

Title

Improving Access to Migraine Care for Women of Color: Early Reach and Evaluation Framework of a Narrative-Based Educational Intervention

Background

Migraine disproportionately affects women, with women of color experiencing additional barriers to timely diagnosis and treatment related to insurance navigation, pharmacy benefit management, and delayed authorization. These structural barriers are associated with prolonged symptom burden, increased emergency care utilization, and adverse mental health outcomes. Scalable educational interventions that center patient experience and improve navigation literacy may help address these disparities, yet real-world data describing their reach and impact are limited. This project evaluates a patient-experience–focused educational and quality improvement intervention designed to improve headache knowledge and care navigation among women of color with migraine.

Objective

To describe the design, dissemination reach, and planned evaluation framework of a narrative-based educational intervention aimed at improving access to migraine care among women of color.

Methods

This initiative uses a mixed-methods educational evaluation design informed by the ADDIE framework (Analysis, Design, Development, Implementation, Evaluation). Qualitative inputs—including surveys, interviews, and facilitated focus groups with women living with migraine, advocacy leaders, and clinicians—were used to inform the development of a documentary-style educational film focused on insurance navigation, delayed care, and mental health impact.

The intervention is disseminated through national patient education platforms, advocacy training programs, scientific meetings, and targeted digital amplification. Outcomes evaluation includes pre- and post-intervention surveys assessing knowledge of insurance-related barriers, confidence navigating care pathways, perceived impact of delayed care on mental health, and

readiness to engage in shared decision-making or advocacy. Survey deployment is ongoing, with a target enrollment of ≥ 500 participants.

Results (Interim)

At the time of submission, the educational intervention has achieved approximately **500,000 digital views/impressions** across partnered platforms and amplification channels. Pre- and post-intervention survey data collection is in progress.

Conclusions

Early dissemination data demonstrate substantial reach for a narrative-based educational intervention addressing access-to-care disparities in migraine among women of color. Ongoing evaluation will determine whether this approach improves navigation considerations and patient-reported readiness to address insurance-related barriers. This model may represent a scalable strategy to complement traditional migraine education and health equity initiatives.