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Title: World Brain Day 2019; Migraine-The Painful Truth

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Letter to the Editor

Every year, the World Federation of Neurology (WFN) celebrates World Brain Day (WBD) on July 22 (the official anniversary of WFN) with each year focusing on a different theme. This year the theme is “Migraine, The Painful Truth”. Migraine is the number one cause of disability affecting people under the age of fifty years (the group with the highest contribution to the worldwide workforce) making it one of the highest negative economic impacts globally (1-3). According to the latest analysis from the Global Burden of Disease (3) study, almost 3 billion people had a headache disorder in 2016, including 1.04 billion with migraine (3). Unfortunately, despite the prevalence and public health burden, migraine research remains seriously underfunded, the disease and people with migraine and other headache disorders experience substantial stigma, and migraine continues to be under-diagnosed and poorly managed, especially in developing countries. (4, 5)

Background

World Brain Day (WBD) is an annual event that occurs on July 22 to commemorate the establishment of the WFN in 1957. WBD is intended to improve awareness and promote advocacy related to neurological disease.

The lack of research, educational programs and clinical services dedicated to migraine in low and low to middle-income countries is alarming (6). 2019 World Brain Day provides an exceptional 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.

The WFN is the main global non-governmental organization, it has official relations with the WHO and strongly supports the WHO campaign against non-communicable diseases of which migraine is a major representative. The WFN comprises 120 mainly national member associations with more than 50,000 individual neurologists. It is hoped that most if not all WFN member societies will undertake public awareness programs, educational activities, and social media activities to address the painful truth about migraine on July 22, 2019. For the occasion of this WBD, the WFN has worked jointly with the IHS and experts affiliated with a range of advocacy organisations throughout the world.

WFN member national societies are encouraged to promote and celebrate the WBD in their own country, and also report on their activities. They receive promotional material and a press tool kit to help with press contacts and mailing. For this year again, a professional press campaign has been initiated. One of the highlights will be a webinar, which will take place on the WBD.

The WFN in partnership with IHS invites all neurologists, advocacy organizations, patients, bloggers dedicated to migraine and other headache disorders, and brain health activists to become part of this WBD campaign (4). You can participate by just posting our banner advertisement on your page sharing our posts, messages and videos to your friends and colleagues. You can partner with local neurology societies and organisations for participation and promotion of these activities.

You can access the World Brain day 2019 toolkit here <https://www.wfneurology.org/world-brain-day-2019>.

We encourage all EJM readers to join us to advocate for Migraine; The Painful Truth. Together let us build a better world for those affected by neurological disease.

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