

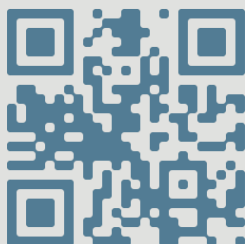


CHAMP
Coalition For Headache
And Migraine Patients

HEADACHE & MIGRAINE DISEASE LANGUAGE & IMAGE GUIDE

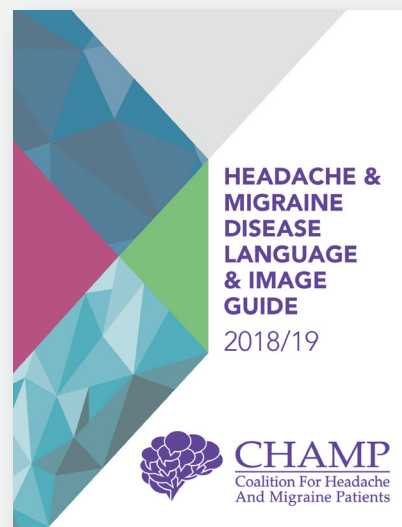
Now Available Online!

headachemigraine.org/LanguageGuide.pdf



The headache, migraine and cluster patient community are changing how our diseases are described and portrayed. Through a collaborative process, we have developed and published a Language & Image Guide that represents the consensus recommendations from member organizations of CHAMP.

**GO ONLINE
AND LEARN
MORE!**



HIGHLIGHTS OF GUIDE

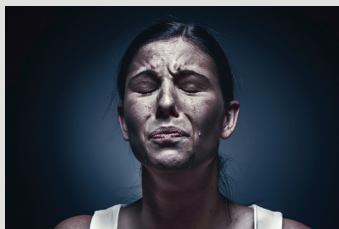
LANGUAGE

CHAMP Recommendation	Currently Used
Headache Disease(s), Headache Disorder(s)	Headache(s)
Headache Attack, Migraine Attack, Cluster Attack	Headache(s), Migraine(s), Episode(s)
Migraine Disease, Living with Migraine Disease	Migraine Headache, Migraines
Person with Migraine disease, Person Living with Migraine Disease	Migraine Personality, Migraineur, Migrainer, Migraine Person, Migraine-Type Person
Experience(s) the Pain and Disability of Migraine Disease	Suffering from Migraine, Migraine Sufferer
Migraine Spectrum, Migraine Continuum	None
Migraine Remission, Break in Migraine Attacks	Cured of Migraine, Migraine Cure, Migraine Miracle
Medication Adaptation Headache	Medication Overuse Headache, Rebound Headache

IMAGES

CHAMP asks all communicators to be thoughtful when selecting imagery and photographs of people with headache diseases to use in publications, advertisements, blogs and websites. The images should accurately and honestly depict what it's like to live with these diseases and the range of how they impact people's daily lives.

Headache, migraine and cluster diseases do not discriminate. The images used to portray our diseases should reflect our diversity of age, race, ethnicity and gender.



CHAMP thanks our sponsors for the support that made the development of this guide possible.

