



world**MS**day
28 MAY 2014

www.worldmsday.org

What is World MS Day?

International day for action, bringing together the global MS movement.

The movement includes every person affected by MS worldwide, as well as individuals, groups and organisations working to improve quality of life for people with MS.



The first World MS Day took place in 2009. It was started by the MSIF as a way to unite people around the world in a common cause.

There are no restrictions on who can use the World MS Day brand, and any organisation or individual has access to all World MS Day resources.

Aims of World MS day

Raise awareness and change the lives of people affected by MS.

Raise awareness of MS amongst the general public

Strengthen the impact of the global movement – unite with one message

Increase and diversify partner involvement and support

To build the capacity of and support MS organisations by providing a website and toolkit to help them raise awareness/fundraise



World MS Day Management



Strategy

World MS Day has strategic aims in order to focus and shape the campaign:

The current strategy has 4 key messages:

- There is no known cause or cure for MS.
- MS is usually diagnosed between the ages of 25-31 and lasts a lifetime.
- MS symptoms vary widely from person to person. This makes life with MS very unpredictable.
- Treatments and services are improving for people with MS, but not for everyone, everywhere.

World MS Day in the Past

Year	Theme
2009	Join the Global Movement. End MS!
2010	Employment
2011	Work and MS
2012	Living with MS
2013	Young people



Measurement – engagement with the campaign

Year	Unique web hits in May
2011	28,930
2012	58,262
2013	64,709

World MS Day
@WorldMSDay

TWEETS: 9,853 FOLLOWING: 1,183 FOLLOWERS: 5,767

Compose new Tweet...

World Multiple Sclerosis (MS) Day
★★★★★ (130 ratings)
69,263 likes · 584 talking about this · 249 were here

Charity Organisation
World MS Day will be on 28 May in 2014. To find out more about World MS Day and to see news and pictures from previous years visit www.worldmsday.org

About Photos Likes



China Health professionals forum



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Croatia



Photography Exhibition in Italy



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Youth get-together in India



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Actors in Mexico



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Stand up to MS in Australia



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Morocco



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2014

The 2014 World MS Day theme is access; mobility, access to drugs, information and treatment and access to the same social and economic opportunities as everyone else. The campaign is called 'One Day'. The campaign asks people to think about a barrier to access and imagine a world without that barrier in the form of a 'wish'.





4 2 6 4 Wishes

Filter



making a cake for @bealecow for WMSD! @forgets_tomorrow



Oda Norway

"One day I hope that my town with have a local doctor who can treat me, and understand how difficult life can be for people with MS."



Julian London



Randy USA

Taking part in a fun run for WMSD 2014! #onedayms @Jade_the_Juke



Sarah Canada



Add your wish



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