



CHAPTER PRESIDENTS

December 16, 2011	CC: Programs and Services
Resource Guide for Clinicians – 2012 edition – is now available	

The Professional Resource Center is pleased to announce that the new edition of the Society's *Resource Guide for Clinicians* is now available through ChapterOrders. This publication is available at no charge; chapters will be asked only to cover the cost of shipping.

The 2012 edition of the Resource Guide provides updated information about all of the services, publications, tools, education and training opportunities, and research funding programs for clinicians and researchers, as well as descriptions of new initiatives such as Partners in MS Care. In addition, the Guide provides clinicians with a description of the Society's MS Navigators® and a comprehensive listing of the services and resources that are available for their patients.

We encourage you to make the Resource Guide available to clinicians in your area and to promote the online version (www.nationalmssociety.org/ResourceGuide) in your electronic communications with medical professionals and others who provide care and services for people affected by MS. It is an ideal giveaway at professional education programs, during visits to physicians' offices, or any time you receive an inquiry from a healthcare professional.

If you have any questions about the Resource Guide, please contact:

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212-476-0475



MARKETING

December 16, 2011

CC:

New Research Strategy Videos Available

There are myriad opportunities throughout the year to spread awareness about MS, and specifically fuel the funding for MS research. To make the most of these opportunities, a series of videos have been created for your use, and will be arriving via DVD next week.

Over the past several months, we've been on the road talking to researchers about their Society-supported work to STOP MS in its tracks, RESTORE what's already been lost, and ultimately END MS forever. This exciting footage has been integrated with messages from Dr. Timothy Coetzee, who shared the Society's comprehensive strategy to MS Research and how we move closer every day to a world free of multiple sclerosis.

Each is a different length, and is a great way to share an individual message from the Society's Chief Research Officer about the Society's research perspective; think about using them at luncheons or dinners, or during local programs and other presentations. We invite and encourage you to leverage these important messages as you help share the Society's research strategy.

As a reminder, an additional resource for sharing our research message is available to you in the NOW Speakers Bureau:

http://intranet.nmss.org/NewsSheets_2010/Announcing_NOW_Speakers_Bureau.pdf.

We encourage you to engage these research experts as you plan your 2012 events.

If you have any questions about the videos, or how you might deploy them, please contact Erica de Klerk at 10444, or Sherri Giger at 15147.



PROGRAMS & SERVICES

December 16, 2011	CC:
February, 2012 Telelearning Opportunity for Society Connection Program Volunteers	
Action Requested by February 1, 2012	

The second telelearning for fiscal year 2012 for all Society connection program volunteers (self-help group leaders, peer support and MSFriends) is scheduled for Wednesday, February 8, 2012. The topic is: ***Making Comfortable Treatment Decisions: Tips for Thinking Clearly about Benefits and Risks.***

With new treatments approved for MS and many others being promoted on the Internet and in the social media, treatment choices are becoming increasingly complex. How does one distinguish facts from wishful thinking or a sales pitch? How can people weigh potential benefits against possible risks? What if you and your doctor don't agree? What if family members have different opinions? This telelearning will offer up-to-date information about the treatment landscape and provide practical strategies for evaluating treatment options for volunteers to share with their group members and peers.

The presenter for this teletraining is Rosalind Kalb, PhD. Dr. Kalb is Vice President of the Society's Professional Resource Center, developing and providing educational materials and consultation services for healthcare professionals. As a clinical psychologist in private practice, Dr. Kalb provided individual and family therapy for people living with MS for more than 30 years.

This learning opportunity is open to all Society self-help group leaders, peer support and MSFriends volunteers.

SCHEDULE

Due to the availability of the presenter only one call is scheduled.

- Wednesday, February 8, 2012 from 1-2:00 pm ET (12 pm CT, 11 am MT, 10 am PT)

The call will be recorded for those who miss it or would like to listen again. A playback number will be provided for you to share with your volunteers. The recording and associated handout will also be available for download on the self-help group leaders' resource page on the Society's website

(<http://www.nationalmssociety.org/selfhelpgroupleaders>.) Call participants will be invited to submit questions prior to the call. Participants will also be provided instructions on how to submit questions after the call, whether they listen to it live or the recording.

COST

There is no cost to chapters or participants for this telelearning opportunity.

REGISTRATION AND CANCELLATION INFORMATION

The registration form and marketing handout are available on SharePoint: Programs and Services>Social Connections and Support Resources>Self Help Group Materials. For registration purposes you can customize the marketing handout with your chapter contact's name, phone number and email address.

Due to numerous factors, including the need to reserve lines with the conference call company, charges for unused lines, and the distribution of call information and handouts, registration and cancellation deadlines have been established. The **registration deadline** is **Wednesday, February 1, 2012** (2 pm ET, 1pm CT, 12 pm MT, 11 am PT). Chapters needing to **cancel a registration** should do so no later than **Monday, February 6th**. Please send all registrations and change notifications to Selfhelpgroupleaderregistrations@nmss.org.

The Programs and Services Department will e-mail the training handouts to all volunteers registered on or before the registration deadline. Hard copies will be mailed to volunteers without an email address. For registrations received after the **February 1, 2012** deadline, chapters will be responsible for distributing the training-related handouts to those registrants.

Please address any registration-related questions to Heather Webb Jones in the Programs and Services Department at 303-698-6100, ext. 15176 or heather.webb.jones@nmss.org.

Topics and dates for future telelearnings will be announced in upcoming news sheets.

Additional questions or suggestions for FY 2012 telelearning topics can be directed to Kim Koch at (303) 698-6100, ext. 15158 or kimberly.koch@nmss.org.



PROGRAMS & SERVICES

December 16, 2011	CC:
Society Scholarship Facebook Group Launched	

The “National MS Society Scholars” Facebook group launched in November. This “closed” group is limited to those students who have received scholarships to protect privacy. Participation in the group is a great way for our scholars to connect, support each other and share information and ideas. In addition, it provides an avenue in which to raise awareness of MS and engage our scholars in the MS Movement.

Based on initial outreach efforts, approximately 100 scholars have joined the group from approximately 600 invites. It is great to see the posts and responses, and the group is turning out to be just what we wanted it to be, but increased participation will keep the group actively engaged. If you have not yet invited your recipients to join or would like to send a reminder invitation, please contact Wenda Carlson for your student list, email addresses and instructions/language for the invitation. Chapter staff may join as well to interact with members.

Please direct all question to Wenda Carlson at wenda.carlson@nmss.org or 303-698-6100, ext. 15152.