

# ANNUAL ACTIVITIES REPORT

2022 – 2023



**MIGRAINE  
QUÉBEC**

Mieux comprendre

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## A WORD FROM THE PRESIDENT

I am pleased to present our Annual Activities Report, highlighting the work done by our team to further the development and influence of Migraine Québec, whose primary mission is to provide support and information to persons living with migraine and headache disorders, as well as to those close to them.

Once again this year, we worked on consolidating our organizational development, both in governance and in other areas of management. The following are a few highlights:

### Governance

- Charitable organization charter in May 2022
- New organizational policies, including a telework policy, a harassment prevention policy, and a code of ethics policy for the board of directors

### Management

- Expansion of our staff through the hiring of an advocacy advisor
- Initiatives and projects taking into account the rights of people living with migraine (#nosdroits project, awareness-building)
- Ongoing reflection on the creation of services for various communities, from the perspective of diversity, equity, and inclusion (DEI)
- Drafting of a digital marketing strategy for greater outreach to our community
- A significant increase in our organization's social media presence
- Dynamic community life, increased membership (by 35% over last year)
- New monthly thematic support group meetings (self-management of migraine, lifestyle habits, etc.)
- Implementation of the Google Workspace cloud platform, a collaborative tool for teleworking

A total of 30 people attended our Annual General Meeting. Alain Paradis led a Qi Gong session during the health break. Once again, the meeting was an excellent exercise in democracy!


For the coming year, our major tasks include:

- The establishment of full-time executive management, subject to increased funding for our mission and development
- The continued development of projects that take into account the rights of people living with migraine
- The implementation of a cross-sectional approach in our projects and our communication strategies, from a DEI perspective
- The development and implementation of a digital marketing strategy as a key component of our outreach efforts

In closing, I would like to thank the following people: our collaborators, financial backers, and partners, all of whom believe in us; our generous, committed volunteers; our dedicated staff; and our executive director, who keeps us on track day after day and who kept us moving forward throughout the past year, which has been rich in achievements.

As we approach our tenth anniversary, our creative, cohesive, dynamic team will continue to pursue Migraine Québec's important mission. What a journey it has been so far! See you in 2024.

*Heather Pim, President*



As a charitable organization since May 2022, Migraine Québec's mission is to offer support and information to people throughout Quebec living with migraine or headaches, as well as to their families and friends, to help them better manage their condition and overcome isolation.

The fiscal year began on April 1, 2022, and ended on March 31, 2023.

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**Community Life:**  
**1,631 active members**  
**A 35% increase**  
**over last year!**

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# BOARD OF DIRECTORS

## Executive Committee



**PRESIDENT**  
**Dr. Heather Pim**

Dr. Heather Pim is an assistant professor of neurology at the Université de Montréal. Since 2017, she has been the director of the CHUM Headache Clinic and the president of Migraine Québec. After completing a Bachelor's degree in psychology at Concordia University and a Master's degree in neuroscience at McGill University, she completed her medical studies at Université Laval. She did her residency in neurology at the Université de Montréal before pursuing headache and pain management training at McGill. She holds a certificate in medical education from the University of Cincinnati and has served as an academic leader in the Department of Neuroscience at the Université de Montréal since 2016. She has served on Migraine Québec's board of directors since its founding in 2014.



**SECRETARY**  
**Marie Pagé**

Marie Pagé has been a Migraine Québec volunteer and a member of the board of directors since 2018. She started living with migraine in early adulthood and over time, her condition became chronic. She worked as a medical secretary at the CHUM for 35 years and is now retired. She understands the challenges of pursuing a career while living with chronic pain. She has experienced many difficult emotions related to her condition, but these have provided her with strong listening skills, as well as great empathy and compassion for others. Her courage and determination have led her to try various treatments and therapies, without ever giving up. She believes strongly in the therapeutic effects of belonging to a group.



**TREASURER**  
**Leona Heilig**

As a founding member of the Montreal Assault Prevention Centre, Leona Heilig has been involved in every stage of the development and operation of a community organization. With a Master's degree in adult education, Ms. Heilig currently works as a visual arts teacher at several community organizations and art schools. As the mother of a daughter who lives with chronic migraine, Ms. Heilig is keen to help improve the quality of life of those living with migraine.

# BOARD OF DIRECTORS

## Directors



**Jennifer Assogba**

Jennifer Assogba is a lawyer who joined Migraine Québec in the spring of 2022. Having been aware of the issues surrounding migraine since she was a teenager, Ms. Assogba is especially interested in migraine triggers, particularly those related to diet, and in treatments that do not necessarily rely on medication. Ms. Assogba, who is very involved in the community, is committed to putting her personal experience and professional expertise to work for Migraine Québec.



**Karine Blais**

Karine Blais is a Chartered Professional Accountant (CPA) who joined Migraine Québec in November 2021. Both Ms. Blais and her mother live with migraine. The disease became problematic for Ms. Blais when she was in her thirties, and she understands how complicated it can be for people living with migraine to find relief. She wishes to contribute to Migraine Québec's mission by helping ensure information is more effectively conveyed and understood by the friends and family members of people with migraine, as well as by the physicians of migraine patients. She also intends to put her 20 years of management expertise to good use for the association.



**Marie-France Lemire**

Marie-France Lemire joined Migraine Québec as a volunteer in the spring of 2015. She has been living with migraine since the age of nine and her condition is now chronic. The chronic nature of her disease led her to seriously question the way she manages it. Like many others, she had to work through the multiple stages of grief before finally reaching acceptance. She is committed to educating people living with migraine about their illness and hopes that one day, the information will be made available to people with episodic migraine on a systematic basis, in order to reduce the risk of their conditions becoming chronic. She believes it is essential that those living with migraine have access to support groups, which is why she is now the volunteer in charge of support group programs at Migraine Québec.



**Geneviève Pharand**

Geneviève Pharand is a lawyer and has been a member of the board of directors since February 2021. She has also been a member of Migraine Québec's advocacy committee since November 2020. She had her first migraine around the age of ten. Thereafter, migraine manifested itself mainly as headaches and dizziness. When she was in her forties, her migraine attacks worsened and became chronic. The chronic nature of her condition led to a lengthy process of mourning and questioning. Ms. Pharand believes that education about the disease, medication, diet, vitamins and minerals, stress management, and the importance of sleep and exercise are essential to regaining a sense of control over the disease and over one's life.



**Dr. François Perreault**

Dr. François Perreault is a neurologist who completed his residency in neurology at the Université de Montréal. In 2022, he completed a year of continuing medical education in medical pedagogy at the University of Ottawa. Currently, he is completing a fellowship program on headache medicine at the University of Ottawa. He is also pursuing a Master's degree in education at the Université de Montréal, with a specialization in health sciences education. Upon completion of his training, he will return to Montréal in the fall of 2023 to work at the CHUM headache clinic.



## EXECUTIVE DIRECTOR

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**Louise Houle**

For the past fifteen years, Migraine Québec co-founder Louise Houle has been deeply involved in the development of a community that brings together people living with migraine or headaches. Ms. Houle, who lives with chronic migraine herself, is very familiar with the realities of the members of her community. She holds a Bachelor of Arts degree from the University of Massachusetts and has been the director of Migraine Québec since 2017. She collaborates with patient associations from around the world, thus increasing the organization's international reach.

# STATISTICS

Members of Migraine Québec

**1,631**  
active members

An increase of  
**35%**

## Facebook Page

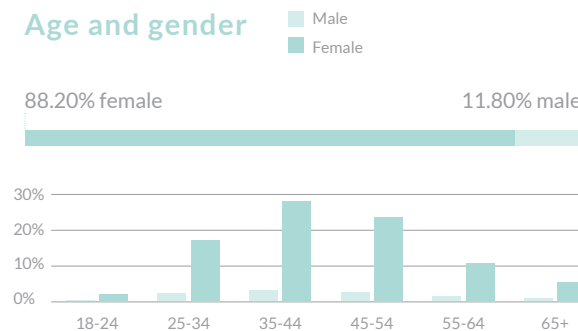
<b>Followers</b>	<b>8,856</b>
Increase	20%
Total reach	659 K
Organic reach per post	1,931
Engagement rate per post	66
Number of minutes of videos viewed	12.3 K (206 hours)

## MOST POPULAR

<b>Post</b>	
<i>Comment traiter et prévenir la migraine chez les enfants?</i> [How to Treat and Prevent Migraine in Children]	14 K views
Important announcement – Ubrelvy	7 K views
<b>Video</b>	
Kerma's Story	13.1 viewing hours

## FACEBOOK FOLLOWER PROFILE

### Age and gender



### Location

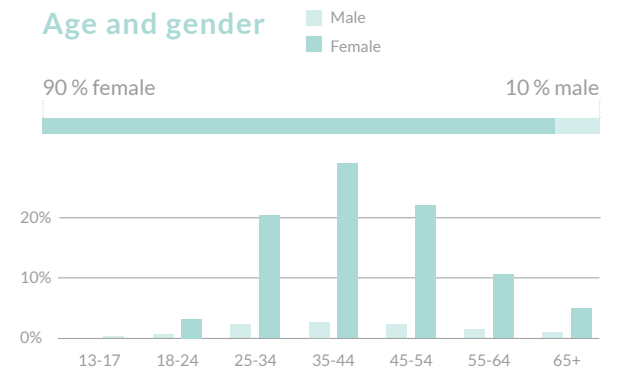
Canada	7 338
France	860
Algeria	129
Belgium	123
Morocco	81
Tunisia	72
USA	65
Switzerland	37
Madagascar	17
United Kingdom	14

## Private Facebook Group

<b>Participants</b>	<b>4,607</b>
Increase	24%
Posts	2,855
Comments	44,070

## PARTICIPANT PROFILE

### Age and gender



### Main Countries

Canada	3 867
France	548
Belgium	49
Morocco	30
Algeria	26

### Main Cities

Montréal, Qc	574
Quebec City, QC	373
Gatineau, Qc	130
Laval, Qc	129
Longueuil, Qc	122

Statistiques au 31 mars 2023



# STATISTICS

## Instagram

Subscribers	1258
Increase	16%

Posts 136

### MOST SAVED POST

*Les phases de la migraine*  
[Stages of Migraine] 36 saves

### GREATEST REACH

*Choses à ne pas dire à un migraineux*  
[What Not to Say to a Person with Migraine] 953 people

## Other Social Media

Twitter followers	616
LinkedIn followers	206

## YouTube

Subscribers	1,643
Increase	17%

Annual watch time 6,700 hours

### MOST POPULAR

**Video**  
*Dans la santé comme dans la maladie: Susan et Nick partagent leur histoire avec la migraine*  
[In Sickness and in Health – Susan and Nick Share their Migraine Story] 27.3 K views

**Playlist**  
GYROKINESIS® Méthode 1,078 views

### AUDIENCE PROFILE

44.7% Female 53.3% Male

25-34 years of age  
(majority)

## Newsletter

Subscribers	3,527
Increase	45%

## Migraine Québec Website

Number of visitors	410,791
Increase	61%

Number of pages viewed 655,585  
Increase 51%

Average time spent per page 3 min., 2 sec.  
Increase 13%

### MOST VIEWED PAGES

*Les 7 types de migraine* [The Seven Types of Migraine] 9%

Home page 7%

*Ce que vous devez savoir sur la migraine vestibulaire*  
[What You Should Know About Vestibular Migraine] 5%

*Migraine et troubles gastro-intestinaux* [Migraine and Gastrointestinal Disorders] 4%

*Le syndrome d'hypotension intracrânienne* [Intracranial Hypotension Syndrome] 4%

Statistiques au 31 mars 2023

# EDUCATION AND AWARENESS-RAISING

Our education and awareness initiatives are made available through Migraine Québec's various platforms, including our newsletter, our website, and our social media pages. In order to reach a wide audience, the content is presented in a variety of formats (texts, visuals, and videos).

## Website

### BLOGS

A number of new bloggers have put their keyboards to good use for us over the past year. With the goal of sharing their experiences with other people living with migraine, they have written no fewer than forty new blog posts. Thank you to our new and returning bloggers: Marie-Claude Benoit, Marie-Eve Branconnier, Alex DeSources, Sylvie Hill, Maryse Loranger, Mélissa Mitchell, and Kim V.



Maryse Loranger



Marie-Eve Branconnier



Alex DeSources



Sylvie Hill



Marie-Claude Benoit



Mélissa Mitchell



Kim V.

### SCIENTIFIC ARTICLES

Our website features medical information thanks to our health professionals, who generously contributed articles in which they once again presented a great deal of information on migraine in easy-to-understand language. We would like to thank Dr. François Perreault, neurologist; Émilie Bortolussi-Courval, nurse clinician and doctoral student in experimental medicine; Patricia Poulin, pharmacist; Dr. Liam Durcan, neurologist; Liz Ferland, physiotherapy technologist; and Dr. Marzieh Eghtesadi for their contributions.



Émilie Bortolussi-Courval



Patricia Poulin



Liz Ferland

### TRANSLATIONS

We would like to thank all those who made it possible for us to provide translated versions of several relevant documents to our community. We would particularly like to thank Frédéric St-Sauveur for his translations of various documents. Thank you also to our collaborators, who gave us permission to translate their articles: Migraine.com, Migraine Again, Migraine Canada, the Association of Migraine Disorders, and the American Migraine Foundation.

# EDUCATION AND AWARENESS-RAISING

## Social Media

### QUESTION OF THE WEEK

The Question of the Week has now been in existence for more than five years. This year, it was taken over by Julie Lebel. The Question of the Week allows members of the community to get involved by answering various questions about migraine. The questions cover general topics, as well as subjects related to certain events or special days of the year. The reliable posts always generate a high level of engagement. Thank you, Julie!

### MEDITATION AND GYROKINESIS® SESSIONS

Each week, Maryse Loranger leads meditation sessions on Facebook and YouTube, allowing participants to meditate on different topics. The ten-minute sessions provide many people with easy access to a moment of relaxation, lulled by Maryse's gentle voice. This past year, certain sessions focused on the GYROKINESIS® method.

### INFOGRAPHICS

We posted several educational infographics on our social media pages. They were mainly created by Maryse Loranger, in collaboration with Migraine Canada. Often extracted from downloadable documents on our website, the attractive visuals covered many topics, such as The Migraine Toolbox for Children, Lifestyle Habits, The Stages of Migraine, etc.

### MONTHLY SCHEDULE

A new feature on Migraine Québec's social media pages is the monthly schedule. At the beginning of each month, a schedule is posted, giving the community an at-a-glance summary of our activities for the month. It has been a useful complement to our other posts, which feature our different activities throughout the year.

### COMMUNITY APPRECIATION

Over the past year, we have received an abundance of appreciative feedback on the content of our social media pages. Thank you to our community for your support!



# EDUCATION AND AWARENESS-RAISING

## Special Projects

### QUEBEC ASSOCIATION OF NEUROLOGISTS EDUCATIONAL DAY

On September 30, 2022, the Association des neurologues du Québec held an educational day on the subject of headaches. Approximately fifty neurologists attended presentations on various topics related to migraine and headaches. Our volunteer Marie-France Lemire, board member and person in charge of support services at Migraine Québec, had the opportunity to speak about migraine from a patient's point of view. She highlighted the crucial significance of the words used during medical consultations. The neurologists were very open to Marie-France's presentation. She also took the opportunity to talk about Migraine Québec's mission and services.

## Media Exposure

Once again this year, individuals involved with Migraine Québec had opportunities to increase the visibility of migraine and headache disorders in the media.

- Blogger Sylvie Hill wrote an article entitled "*Journée mondiale de solidarité pour la migraine : une pathologie insidieuse et stigmatisée* [World Migraine Solidarity Day: An Insidious and Stigmatized Disease]," which was published in [Le Nouvelliste](#), [Le Quotidien](#) and [La Tribune](#) on June 21, 2022.
- Geneviève Pharand, member of the Migraine Québec's board of directors, was interviewed by Caroline Stephenson on **Les matins éphémères** on CKRL radio. The interview aired on June 21, 2022.
- Dr. Heather Pim, neurologist specializing in migraine and president of the board of directors, appeared on Explora's **La folle histoire de la médecine : migraine** to demystify the subject of migraine. Dr. Marzieh Eghtesadi, who was also present, spoke about the migraine calendars available on our website. The episode aired on February 10, 2023.
- Dr. Elizabeth Leroux, neurologist and co-founder of Migraine Québec, was interviewed by **TVA Nouvelles** on the subject of gepants. She took the opportunity to mention the existence of Migraine Québec. The interview aired on February 20, 2023.
- Two of our volunteers, Mélissa Mitchell and Alex DeSources, were interviewed by Monic Néron on **Le genre humain**, which aired on ICI PREMIÈRE on March 5, 2023.

Thank you to Lundbeck and Hill+Knowlton Strategies for their assistance with our various media appearances.





# EDUCATION AND AWARENESS-RAISING

## Other Collaborations

We would like to thank all those who collaborate with us on our various activities, as well as those who work with us on our education and awareness campaigns and projects:

- Migraine Canada
- La Voix des Migraîneux
- Quebec Association for Chronic Pain (AQDC)
- Quebec Fibromyalgia Society
- The Quebec Network of Student Researchers on Pain (RQECD) – PAINtalks
- The Centre of Excellence on Partnerships with Patients and the Public (CEPPP)

## “DÉVOILER LA MIGRAINE” PROJECT

A major awareness campaign was launched by our funding partner AbbVie in honour of National Migraine Awareness Month. The #DévoilerLaMigraine movement consisted in inviting members of the community to share their stories on social media, using the hashtag #DévoilerLaMigraine. The goals of the campaign were to encourage dialogue on the impact of migraine, increase society’s understanding of the disease, and show support for people living with migraine.

## “SHADES FOR MIGRAINE” CAMPAIGN

On June 21, 2022, Migraine Québec participated in the “Shades for Migraine” campaign. The initiative consisted in taking a selfie while wearing sunglasses and posting the photo on social media. The global campaign, organized by the Association of Migraine Disorders, aims to raise public awareness of the realities of living with migraine or headache disorders.



# EDUCATION AND AWARENESS-RAISING



## Other Collaborations

### PAINTALKS

On November 3, 2022, our collaborator Mélissa Mitchell had the honour of being invited as a patient speaker to PAINtalks, an event organized by the Quebec Network of Junior Pain Investigators. The event took place in Montréal, and was also available via webcast.

### SUPPORT FOR CAREGIVERS

Many people living with chronic migraine rely on a caregiver. With this in mind, Migraine Québec became an associate member of the APPUI proches aidants organization for caregivers in July 2022.

### TIDOC

Migraine Québec was proud to collaborate with Gala Productions to disseminate information on migraine in children. Not only did we increase visibility of the company's video on migraine for young children (TiDoc), but we also shared posts on social media, and Gala Productions helped promote our webinar on migraine in children, featuring Dr. Anne Bernier. The TiDoc video may be viewed on Migraine Québec's website at

[migrainequebec.org/video/la-migraine-tidoc](https://migrainequebec.org/video/la-migraine-tidoc)

### RESEARCH PROJECTS

Migraine Québec is proud to participate in important research projects on chronic pain and migraine. This year, on our social media pages, we shared a survey on chronic pain conducted by McMaster University, UQAT, and CHUM.



# ADMINISTRATION, MARKETING, AND COMMUNICATIONS

## Professionalizing the Association

In 2022-2023, Migraine Québec continued its professionalization process. First and foremost, Migraine Québec obtained its official charitable organization status in May 2022. Also, our team worked hard on the implementation of the Google Workspace cloud platform. Not only does the platform facilitate document and information management, but it is also extremely useful as a teleworking tool for our association. Training on Google Workspace was provided to management, employees, the board of directors, and our volunteers. A total of nine training sessions took place, and the recordings are available to the team on Google Workspace.

## NEWSLETTER

Between June and August 2022, we completely redesigned our newsletter. In addition to implementing a new design, we also established new procedures for our graphic designer, our communications consultants, and the three permanent contributors to the monthly newsletter: Louise Houle, Marie Pagé, and Jenny Sundberg.



# ADMINISTRATION, MARKETING ET COMMUNICATION

## The Team



**Jenny Sundberg**  
*Project Coordinator*

Our project coordinator Jenny Sundberg has completed her first year at Migraine Québec. Jenny handles our association's many projects, masterfully managing the logistics of our courses, programs, webinars, newsletters, and all the activities we offer during the year.



**Cynthia Whissell**  
*Web Content Manager*

Our new web content manager Cynthia Whissell joined us in September 2022. With a degree in social media strategy and management, Cynthia is in charge of creating content for our social media pages and updating the blogs on our website. She also builds content and interacts with the community through our various social media platforms.



**Anouk Brière-Godbout**  
*Patient Advocacy Advisor*

Anouk Brière-Godbout, who arrived at Migraine Québec in October 2022, is in charge of patient advocacy. The mission of the advocacy committee is to promote access to care and medication, as well as to provide the public with information on their rights and on procedures for living better with migraine and headaches.

# ADMINISTRATION, MARKETING ET COMMUNICATION

## The Team

### TEAM MEETINGS

Our team is becoming more and more cohesive, especially since August 15, when we began holding weekly team meetings. The meetings allow us to create links between our different areas of work, harmonize our practices and communication strategies, and work together toward common goals.

### COMMUNICATIONS, MARKETING, AND STRATEGIC PLANNING CONSULTANT

For the past year, we have once again benefitted from the expertise of France Leblanc, a specialist in non-profit management. France supported director Louise Houle and her team in their regular functions, as well as in the creation and implementation of our strategic plan and our action plan. Her involvement is invaluable to helping the association pursue its professionalization process. Thank you, France!

### MARKETING AND COMMUNICATIONS PROJECT

This year, we initiated a major marketing and communications project, in order to develop an effective and sustainable marketing strategy. To this end, we initiated phase one of the project with the help of consultant Edge Margueritte, who analyzed our association, our competition, and our target clientele and provided us with recommendations. Phase one of the project will continue in 2023-2024.

### ASSOCIATION POLICIES

We adopted several policies this year:

- Human resources policy - adopted in April 2022
- Expense reimbursement policy for staff and volunteers – adopted in April 2022
- Telework policy - adopted in May 2022
- Harassment prevention policy - adopted in June 2022
- Code of ethics policy for the board of directors - adopted in November 2022

### OTHER COLLABORATORS

Over the past year, our visual identity has been integrated into our communications materials thanks to graphic designer Samuel Poliquin. In addition, our website has continued to be managed by web administrator Jonathan Guay of 3ALogic. We thank Samuel and Jonathan for their diligence and creativity.

# ACTIVITIES

## SPECIAL GENERAL MEETING ANNUAL GENERAL MEETING

May 3, 2022 – 35 attendees at the SGM

June 16, 2022 – 30 attendees at the AGM

In order to proceed with our application for charitable organization status, we held a special general meeting to redefine Migraine Québec's objectives. Our virtual annual general meeting, which was held on June 16, brought together the executive director and several members of Migraine Québec to elect the board of directors and appoint an auditor for 2022-2023.

A special thank you to Alain Paradis, who led us in a short session of Qi Gong, a Chinese exercise practice that uses slow movements and can be practiced by people living with migraine.

## WEBINAR: "MIGRAINE IN CHILDREN AND ADOLESCENTS: BETTER UNDERSTANDING FOR BETTER TREATMENT"

May 28, 2022 – 39 participants

For the first time ever, Migraine Québec hosted a webinar specifically on the topic of migraine in children and adolescents. The webinar took the form of a presentation by neuropsychiatrist Dr. Anne Bernier, and was moderated by our collaborator Mélissa Mitchell. The objective of the event was to provide information and tools to parents, in order to help them feel more confident assisting their children with migraine.

The presentation may be viewed on our website (in French):

[migrainequebec.org/video/la-migraine-chez-lenfant-et-ladolescent/](https://migrainequebec.org/video/la-migraine-chez-lenfant-et-ladolescent/)

## PANEL ON MIGRAINE STIGMA

October 13, 2022 – 44 participants

As part of our diversity project, we organized a panel discussion in collaboration with our diversity consultant Nersa Dorismond and her team. Hosted by radio announcer Peggy Civil, the panel brought together three panelists: Dr. Heather Pim, neurologist and president of the board of directors; Sylvie Calixte, occupational therapist; and Kerma Jean-Marie, a patient living with migraine. The topics covered were: how to live better with an invisible disease such as migraine, how to raise awareness among the people close to you, and how to deal with people's judgments. Possible solutions were explored, and the audience was invited to ask questions or share their personal experiences.

## WEBINAR: "MIGRAINE AND HORMONES"

December 8, 2022 – 170 participants

Dr. Marzieh Eghtesadi generously gave a presentation specifically on the links between migraine and hormones. She discussed several topics, including menstrual migraine, treatment options, migraine in pregnant women, migraine in menopause and perimenopause, hormone therapy, etc. The webinar was moderated by Mélissa Mitchell and attracted a large number of participants.

# ACTIVITIES

## WEBINAR: “GEPANTS: A REVOLUTIONARY NEW DRUG FAMILY”

February 16, 2023 – 180 participants

Migraine Québec hosted a presentation on gepants given by Dr. Elizabeth Leroux, neurologist and co-founder of Migraine Québec. During the webinar, which was moderated by Mélissa Mitchell, Dr. Leroux provided a wealth of information on the new class of medications called gepants, including how they are used, their names and characteristics, insurance coverage, etc. Participants also had the opportunity to ask Dr. Leroux questions on the subject. Of all our webinars this past year, this one attracted the highest number of attendees.

The presentation may be viewed on the Migraine Québec website (in French):

[migrainequebec.org/video/les-gepants/](https://migrainequebec.org/video/les-gepants/)

## WEBINAR: “FASTING HEADACHES”

March 11, 2023 – 10 participants

Dr. Ghassan Mouhanna delivered a webinar on the subject of headaches, migraine, and fasting. The webinar touched on participants’ questions about headaches caused by fasting, how to avoid them as much as possible, and the best way to fast when living with migraine. A segment of the webinar focused on preparing for Ramadan. This allowed us to attract a new target group with an interest in the subject, namely the Muslim community of Quebec.

The webinar may be viewed on the Migraine Québec website (in French):

[migrainequebec.org/video/les-cephalees-du-jeune/](https://migrainequebec.org/video/les-cephalees-du-jeune/)



## GENTLE YOGA

Every Tuesday

Spring 2022 – An average of 6 participants

Fall 2022 – An average of 10 participants

Winter 2023 – An average of 10 participants

Every Tuesday evening, Marine Button leads gentle yoga sessions. Once again this year, our yoga sessions attracted a large number of participants. The spring session (April to June 2022) attracted more than 83 participants in 13 sessions. In the fall (August to December 2022), a total of 151 participants attended the 15 yoga sessions, with an average of 10 participants per session. In winter 2023 (January to March), an average of 10 participants attended each weekly session. In addition, an average of 13 people per week watched the recordings of the yoga sessions. As of March 2023, more than 231 people have subscribed to the yoga mailing list and receive a link to connect each week.

# ACTIVITIES

## CREATIVE WORKSHOPS – RENDEZ-VOUS AVEC SOI Winter 2023 – 29 participants

From January to March 2023, we held a series of eight virtual creative workshops with our collaborator Melissa Mitchell. Each meeting featured a specific theme and a creative approach that allowed participants to meditate, produce a creation, and share their creation with the rest of the group. An average of 12 participants attended each workshop.

## TEACHING AND GENTLE MOVEMENT - LUCIE BLAIS Level 1 Spring 2022 – 8 sessions – 33 participants Fall 2022 – 9 sessions – 37 participants Spring 2023 – 8 sessions – 14 participants

Physiotherapist Lucie Blais collaborated with us to produce a program called “*Diminuer la douleur et regagner des capacités, c’est possible!* [Reducing Pain and Regaining Ability: It’s Possible!].” Since the fall of 2022, she has once again offered her teaching and gentle movement program, now called “*En route vers le mieux-être* [On the Road to Wellness]”. Her program is aimed at people living with migraine who wish to increase their level of physical activity using gentle movement. In addition to the live sessions, participants had access to written materials, recordings of each session, and live Q&A sessions.

## Level 2 Spring 2023 – 6 sessions – 11 participants

This in-depth program was designed exclusively for people who had completed Level 1 of the program with Lucie Blais. The private group allowed participants to deepen their knowledge of the concepts presented in level 1 and to learn more advanced movements.

## GYROKINESIS® LIVE – MARYSE LORANGER Fall 2022 – 6 sessions – 31 participants

In the form of introductory sessions to the GYROKINESIS® method, Maryse Loranger led six sessions with the aim of presenting the method, which consists of fluid, circular movements that engage the entire body. The movements are performed mindfully and are accompanied by breathing methods that promote optimal oxygenation, greater joint mobility, relaxation of the nervous system, and a sense of well-being.

## Winter 2023 – 11 participants

Eleven participants took part in 10 progressive GYROKINESIS® sessions led by Maryse Loranger in a private group.



# PATIENT ADVOCACY

## Patient Advocacy Committee

This year, the patient advocacy committee made great strides. Not only did we hire advocacy consultant Anouk Brière-Godbout in October 2022, but we also recruited three new committee members: Camille Brunet-Villeneuve, Véronique Dumas, and Marie Chantal. They joined existing members Julie Lepage, Chantal Bourassa, Leona Heilig, and Geneviève Pharand. We thank them all for their commitment, which has enabled the association to carry out several projects aimed at improving access to migraine care and supporting people living with migraine or headache disorders in their efforts to receive care.

The following summarizes the committee's activities over the past year:

- Carried out a study of advocacy issues and established goals and an action plan.
- Took first steps to develop a training program for pharmacists.
- Undertook the process of establishing a potential collaboration with the goal of developing a database of headache and migraine physicians and professionals.
- Consulted the OPHQ (*Office des personnes handicapées du Québec*) about disability status and to validate the support that can be provided to members in the event of disputes in the workplace or in school.
- Began developing resource toolboxes to help people living with migraine or headache more effectively advocate for themselves. The toolboxes being developed are Children and Adolescents, Work, Post-Secondary Studies, Access to Care (doctors, medication, and self-management) and Finances.
- Attended training sessions, meetings, and consultation sessions held by pharmaceutical companies to increase access to medication and improve follow-up and quality of life for people living with migraine.
- Took steps toward undertaking a study on migraine in the workplace in 2023-2024.
- Began the process of developing partnerships to support our members with mental health care needs.
- Worked on an educational project on rights through Partage Migraine Québec.
- Contracted a lobbying consultant to develop a political representation strategy and create a register of influential people to contact to make our issues known.
- Organized a red-carpet event for the screening of a film on migraine that will take place in June 2023.



# PATIENT ADVOCACY

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### INNOVATIVE MEDICINES CANADA ADVISORY COMMITTEE

Migraine Québec continued to sit on the Innovative Medicines Canada Advisory Committee. The purpose of the committee is to enable participating pharmaceutical companies to liaise with patient and caregiver associations to identify and discuss our issues and concerns. Migraine Québec is represented by Geneviève Pharand, a member of the board and our patient advocacy committee. She attended seven committee meetings.

### ELI LILLY ADVISORY COMMITTEE

This advisory committee held two meetings, one with professionals and one with patients. One of our volunteers, Chantal Bourassa, attended the latter. The objectives of this committee are to obtain knowledge and insight from health care professionals and to improve certain aspects of access to care for Canadian patients living with migraine and headaches. The panel of professionals who attended the first meeting was made up of neurologists, family physicians, pharmacists, and nurses. At the second meeting, patients were invited to describe their health care journeys, their experiences and difficulties with anti-CGRPs, and their day-to-day lives between migraine treatments or attacks.

### REQUESTS TO THE INESSS

Our requests to the INESSS to add certain drugs to the list of exceptional medications aim to give people living with migraine easier access to medications that are often very expensive. The purpose of this initiative is to encourage the Minister of Health to add certain medications to the list of drugs covered by the RAMQ.

- Request to the INESSS for the drug VYEPTI<sup>MD</sup> (eptinezumab) in July 2022
- Request to the INESSS for the drug QULIPTA<sup>MD</sup> (atogepant) in December 2022
- EMGALITY<sup>MD</sup> (galcanezumab) added to the list of exceptional medications on February 1, 2023

### JUNE 2022: MEMBER SURVEY BY THE ADVOCACY COMMITTEE

A survey of Migraine Québec members provided information on the needs and limitations of people living with migraine or headaches. We learned that more than 37% of respondents had already tried more than eight different medications. Also, 80% of respondents said that migraine or headaches sometimes or always affect their productivity at work or at school. A total of 321 members completed the survey, which was carried out between June 27 and July 8, 2022.

## SPECIAL COLLABORATIONS

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### Collaborations with AbbVie Canada, Financial Partner of Migraine Québec

#### VIDEO TESTIMONIAL CAMPAIGN ON MIGRAINE

As part of the Bilingual Migraine Awareness Series, in partnership with Abbvie and Atlas, four videos were produced, featuring the stories of people living with migraine. Among them were Émilie and Chantal, two volunteers and members of Migraine Québec. Susan and Nick's story, as well as Angela's, were also aired. The French and English videos, which are available on our social media pages and our website, have been viewed millions of times.

#### MIGRAINE AWARENESS FILM (2022-2023)

The production of a short film on migraine was completed this year. The film will be released publicly in June 2023. Its objective is to demystify the impacts of migraine on various facets of life.

### Collaborations with Pfizer

#### JANUARY 21: PATIENT CONSULTATION MEETING IN TORONTO

On January 21, 2023, in Toronto, Pfizer brought together a number of patients in an effort to understand the needs and experiences of people diagnosed with migraine, to learn about preferences for different migraine therapies, and to learn about the sources of information, education, and support that patients turn to. Pfizer also wished to learn the best strategies for helping the patient community, in order to lay the groundwork for future awareness, education, and support initiatives. Four patients attended, all of whom are members of Migraine Québec: Michelle Cousineau, Jaime Lim, Amanda Levitt and Golnaz Rasouli.

# SUPPORT

## SUPPORT GROUPS

Our support group meetings continued to be held this year, in virtual format. The meetings, which were held in either English or French, provided support to numerous participants. We would like to thank Michelle Cousineau, who graciously led the English meetings, and Caroline Laliberté, who led the French meetings. Liz Ferland and Louise Houle acted as alternate hosts of the two support groups.

Members were asked to complete a survey on their preferred meeting schedules. Based on the survey results, we added evening meetings to meet our members' needs.

The French groups drew 16 participants in the spring of 2022, 34 participants in the fall, and 25 participants in the winter of 2023. The English groups drew 7 participants in the spring of 2022, 14 participants in the fall, and 14 participants in the winter.

### 2022-2023 Highlights

- 110 participants attended our support group meetings
- 10 French meetings, 10 English meetings
- Between 5 and 11 participants attended each French meeting (an average of 7)
- Between 2 and 6 participants attended each English meeting (an average of 3)
- 34 people are on the mailing list for the English meetings
- 182 people are on the mailing list for the French meetings

## THEMATIC SUPPORT

In May 2022, we began holding monthly thematic support group meetings. Each meeting, led by Annie Ledoux and Liz Ferland, featured a specific theme. Participants were invited to discuss the topic and to ask the moderators questions. Examples of the themes discussed include self-management of migraine, physical activity, lifestyle habits, and any other subject related to migraine or headache. The workshops drew 17 participants in the spring, 18 participants in the fall, and 33 participants in the winter of 2023.

### 2022-2023 Highlights

- 68 participants attended our thematic support group meetings
- 9 thematic support workshops took place
- Between 5 and 15 participants attended each workshop (an average of 7)
- 128 people are on the mailing list for the thematic support meetings

## NURSE CONSULTANT

Between April and September 2022, our volunteer nurse Céline Lambert continued to provide us with her services. However, due to the impact of the COVID-19 pandemic, the service ended in September.

# SUPPORT

## Partage Migraine Québec

This year, we began to professionalize our recruitment process for Partage Migraine Québec moderators.

Given that the group now has almost 5,000 members, we had little choice but to improve the supervision of discussions within the group, in order to keep the space healthy and safe. For example, we consulted a lawyer about Migraine Québec's responsibility for certain comments made by group members. We took the opportunity to implement an approval process for posts, based on certain predetermined criteria. In addition, we updated the group rules and procedures to allow the moderators to manage the group more efficiently.

Thank you to Marie-France Lemire, who returned in June 2022, for acting as admin of the Facebook group. And thank you to Marie Pagé and Louise Breault, who took over the admin role during Marie-France's absence.

Thank you to all the group moderators: Maryse Bonsaint, Chantal Bourassa, Marie-Eve Branconnier, Louise Breault, ZC, Andrée-Ann Desbiens, Véronique Dumas, Lise Gallant, Marie-Christine Gratton, Karine, Virginie Mailhot, Marie Pagé, Josée Paiement, Caroline Robinson, and Mélanie Routhier.



Marie-France Lemire



Maryse Bonsaint



Marie-Eve Branconnier



Louise Breault



Andrée-Ann Desbiens



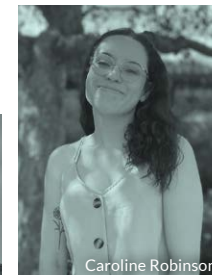
Véronique Dumas



Josée Paiement



Lise Gallant



Caroline Robinson



Virginie Mailhot



Marie Pagé



Mélanie Routhier

## NOS DROITS PROJECT

In March 2023, in collaboration with our advocacy advisor Anouk, we implemented the #nosdroits project, an awareness project for persons living with migraine or headache disorders. The activity consists in presenting different scenarios to the participants of the Partage Migraine Québec Facebook group, in order to encourage friendly dialogue and collectively change perceptions of the rights of people living with migraine or headache to receive accommodation measures, in several areas of their lives. The project will continue in the coming year.

# PROFESSIONAL TRAINING

## Dr. Heather Pim, President and Neurologist

Over the past year, Dr. Pim has continued to educate family physicians, nurses, pharmacists, and other health care professionals on migraine diagnosis and management. With a welcomed decrease in cases of COVID-19, there was a return to in-person educational presentations, as well as hybrid presentations, which made it possible to include colleagues living in remote areas.

With the goal of educating doctors about migraine as early as possible in their training, Dr. Pim gives an annual course to medical students at the Université de Montréal, which took place this year on March 6, 2023.

Dr. Pim is very thankful to have had the opportunity this past year to speak to two groups of nurse practitioners who were interested not only in the care of patients with migraine, but more precisely in how to administer Botox injections for chronic migraine.

Two nurse practitioners and two family physicians attended preceptorships by Dr. Pim to learn Botox injection techniques for chronic migraine.

## Dr. Liam Durcan, Neurologist and Medical Advisor

Dr. Durcan wrote two articles for our website. He also delivered a presentation on migraine treatments during pregnancy at McGill University on January 26, 2023.

## Dr. François Perreault, Neurologist and Medical Advisor

Dr. François Perreault joined Migraine Québec in 2022. He is currently enrolled in a continuing medical education program on headaches at the University of Ottawa, which he will complete on June 30, 2023. Over the past year, Dr. Perreault helped develop a headache curriculum for neurology residents at the University of Ottawa, which will be adapted for Université de Montréal residents this coming year. He also helped draft an article on acute migraine treatment, which was published in *Le Médecin du Québec* in June 2022. Also in June 2022, Dr. Perreault attended a conference on preventative migraine treatments at the *Congrès de la Fédération internationale des jeunes neurologues francophones*. He has been working on a new continuing education program on migraine using an innovative pedagogical method, concordance training, intended for family physicians. The training sessions will be offered in April 2023. Finally, he conducted a study on the status of headache education in neurology residency programs across Canada, and he wrote an article which is currently being reviewed for possible publication.





## COMMUNITY LIFE

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### Volunteers: The Driving Force of our Association

Our association would not exist without our invaluable volunteers, who contribute to the association in various ways, year after year. In 2022-2023, 39 volunteers gave their time to Migraine Québec. Of these, between 19 and 26 volunteers worked with us every month (the average being 22). This includes the members of our board of directors (with the exception of the physicians).

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**Our generous volunteers  
provided a total of  
3,878 hours of work this  
year, for an average of  
323 hours per month.**

The hours of our physicians Dr. Durcan, Dr. Egtesadi, Dr. Perreault and Dr. Pim were not included in this count.

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### 2022 HOLIDAY LUNCH AND VOLUNTEER RECOGNITION PARTY

On December 4, 2022, our traditional holiday gathering of volunteers, consultants, and employees took place at Café Bistro Mysterium. Guests could also attend via Zoom. A total of 16 people got together to enjoy a delicious meal. The volunteers and employees received gift cards as a token of appreciation.



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### Thank you to our valued volunteers

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Jennifer Assogba, Marie-Claude Benoit, Karine Blais, Maryse Bonsaint, Émilie Bortolussi-Courval, Chantal Bourassa, Marie-Eve Branconnier, Louise Breault, Camille Brunet-Villeneuve, Marie Chantal, Michelle Cousineau, Andrée-Ann Desbiens, Caroline Desbiens, Alex DeSources, Véronique Dumas, Julie Dupont-Lebel, Caroline Falardeau, Liz Ferland, Lise Gallant, Karine, Leona Heilig, Sylvie Hill, Caroline Laliberté, Annie Ledoux, Marie-France Lemire, Julie Lepage, Maryse Loranger, Virginie Mailhot-Fournier, Mélissa Mitchell, Marie Pagé, Josée Paiement, Geneviève Pharand, Patricia Poulin, Caroline Robinson, Mélanie Routhier and Kim Verreault.

## SINCERE THANKS TO OUR FINANCIAL PARTNERS

Thank you for being part of the Migraine Québec team.





**MIGRAINE  
QUÉBEC**

Mieux comprendre

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