



## CHAPTER PRESIDENTS

<b>September 17, 2010</b>	<b>CC: Information &amp; Resources</b>
	<b>Programs &amp; Services</b>
<b>Update from the Professional Resource Center (PRC)</b>	

As we head into our new fiscal year, we want to highlight some of our new and updated PRC resources:

- Two books in the Pamela Cavallo Professional Education Series – *Multiple Sclerosis: The Nursing Perspective (5<sup>th</sup> ed.)* and *Multiple Sclerosis: A Focus on Rehabilitation, 4<sup>th</sup> ed.* – have been updated, re-designed, and re-printed. Both are also available online in a new, user-friendly format in the For Professionals section of our website at [www.nationalMSSociety.org/PRCPublications](http://www.nationalMSSociety.org/PRCPublications). These publications, which offer continuing education credits, can be used as handouts at professional education meetings or as gifts to clinicians in your area. The two remaining books in the series – *Multiple Sclerosis: A Model of Psychosocial Support* and *Multiple Sclerosis: Medication Management* – will be updated and re-designed within the next few months. As always, these materials are available for your use through Chapter Orders. We will send one copy of each book to every chapter for you to preview.
  
- If you're looking for new and better ways to engage health professionals in your area, the *Resource Guide for Clinicians* and the new PRC postcards can help you. We have gotten excellent feedback from clinicians about the Resource Guide, making it a perfect handout or mailing piece. And the postcards are an easy and inexpensive marketing tool to include with all your professional mailings. Both are available from Chapter Orders. The postcards are *free*; the first 50 copies of the Resource Guide are also available at no charge, with a modest cost for additional copies.

To order: E-mail your request to [chapterorders@nmss.org](mailto:chapterorders@nmss.org).

BR0044 MS: Nursing Perspective

BR0045 MS: A Focus on Rehabilitation

BR0076 Resource Guide for Clinicians, First 50 Free

BR0077 PRC Postcards

[For a complete listing of professional materials available through Chapter Supplies, visit the National MS Society Materials Catalog on SharePoint at [http://intranet.nmss.org/Topics/office\\_facilities/Documents/materials\\_catalog.pdf](http://intranet.nmss.org/Topics/office_facilities/Documents/materials_catalog.pdf)]

- Our one-day continuing education program for mental health professionals – *Psychosocial Intervention in Multiple Sclerosis: Strategies for Mental Health Professionals* – continues to be updated as needed. If you are interested in planning a program in your chapter area or region, please contact Kristin Summers ([kristin.summers@nmss.org](mailto:kristin.summers@nmss.org)) for ideas and assistance. If you already have one scheduled, let Kristin know so that it can be announced on our For Professionals Web page. This is an important tool for engaging mental health professionals in MS care.
- The full-day training, *Rehabilitation in Multiple Sclerosis: Strategies for Physical and Occupational Therapists*, has also been re-designed and updated within the past year. Contact Kristin Summers if you are already planning or would like to plan a training for rehabilitation professionals in your chapter area or region.
- PowerPoint slide sets with talking points are available on SharePoint (<http://intranet.nmss.org/Topics/cr/Pages/ProfessionalEducationTrainingResources.aspx>) to assist you with professional education programs. We will be updating these slides with information about the emerging therapies as this information becomes available to us. We currently have sets for physicians, nurses, rehabilitation professionals, pharmacists, and mental health professionals. You will also find a slide set suitable for client audiences.

If you have questions or comments about any of these materials, please get in touch with us.

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**DEVELOPMENT**

<b>September 17, 2010</b>	<b>CC: Chapter Presidents</b>
	Marketing
<b><u>Exciting Announcement: Bicycling Magazine &amp; Bike MS media partnership</u></b>	
<b>Action Requested/Deadline:</b>	

**We are excited to announce that Bicycling Magazine has joined Bike MS as our official media partner for 2011.**

The national brand positioning of Bike MS has created an opportunity for the Society to capitalize on a national marketing and media campaign with Bicycling Magazine, the world's leading cycling magazine which connects with millions of active, affluent professionals for whom cycling is the centerpiece of their active lifestyle. Our partnership provides significant exposure for our bike rides through a highly visible print and online campaign as well as content exchange, logo placement, and a discount subscription offer for Bike MS participants.

This partnership moves us toward achieving our vision of being recognized as the premier cycling series in the nation. We anticipate that our increased visibility and credibility in the national cycling community will lead to greater participation in Bike MS events, and our enhanced brand recognition and value will lead to increased corporate partners and sponsorship dollars. Ultimately, additional revenue from both individual and corporate supporters of Bike MS will help create a world free of MS.

The partnership will kick off at Interbike 2010 in Las Vegas next week (September 22-24) where we will be hosting a joint breakfast to be attended by leaders throughout the cycling industry. The partnership includes several elements including:

- A commitment from the Society for another Bicycling Magazine ad buy in 2011 both in print and online.
- Content for bikeMS.org and chapter sites provided by cycling experts at Bicycling
- A discounted subscription offer to Bike MS participants at point of registration.
- An agreement to place the Bicycling logo on our national and local marketing materials and website, which enhances our brand and gives our rides instant credibility and respect.

Alignment with the nation's premier cycling magazine is a remarkable achievement for the Society and we're proud that we are viewed by Bicycling as a valuable partner in return. It is due to the great work over many years by many people in aligning our own national Bike MS branding that has made this incredibly opportunity possible.

This exciting new partnership with Bicycling has already resulted in an additional promotional opportunity for Bike MS with more expected. We believe this campaign will offer wide exposure for Bike MS resulting in increased awareness, especially among new riders, and overall growth in participation. If you have questions regarding this partnership, please contact Sarah Klein ([sarah.klein@nmss.org](mailto:sarah.klein@nmss.org)) or Becca Kornfeld ([becca.kornfeld@nmss.org](mailto:becca.kornfeld@nmss.org)).



## MARKETING & DEVELOPMENT

Date: 9/17/10	CC: All
<b>September 2010: E-communications Update</b>	

### September National MS eNEWS

Send date: ~~9/16/10~~ **9/22/10**

Audience: Full List

Due to the anticipated late-breaking news of an FDA final decision on fingolimod on September 21, we have postponed this month's e-newsletter until Wednesday, September 22.

Content will include the latest news on the FDA's decision on fingolimod, as well as information about a recent study on MS progression that was funded by the National MS Society, the MS Society of Canada and others.

### Research-themed E-fundraising Campaign

Send dates: 9/21, 9/23, **9/24**, 9/27, 9/28 and 9/29

Audience: ~800,000

### Update:

Due to the shift in dates for the National MS eNEWS from 9/16 to 9/22, the second email in this e-fundraising series has been postponed one day, from 9/23 to 9/24.

This will be our final e-fundraising campaign for the 2010 fiscal year. Last year, this campaign raised more than \$94,000, and this year's campaign goal is the same. Please note that to optimize results we have slightly altered the send dates, foregoing the 9/13 send and adding the 9/29 send. The 9/29 send will only be executed if we are significantly under goal.

As usual for our e-fundraising campaigns, a variety of promotions will be implemented on the national website, and outreach will be made via our national social media pages.

### Notes

Individuals with a 'no email' classification on their Altair accounts will be suppressed, along with standard Direct Marketing Program excludes/suppressions. If you would like to review

the updated Direct Marketing Program excludes, please visit the new Intranet: Development → FY09\_Direct\_Marketing\_Overview\_CD\_Master\_Exclude\_Document.

The current Constituent Communications Calendar is also on the new Intranet: Marketing → Constituent\_Communications\_Calendar\_FY10.

### **Contact Information**

For editorial questions or suggestions regarding our National MS eNEWS, please contact Gary at [gary.sullivan@nmss.org](mailto:gary.sullivan@nmss.org) or 212-476-0538.

For questions about our online fundraising campaigns, please contact Sara at [sara.dougherty@nmss.org](mailto:sara.dougherty@nmss.org) or 303-698-6100 x15157.

For questions about our national e-communications strategy, please contact Rich at [rich.sarko@nmss.org](mailto:rich.sarko@nmss.org) or 303-698-6100 x15171.



## DEVELOPMENT

September 17, 2010	CC: Chapter Presidents
<b><u>FY11 Individual Giving Program Engagement Agreement Forms</u></b>	
<b>Action Requested/Deadline: Chapter Corrections and Signatures Required on or before Sept 27, 2010</b>	

### **FY11 Individual Giving Program - Business Standards & Engagement Process Document**

Document applies to:

- FY11 Direct Marketing Program
- FY11 Golden Circle Program
- October 1, 2010 - September 30, 2011

We have sent (this week) the FY11 Individual Giving Program engagement and agreement forms to chapter presidents. This document is pre-populated with information regarding your chapter and important pieces of information regarding your Golden Circle and Direct Marketing programs. This data (and your answers) will be used throughout the fiscal year.

In the past, the business standard documents for these programs were delivered separately. This year, the business standards documents have been combined to simplify the process for chapter staff.

Information requested includes:

1. designation of your chapter's Golden Circle program manager
2. assignment of your chapter's primary Direct Marketing liaison
3. determination of your census count of persons in your chapter territory living with MS
4. local programs your chapter wants to highlight in direct marketing appeals

If you have not received an email from Ceola McCaney, contact her to receive your document.

Please update the information and return to Ceola McCaney ([ceola.mccaney@nmss.org](mailto:ceola.mccaney@nmss.org)) no later than **Monday, September 27**.



## MARKETING & DEVELOPMENT

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<b>September 2010: E-communications Update</b>	

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## MARKETING

September 17, 2010

CC: All

All Society Staff Call

Action Requested/Deadline: 9/29/10

There will be a 45 minute All Society Conference Call on Wednesday, September 29th at 1:00pm Eastern, 12:00pm Central, 11:00am Mountain and 10:00 am Pacific.

**Host: Joyce Nelson, President & CEO**

- **State of the Society**-Where we have been and what we can look forward to- Joyce (10 mins.)
- **How Promise 2010 has driven helped drive critical progress**
  - An Update on the Sonya Slifka Study-How it is helping inform what is needed to improve the lives of people living with MS-Nicholas G. LaRocca, Ph.D. Vice President, Health Care Delivery and Policy Research (5 mins.)
  - Pediatric MS Center-An interview with the Myhre Family (6 mins)
  - Nerve regeneration-Dr. Charles ffrench-Constant, Professor of Medical Neurology, MRC Centre for Regenerative Medicine, Centre for Multiple Sclerosis Research, The University of Edinburgh (8 mins)
  - Celebrating Success & the Society's focus on research-Joyce (5 mins)
- **Volunteer of the Year**-Tom Holtackers (6 mins.)
- **Wrap Up**-Joyce (5 mins.)

**The Dial-in number is: 1-888-693-3477**

For this call, we will be using a dial in number which does not require a pass code. However, when dialing into the call, you will be asked for either the host (Joyce Nelson) or the conference ID number (**97550937**) so have this information readily available for the operator. To minimize the number of lines being used, please have all of your staff together for this call. (Questions?: Shawna Golden [Shawna.golden@nmss.org](mailto:Shawna.golden@nmss.org))



## PROGRAMS & SERVICES

<b>September 17, 2010</b>	<b>CC: Chapter Presidents</b>
	Marketing
<b>National MS Society Wins National Health Information Awards</b>	

The Programs & Services and Marketing & Development Departments have been awarded four prizes in the 2010 National Health Information Awards. Currently in its 17<sup>th</sup> year, the National Health Information Awards program honors high-quality consumer health information. The program is organized by the Health Information Resource Center (HIRC), a national clearinghouse for consumer health professionals who work in consumer health education fields.

Below is a list of the winning programs and articles:

- Primary-Progressive Multiple Sclerosis: Perspectives on Moving Forward (video) - Bronze
- Pediatric MS: Understanding for Today, HOPE for Tomorrow (video) - Silver
- Momentum Magazine: Fall 2009 entire issue (magazine) - Bronze
- Healthy Living Highlight-Series (magazine article series) - Merit

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[Nationalmssociety.org](http://Nationalmssociety.org)

## RESEARCH/CLINICAL UPDATE

cc: Chapter President, Programs

September 17, 2010

### **Study Suggests Functional Electrical Stimulation Device Improves Mobility in People with MS and Foot Drop**

Researchers report that a functional electrical stimulation (FES) device significantly improved self-reported performance of daily activities and satisfaction scores in people with MS who experience foot drop. Julie Esnouf, Paul Taylor and colleagues (The National Clinical FES Centre, Salisbury, UK) report their findings in *Multiple Sclerosis* (Published online before print July 2, 2010,

<http://msj.sagepub.com/content/early/2010/07/01/1352458510366013.abstract>). The device used was the Odstock Dropped Foot Stimulator, and the study was funded by the MS Trust, UK, and others.

**Background:** Foot drop is a condition caused by weakness or paralysis of the muscles involved in lifting the front part of the foot. It makes walking a challenge, causing a person to either drag the foot and toes or engage in a high-stepping walk. This condition is typically treated using exercises and/or an ankle-foot brace. Anecdotal reports have suggested that some people with MS have found FES helpful in alleviating foot drop. FES is a technique that uses low levels of electrical current to stimulate nerves, innervating extremities affected by impairment resulting from spinal cord injury, head injury, stroke or other neurological disorders including MS. FES is not a cure, but may temporarily restore or improve function in nerves that control specific muscles or muscle groups. Since scientific studies on FES and foot drop have focused primarily on people who have had a stroke, there has been insufficient data to know how broadly useful such devices might be for people with MS.

**The Study:** This team enrolled 53 people with secondary-progressive MS (<http://www.nationalmssociety.org/about-multiple-sclerosis/progressive-ms/secondary-progressive-ms/index.aspx>) and foot drop. Participants were randomly assigned to a group using the FES device or a control group who received physical therapy exercises for 18 weeks.

Some of the subjects in the exercise group were also using an ankle-foot brace. Outcomes included the Canadian Occupational Performance Measure (a self-report measure of activities of daily living such as personal care, work, recreation, etc.) and a diary recording falls. Performance of daily activities and satisfaction scores were significantly increased in the FES group over the control group. Participants in the FES group also reported significantly fewer falls and perceived the FES device to be significantly more effective in reducing tripping and increasing walking distance. In an earlier report of the same study, the investigators also found that patients using the FES device could walk further in 3 minutes.

Comment: These findings are an important first step in testing the use of this device to improve MS symptoms. The authors note that future studies will involve more detailed measures that record data on footsteps and falls. Read more about FES use in MS (<http://www.nationalmssociety.org/about-multiple-sclerosis/what-we-know-about-ms/treatments/rehabilitation/functional-electrical-stimulation/index.aspx>).