

Migraine Awareness Gets Another Penguin Treatment

Walk a mile in a migraine-sufferer's shoes and make changes to prevent triggers

OTTAWA/NORTH KINGSTOWN, CANADA/U.S.A, June 11, 2018 /EINPresswire.com/ -- Chocolate Moose Media's penguins are at it again in a second short, animated video for the Association of Migraine Disorders (AMD) supporting migraine sufferers worldwide.

This version, called Show You Care: Make Your Workplace Migraine Friendly, uses the little tuxedo-ed creatures to show how it feels to walk in a sufferer's shoes and offers suggestions about changes that can be made in the office and at home to diminish migraine triggers.

"When people cannot see something like a rash or a cast (to indicate a migraine episode), it reduces empathy....(and with this video) we are raising people's awareness that individuals and business must be more caring for those with this invisible disease," says Dr. Frederick Godley, president of the AMD.



Dr. Frederick Godley, courtesy of AMD

Migraine headaches affect 12 percent of the population and are more common than Alzheimer's disease, Parkinson's disease, epilepsy and multiple sclerosis combined.

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Individuals and business must be more caring for those with this invisible disease”

Dr. Frederick Godley

A third video will be released closer to World Migraine Solidarity Day (June 21) urging people to wear a pair of sunglasses to display their support for sufferers.

About Chocolate Moose Media

Chocolate Moose Media (CMM) is the world's leading producer of animated behaviour-change communications aimed at solving health and social issues

around the world. Led by renowned social innovator, director and humanitarian Firdaus Kharas, CMM produces animation, documentaries, videos and television series designed to educate, entertain and change societal and individual behaviour to positively influence viewers' knowledge, attitudes and behaviour, especially those of children and young adults, in order to better the human condition. More than 3,600 animated videos in 245 language versions are available online in a [Vimeo](#) channel.



About the Association of Migraine Disorders

The association is a non-profit organization with a mission to end the suffering from migraine illness through research, education, and collaboration. For further information visit <http://www.migrainedisorders.org>.

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