



ADVOCACY

February 24, 2012

CC: Development

Walk MS and MS Activism – Photo Booths

One aspect of the We are Activists Strategic Response Implementation Plan is to develop a more consistent process that is utilized throughout the organization to recruit and engage volunteer activists. One way to do this is by tapping into the momentum created by participants at Walk MS. Chapters have found successes staging an MS Activism Photo Booth at these events to raise awareness and engage participants in MS activism. Artwork for photo props to support this common tactic is now available. Materials are located on the FTP site, in the folder: Activist Self Identification at Walk MS.

To fully realize the benefits of this tactic at your Walk MS events, please plan adequate training for those staffing this booth, and identify measurable outcomes you aim to achieve by engaging walkers with this concept. For instance, measurable outcomes to gauge progress could include:

- An increase in Facebook Fans, Twitter followers or numbers of volunteers registered for the MS Activism Network;
- Votes cast to rank policy issues for people with MS and those that care about them;
- Signatures collected for a petition drive to move a policy or legislative priority forward;
- Personal testimonials collected to illustrate the need for policy reform related to a current advocacy priority.

Refer to these tools: [Advocacy at Walk MS – Easy to Understand Next Steps](#) and [Advocacy at Walk MS 2012 Society MS Activism Results](#) to further identify measurable outcomes and train volunteers to staff the booth, using this power point filed on Share Point > Advocacy > Advocacy Training, Basics and Tools > Advocacy at Walk MS to guide your training. Click [here](#) for easy-to-understand directions to create photo props locally. Instructions to access the FTP site can be found [here](#).

To order stickers and/or buttons with the “I’m an MS ACTIVIST” logo to support this tactic, please contact Liz Dodge at Darter Specialties at 203-699-9805. Stickers must be ordered in quantities of 500 and are \$125 per roll; buttons can be ordered individually and are .50 each. Questions regarding this tactic can be directed to Renee Vandlik at Renee.Vandlik@nmss.org or 202-408-8112.



CHAPTER PRESIDENTS

February 24, 2012	CC: Programs & Services
Recently Updated PRC Publications	

We are pleased to announce that many of our Clinical Bulletins have recently been updated (<http://www.nationalmssociety.org/for-professionals/healthcare-professionals/publications/clinical-bulletins/index.aspx>). The updated Bulletins are denoted by an asterick (*). Several additional Bulletins will be updated in the near future.

Clinical Bulletins explore a variety of topics in relation to MS, including Reproductive Issues, Bladder Dysfunction, Swallowing Disorders, and Occupational Therapy.

In addition, *Multiple Sclerosis: A Model of Psychosocial Support*, one of the books in our Pamela Cavallo Professional Education Series, is now available on our website in its 5th edition (<http://www.nationalmssociety.org/for-professionals/healthcare-professionals/publications/index.aspx>). This latest edition offers CEU credits.

Please remind healthcare professionals in your area that these revised publications are now available to assist them in their care of people with MS.

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RESEARCH/CLINICAL UPDATE

February 24, 2012

Cleveland Clinic's Dr. Richard Ransohoff Wins 2012 John Dystel Prize for MS Research **-- Provided far-reaching insights on immune activity in the central nervous system**

Professor Richard M. Ransohoff, MD, of the Cleveland Clinic's Lerner Research Institute and Mellen Center for MS Treatment and Research, has been chosen by a committee of his peers to receive the National MS Society/American Academy of Neurology's 2012 John Dystel Prize for Multiple Sclerosis Research. Dr. Ransohoff is being honored for pioneering work in MS that led to new insights on immune activity in the brain and spinal cord (neuroimmunology), particularly the role of messenger proteins known as "chemokines." The \$15,000 prize is being presented at the annual meeting of the American Academy of Neurology in New Orleans in April.

"Dr. Ransohoff has been a galvanizing figure in neuroimmunology research and a true thought leader," said Benjamin M. Segal, MD (University of Michigan) and Thomas Lane, PhD (University of California, Irvine), who nominated Dr. Ransohoff to receive the Dystel Prize. "The insights that Dr. Ransohoff's discoveries have provided could ultimately pave the way for the development of a new class of drugs in MS based on chemokines."

CONTINUED...

On the Society's Website: <http://www.nationalmssociety.org/news/news-detail/index.aspx?nid=5975>