



CHAPTER PRESIDENTS

November 30, 2012	CC: Development
	Information Technology (IT)
	Marketing
	Programs & Services
New IRC Service Feature: Call Back Assist	

The Information Resource Center (IRC) and IT are pleased to announce a technology-based solution for ensuring clients' needs for timely access and responsive service. Call Back Assist (CBA), launching November 30th, enhances the call center experience by eliminating the requirement for clients to wait on hold for their turn in the call queue, and instead offers clients the option to hang up, yet retain their place in line and receive a return call by a MS Navigator as soon as one is available. Alternatively, clients may elect to schedule a callback at a date and time of their choosing. CBA will be in effect during periods of peak call volume when estimated wait time is at its highest.

We anticipate this new feature will increase the IRC service level, decrease the number of calls that hang up while waiting, and improve the overall service experience of clients connecting with the Society. However, with any new software, program or service, we realize there may be adjustments in how the functionality works and we seek your support as we make any necessary changes. Please share any feedback you learn of from clients in accessing this new system. Together we will ensure people living with MS will be assured of the utmost in convenience and efficiency in accessing Society programs and services.

If you have any questions, please contact Cathy Castor at Cathy.Castor@nmss.org or ext. 15264.



DEVELOPMENT

November 30, 2012	CC: Chapter Presidents
	Marketing
<u>National Team Captain Celebration Week E-Communications Available</u>	

National Team Captain Celebration Week is January 7-11, 2013. This week will focus on registering team captains for Walk MS, Bike MS and Challenge Walk MS (depending on the timing of your events), as well as conducting goal-setting sessions with your top teams.

Activities during Team Captain Celebration Week include:

- Registering past team captains
- Goal setting sessions with top teams
- Team captain visits and calls
- Encouraging captains to set up team pages online
- Hosting a Team Rally

Email Campaign Guidelines

Target Audiences: Team captains

Suggested recipients: Team captains from FY2012- Walk MS, Bike MS and Challenge Walk MS events

- Four messages for each campaign
 - First message (team week announcement) sent to Team Captain Cultivation designee on Saturday, January 5, 2013
 - Second message sent to Team Captain Cultivation designee on Tuesday, January 8, 2013
 - Third message sent to Team Captain Cultivation designee on Thursday, January 10, 2013
 - Fourth message (week wrap-up/winner announcement) sent to Team Captain Cultivation designee on Saturday, January 12, 2013
 - *Open rates are better on Tuesdays and Thursdays so be sure your message will have the greatest success by following this recommendation.*

IMPORTANT NOTES - For the team week email campaigns please do the following:

- Make a copy of each email campaign that you will use (Walk MS, Bike MS and/or Challenge Walk MS)

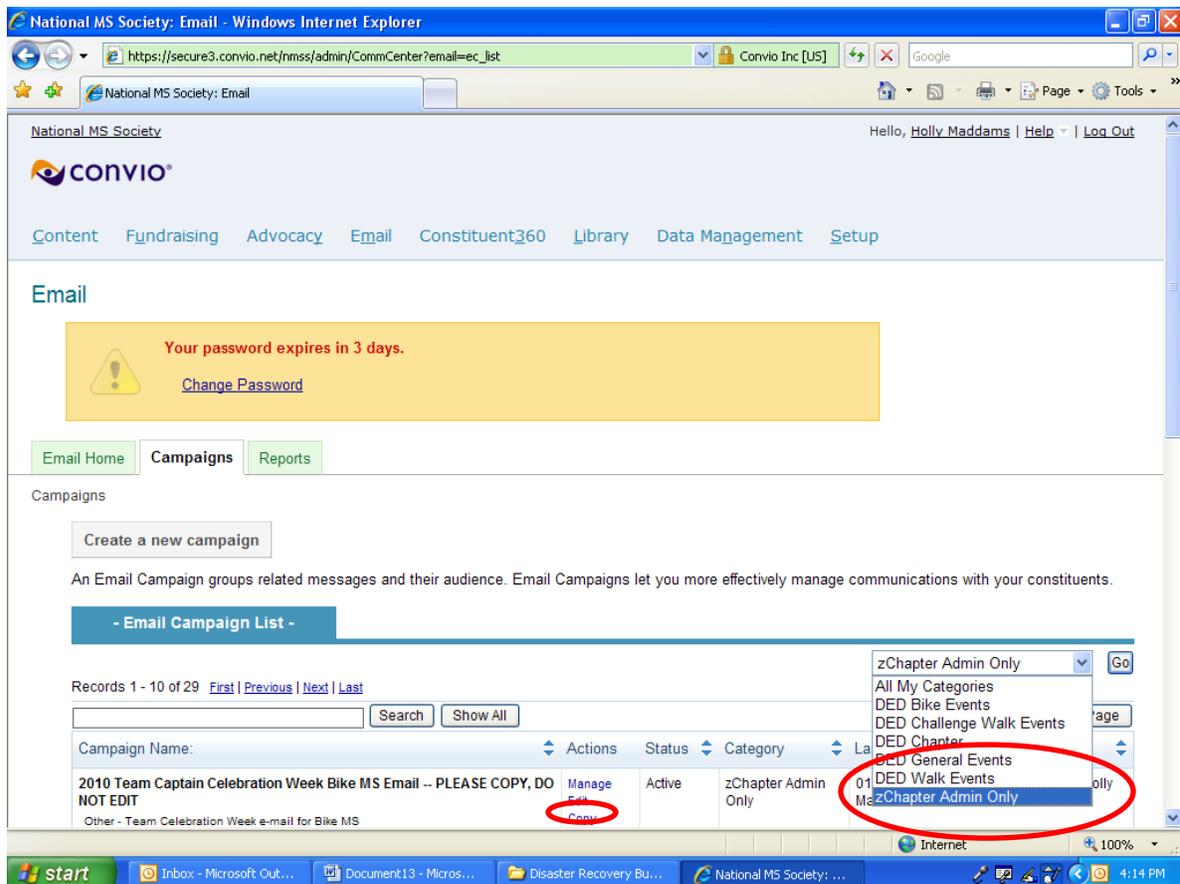
- Save the copy you have made to your chapter's area in Convio – NOT to the zChapterAdmin section
- IF you accidentally save your campaigns under zChapterAdmin, please move them to your chapter's area as soon as you realize your mistake.
- IF you accidentally make changes to the “templates” in zChapterAdmin please alert us immediately and we will get the original messages restored
- Please don't archive or delete any of the messages in the zChapterAdmin area. If you see a message that you don't think belongs in that area, please submit a track-it ticket to IT.

Emails are saved as:

2013 January Bike MS Team Captain Week -- PLEASE COPY, DO NOT EDIT

2013 January Walk MS Team Captain Week -- PLEASE COPY, DO NOT EDIT

2013 January Challenge Walk MS Team Captain Week -- PLEASE COPY, DO NOT EDIT



Work Group Members:

Special thank you to our Team Week E-Communications work group:

Alexis Stone, alexis.stone@nmss.org (New Jersey Metro Chapter)

April Brownlee, april.brownlee@nmss.org (South Central Region)

Dina Bartello, dina.bartello@nmss.org (Northern California Chapter)

Cindy Yomantas, cindy.yomantas@nmss.org (Wisconsin Chapter)

Jennifer West, Jennifer.west@nmss.org (Pacific South Coast Chapter)

Daniel Friedman, Daniel.friedman@nmss.org (Gateway Area Chapter)
Emily Wilson, Emily.wilson@nmss.org (Upper Midwest Chapter)
Brandi Moore, brandi.moore@nmss.org (South Central Region)
Jenn Melling, jenn.melling@nmss.org (Mid America Chapter)
Monica Tierney, Monica.tierney@nmss.org (Eastern North Carolina Chapter)
Mitch Scheperle, mitch.scheperle@nmss.org (Gateway Area Chapter)

If you have any questions or require any assistance with the email messages, please contact a member of the work group listed above.



HUMAN RESOURCES

November 30, 2012	CC: Chapter Presidents
	Development
<u>Heather Lee – New Director of the NOW Campaign</u>	

I am very pleased to announce that Heather Lee has accepted our offer to become the Director of the NOW Campaign. Heather's first official day will be Monday, December 3rd.

Heather comes to the Society from Big City Mountaineers in Denver, CO, where she served as Director of Marketing and Development. She was responsible for building successful fundraising strategies, creating and executing an organizational rebrand, and in creating measurement tools and reports to evaluate the effectiveness of fundraising and marketing campaigns.

Heather's previous leadership positions include Director of Advancement Systems and Director of Annual Giving and Alumni Relations for Outward Bound.

Please join me in welcoming Heather to the Society.

From: Myrna Mulholland
Associate Vice-President, Individual Giving
Myrna.mulholland@nmss.org



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RESEARCH/CLINICAL UPDATE

cc: Chapter President, Programs, Development

November 30, 2012

New Experimental Strategy to Turn Off Immune Attacks in MS Uses “Nanoparticles”

Researchers funded by the National Institutes of Health have developed an innovative strategy for selectively inhibiting the immune attack in MS. Drs. Daniel R Getts, Aaron J Martin, and Stephen D Miller (Northwestern University, Chicago) report their results in *Nature Biotechnology* (advance online publication, November 18 <http://www.nature.com/nbt/journal/vaop/ncurrent/full/nbt.2434.html>).

When an immune cell dies, it releases chemicals that attract specific cells of the immune system called macrophages, which ingest the dying cell and deliver it to the spleen. Tiny portions of proteins from the dying cell are used to induce tolerance; this is a natural mechanism of the immune system to induce tolerance that somehow fails in MS. This team has developed ‘nanoparticles’ that can do the work of these proteins. Administered to mice with the MS-like disease EAE, the strategy reduced the attack on the brain and spinal cord. They are planning phase I clinical trials using this new technology.

Read more (<http://www.nih.gov/news/health/nov2012/nibib-18.htm>) in the press release from the National Institutes of Health (NIH). The research was supported by the NIH, the Myelin Repair Foundation, and the Juvenile Diabetes Research Foundation. Dr. Miller received funding from the Society for previous studies that led to this finding.



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RESEARCH/CLINICAL UPDATE

cc: Chapter President, Programs, Development

November 20, 2012

High levels of vitamin D among pregnant women are associated with reduced risk of developing MS later

Previous studies suggest that the level of vitamin D in a person's blood may influence the risk of developing MS. In a newly published study, Jonatan Salzer, MD, and colleagues at Umeå University in Sweden confirmed that women who had higher levels of vitamin D during the first trimester of pregnancy had a lower risk of later developing MS than women with lower levels, while the vitamin D levels during early pregnancy did not impact their children's chances of developing MS later on. Additional studies of vitamin D in MS are ongoing. The study was published in the November 20, 2012 issue of *Neurology* (<http://www.neurology.org/content/79/21/2140.abstract>).

Background: Many factors, including genetic and environmental factors (<http://www.nationalmssociety.org/about-multiple-sclerosis/what-we-know-about-ms/what-causes-ms/index.aspx>), probably affect the risk of developing MS. Vitamin D is an important nutrient that humans get from food, dietary supplements, and most importantly, from sun exposure. Research has increasingly indicated that lower levels of vitamin D in the blood are associated with a higher risk of developing MS. People who live in northern latitudes and who obtain little vitamin D from sun exposure in the winter have a higher risk of developing MS than people who live in lower latitudes.

Study: Dr. Salzer and colleagues analyzed blood samples that had been drawn from 164,000 people residing in northern Sweden, including 192 people who later developed MS, and 37 pregnant women whose children went on to develop MS later in life.

Levels of Vitamin D that are considered "sufficient" are controversial, but this study used a cut-off of 75 nmol/L. They classified the women as either vitamin D sufficient (levels in blood greater than or equal to 75 nmol/L) or insufficient (lower than 75 nmol/L). In this population vitamin D levels were generally low, and less than 10% of women had levels of vitamin D that were considered "sufficient."

They found that women classified as having sufficient levels of vitamin D had a 61% decreased risk of developing MS compared to women with insufficient levels. (These results are likely to apply to men as well.) However they also found that the children of the women who had sufficient levels of vitamin D during the first trimester of pregnancy were not at lower risk of developing MS.

The investigators also reported that blood levels of vitamin D among people living in Nordic countries have decreased steadily from 1976 through 2005, which they suggest may help to explain the observed increase in cases of MS during the same period.

The study was supported by Biogen Idec, Merck Serono, the Swedish Association of Persons with Neurological Disabilities, Umeå University and the Västerbotten County Council.

Comment: Sufficient levels of vitamin D may help to lower the risk of MS, but there are other important factors that impact this risk, and it is not yet clear at what point in a person's life vitamin D levels may play a role in MS risk. Although spring births have been associated with higher MS risk, possibly due to low levels of vitamin D during winter pregnancies, in this study, vitamin D sufficiency during the first trimester of pregnancy was not associated with a lower risk of developing MS among the offspring. The authors conclude that the most important time for vitamin D levels to impact MS risk may be between late pregnancy and young adulthood. However, the authors point out that the number of people analyzed in this study was small and vitamin D levels were generally low, making definitive conclusions difficult. In addition, exposure to sunlight may affect risk of MS not only through production of vitamin D, but also through other, as yet unknown ways.

The National MS Society is funding several projects in this area, including a clinical trial underway (<http://www.nationalmssociety.org/news/news-detail/index.aspx?nid=6264>) to test whether vitamin D can reduce disease activity in people who have MS. In 2011, the Society convened a summit (<http://www.nationalmssociety.org/news/news-detail/index.aspx?nid=5860>) to explore vitamin D trials farther.

Chronic excess vitamin D is associated with side effects, and some people cannot take supplements, so their use should be administered and monitored in consultation with a physician. Read more

(<http://publications.nationalmssociety.org/momentum/mom2011summer#pg40>).

Read more about recent studies on vitamin D and MS

<http://www.nationalmssociety.org/news/news-detail/index.aspx?nid=6706>

Read more about efforts to stop MS in its tracks

(<http://www.nationalmssociety.org/research/stop/index.aspx>).