



CHAPTER PRESIDENTS

May 25, 2012	CC: Advocacy
	Development
	Programs & Services
<u>Integrating Activism into Everything We Do</u>	

One organizational milestone of the Society’s “We are Activists” Strategic Response is “Activism is recognized as a responsibility of all Society staff members and volunteer leaders.” A related state and local milestone is “Utilization of tools and processes by advocacy and development staff to map out ... opportunities for cross-walking volunteers (inviting volunteers to participate in more than one part of the movement).” This year at Walk MS events, chapters across the country used creative ideas and tactics to encourage event participants to take a variety of easy-to-understand next steps to become MS Activists.

Check-out some of this year’s success stories [here](#).

For more information or to share your Walk MS success stories, contact your public policy office liaison.



PROGRAMS & SERVICES

May 25, 2012

CC:

2012 Version of Managing Chapter Programs and Services Manual

The 2012 version of Managing Chapter Programs and Services has been posted on SharePoint under: Programs & Services/Department Management, Committee and Accessibility Resources.

This latest iteration contains our 2011-2015 Strategic Response, information about regions and many section updates. Segments that have been revised include information about Clinical Programs, Managing Crises in the context of Service Management, Engagement of Families and more.

Please use this manual for training new programs, services and clinical staff and as a 'desktop' reference to answer questions about implementing programs, services and clinical activities at your chapter. Employing consistent, Society-wide policies and approaches will contribute to our goal of a 'one-organization' brand across the Society and provide valuable guidance about the often complex tasks associated with implementing programs and services.

As always, we appreciate your suggestions and feedback as this is a living resource that will be updated frequently.

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PROGRAMS & SERVICES

May 25, 2012	CC: Chapter Presidents
	Development
	Marketing
African Americans and Multiple Sclerosis Brochure	

We are pleased to announce a new brochure about [African Americans and MS](#) to use for community engagement and outreach.

To Order: E-mail your request to chapterorders@nmss.org or fax a chapter order form to Chapter Supplies at 212-986-3911.

Item # BR0085, Minimum Order Quantity (MOQ) 50. The brochures are free but you will be invoiced for shipping and handling.

This community engagement tool is part of the Society’s public awareness campaign to more fully engage the African American community in the MS movement. The campaign aims to shatter the myth that African Americans do not get MS, and to better engage the community with programs and resources to support optimal care and living well with MS.

This tool can be used at health fairs, church events, community festivals and Society fund-raising events. Also consider distributing the brochure to health care professionals for dissemination to their patients, and for use in developing relationships with community based organizations targeting the African American community. For more information on community engagement, resources, and strategies please reference the [Society’s Community Resources Engagement Toolkit](#).

If you have questions about the campaign or reaching culturally diverse communities, please contact Craig Wesley at 212-986-3240, ext 64044. For more information about the Society’s National African American Advisory Council please visit: www.nationalMSSociety.org/AfricanAmericansandMS