxing in a dark, quiet room. Recently I decided that I wanted to really try to tame my migraine and arranged a neurological consultation. Hopefully, this will be the year I finally get my migraine under control."

Survey respondents also shared their advice on managing their migraine attacks, which includes keeping a migraine diary to identify triggers (30%); reducing stress (14%); consulting your doctor (13%); establishing a daily routine (10%); practicing a good sleep routine (10%); staying hydrated (8%); exercising regularly (5%); eating regular healthy meals (4.6%); staying connected to friends, family and support groups (4%); limiting alcohol consumption (2%) and screen time (1%)ⁱ.

For more information visit www.speakyourmigraine.ie/tameyourmigraine

References:

ⁱ Tame Your Migraine Survey, Novartis and Migraine Association of Ireland 2020. Survey of 216 adults living with migraine in Ireland, conducted via Alchemer between 8 December 2020 – 8 January 2021.

Source URL: <https://www.novartis.com/ie-en/stories/novartis-launches-new-campaign-rtes-evanne-ni-chuilinn-calling-migraine-sufferers-tameyourmigraine>

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