

Product Proposal

Introduction and Statement of Purpose:

For my final product I plan to write an Opinion-editorial piece on the stigma against headaches as a viable and truly debilitating medical condition. The discrimination of individuals who suffer from this disease has truly permeated our culture and I believe in the education of the greater public so they may truly understand what headaches are, its numerous classifications, and the factors of the disease beyond just pain that permit it to be ranked the 2nd most debilitating disorder across the globe behind lumbar pain. I hope that my final product can effectively educate the public about headaches and bring attention to the large amounts of economic potential lost each year due to this disease in order to push for increased funding in research across headache medicine. I believe this will cultivate my ultimate goal of reducing the peer stigma associated with migraines and, thus, provide hope for those suffering from headaches in both their work and personal lives.

Review of Skills and Research:

Research topics that will be instrumental in the development of my final product will definitely include a basic understanding of the pathophysiology of headaches and an understanding of the many different classifications of headaches. I believe that the inclusion of the information will be essential when writing my final product as it could play a role in invoking an sympathetic attitude from the audience and give them an understanding of how complex and misunderstood this disorder is. Another research topic I believe will be essential in my final product is the estimated amount of economic capital and productivity that has been lost globally due to headaches and migraines. This can be considered highly important as well, because it appeals to the public's sense of duty towards their country as well as fear of their own economic stability.

During the creation of my product I will employ numerous skills from the comprehension of medical papers and articles that challenge my own understanding of the migraines to the synthesis of this information I gained into a concise and easy to read form that I will use on the Op-Ed. During my time, creating the final product it is a must that I polish my journalistic writing skills in order to ensure accurate information is given to those who have read my work. And, of course, I will continue to research headache disorder in depth from patient-physician interactions to the diagnosis of these disorders.

Methodology:

1. Materials:

During the creation of my product I will fully employ two major sources of information. The first will be through my mentor meetings with Dr. Shamin Masrour in which I will learn about the first-hand experience she has gained as a medical professional working at a headache clinic. During my time with her I will be able to clarify any

misunderstandings I may have from medical documents and her advice on who to direct my final product towards will no doubt provide me with a much needed insight into the practical application of my final product. The second source will be online research papers that will enable me to learn more about the field itself and create a base understanding of the topic, before I discuss it with Dr. Masrour.

2. Description of Process and Procedure:

This year in ISM my final product will largely be driven upon the data statistics I have explored from other scientific articles and combining these numbers with personal accounts of patients that had suffered both socially, physically, and mental from this medical condition. My research began from the start of this ISM year, specifically the information I have gleaned so far for my original work such as looking at Botox injections, a specific treatment for those suffering from chronic and episodic migraines, and this set the tone for the rest of my investigation as I focused on discovering new therapies or treatments specific for headache medicine with an emphasis on migraines. However, for my final product I wish to go in a separate route and focus more on the patient-physician interaction as well as the negative consequence migraines and headache could have on a patient's life beyond just debilitating pain. To support this investigative report I will attend a support group that focuses on creating a discussion between physicians and patients on the consequences of this disease and what can be done to mitigate these effects throughout our work and social life. After gathering this form of primary data from actual patients I will look at the data itself I learned from medical sources to effectively demonstrate an argumentative piece that focuses on the unintentional stigma many headache patients feel on a daily basis.

Utilization of Higher-level Thinking skills:

Since the start of my semester in ISM I am confident I have been utilizing higher-level thinking skills in all of my research assessments, blog posts, interviews, and mentor visits. However, I do realize that in order for my final product to take the form I envision it to I must hone these skills and apply them to the utmost extent. To accomplish this goal I must first find and read through many of these scientific papers that specifically focus on the prevalence of migraine and its relation to the stigma many patients may feel today from peers, friends, or even family. I will have to design a Op-Ed that include this type of quantitative data, while also acknowledging the qualitative aspect of appealing to the public's sense of morality and sympathy to spread awareness of such unintended discrimination across out society. In my article, it is a requirement that I will be able to synthesize this information into concise and easy to understand sentences so awareness can be spread much quicker, either through word of mouth or through understanding of the situation many of the patients feel that their condition has driven them to. It is also necessary that I learn how to evaluate the forms and types of information I may run across as I research and understand more about my topic at

hand. I must learn how to compartmentalize information and teach myself how to determine if a certain fact or data piece is truly needed to get my point across in my Op-Ed.

Conclusions:

I anticipate that my final product will truly explore the stigmatized reality of headache and migraine attacks across the global culture and will allow the dissemination of awareness regarding this societal problem in order to help those who are afflicted with this medical disease. I believe that spreading awareness to this problem can also play a beneficial role in increasing funding for headache research and allow the field of headache research to take steps into determining the full pathophysiology of migraine and other headache disorders. I resolutely believe that my final product will be utilized as a tool for learning, by the general public in order to further their understanding on not only what headache and migraine disorders are, but also how they play a role in the regular person daily, even if they may not suffer from the condition. The creation of this opinion piece can benefit not only the public at large, but also the community of patients who suffer from regular headache attacks. It will generate understanding and sympathy towards this community as well as garner emotional and physical support for anyone affected by this disease, thus inhibiting the stigma against headache disorders that has been cultivated for so long.

Development of Product:

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| Week 1 Jan 18-24 | *On my mentor visit, discuss plans and talk about the viability of the experiment *Complete Final Draft of Product proposal & weekly calendar (Due 22nd) *Proofread and Spell Check Product proposal *Conduct independent research over many different types of Headache Disorders *Complete research assessment over scientific paper that talks about possible treatments and different types headache conditions *Log hours on Product Proposal |
| Week 2 Jan 25-31 | *Email product proposal & calendar to my mentor (by the 25th). *Conduct independent research on the stigma of headache disorders in the workplace *Meet with mentor to further discuss final product *Log hours on Product Proposal *Submit Assessment #16 |
| Week 3 Feb 1-7 | *Mentor Selection and Teacher/Student Conference *Continue independent research on the stigma of headache disorders in the workplace *Meet with mentor to further discuss final product *Log hours on Product Proposal *Mentor Log and Mentor feedback on Product proposal & weekly calendar *Attach Mentor Bio page |

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| | *Submit Assessment #17 |
| Week 4 Feb 8-14 | *Continue independent research on the stigma of headache disorders in the workplace *Submit Final Draft of Product Proposal with help from Mentor *Submit Assessment #18 |
| Week 5 Feb 15-21 | *Product Log(Minimum of 6 hours) *Continue independent research on the stigma of headache disorders in the workplace *Submit Assessment #19 |
| Week 6 Feb 22 - 28 | *Submit Digital Portfolio Link *Continue independent research on the stigma of headache disorders in the workplace *Submit Assessment #20 |
| Week 7 March 1 - 7 | *Submit Assessment #21 - Product Progress *FPN Guest List *Mentor Evaluation of Digital Portfolio *Continue independent research on the stigma of headache disorders in the workplace *Peer reviews of Digital Portfolio |
| Week 8 March 15 - 21 | *Blog post over work done in spring break *Continue independent research on the stigma of headache disorders in the workplace |
| Week 9 March 22 - 28 | *FPN Invitation Draft *Peer reviews of FPN Invitation Draft *Finish up independent research on the stigma of headache disorders in the workplace *Submit product log with 14-16 hours |
| Week 10 March 29 - April 4 | *FPN Invitation Final - Print Ready *Mentor evaluation of Student *Digital Portfolio Submission *FPN Classroom Program *Mentor Log *Finish up independent research on the stigma of headache disorders in the workplace |
| Week 11 April 5 - 11 | *Peer evaluations of Digital portfolio *Add final touches to Final Product |
| Week 12 April 12 - 18 | *Submit Final Product |
| Week 13 April 19 - 25 | *Peer Product Evaluations *Mentor Product Evaluations |
| Week 13 April 26 - May 2 | *Mentor Product Evaluations *FPN Speech Presentation - video link(April 26) *FPN(April 27) |
| Week 14 May 3 - 9 | *Submit Product and Original Work Description Form |

Week 15
May 10 - 16

***Final Blog**
***Assessment #22 - Growth/Reflection**