

WORLD MS DAY 2025



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World MS Day 2025 continued the two-year global theme, “My MS Diagnosis,” under the tagline “Navigating MS Together.” This year’s campaign shed light on the interconnected ecosystem that shapes the journey to an MS diagnosis. From early symptoms to timely referrals, clear communication, and equitable access to care – diagnosis is not a single moment; it is a process shaped by intricate systems and the dedicated people that drive and support it.

To spotlight this important theme, the National Multiple Sclerosis Society (NMSS) brought together key stakeholders across healthcare, policy, the private sector, and the wider community to translate this theme into tangible action. This effort resulted in the launch of the UAE’s first **National Coalition for MS**, an action-oriented partnership marking a pivotal step toward coordinated, long-term impact. At the inaugural **NMSS Research Grant Award Ceremony**, under the theme ‘Accelerating Discovery,’ we recognized six new awardees whose projects are expanding the boundaries of MS research and care in the UAE. Finally, as a tribute to those who helped lay the foundation for this movement, NMSS hosted a special dinner honoring our first cohort of **MS Ambassadors**, whose lived experiences enrich and guide our work.

All these events, held in May, demonstrated the power of connection, showing how shared purpose can spark ideas, strengthen systems, and spearhead lasting change.

KEY FIGURES

₪ 25M

GRANT RECEIVED

04

FOUNDING MEMBERS LAUNCH NATIONAL COALITION FOR MS

1.5M+

VIEWS ON DIGITAL CAMPAIGN

11

BUILDINGS LIGHT UP

This report captures the outcomes of these collective efforts and the shared commitment to ensure every person living with MS in the UAE is seen, supported, and diagnosed with dignity.

A MESSAGE
FROM OUR VICE
CHAIR

The establishment of the National Coalition for MS is a defining step in our mission to drive equitable access to MS care. This work is inspired by the legacy of our late Founding Father, Sheikh Zayed bin Sultan Al Nahyan, whose vision was rooted in dignity, inclusion, and access to quality care for all. It is sustained by the leadership of His Highness Sheikh Mohamed bin Zayed Al Nahyan, whose commitment continues to shape the future of health and reinforce the UAE's position as a global leader in innovative, people-centered healthcare.

This World MS Day, NMSS was proud to join the international community, not only in raising awareness, but in taking meaningful, coordinated action that has the potential to transform outcomes for people living with MS. Today, we are laying the foundations for long-term impact rooted in compassion, powered by collaboration, and guided by a shared responsibility to ensure that every member of our community has the opportunity to live a full and dignified life.

H.E. DR. FATIMA AL KAABI

Vice Chair, Board of Trustees, National
Multiple Sclerosis Society

UNITING FOR IMPACT: LAUNCH OF THE NATIONAL COALITION FOR MS



25M

CONTRIBUTION FROM
ERTH ZAYED

Marking World MS Day, the NMSS formally launched the National Coalition for MS – a strategic, action-oriented network of cross-sector partners committed to advancing the national MS agenda. The Coalition brings together key stakeholders across the healthcare, policy, and private sector. The launch of the National Coalition for MS represents a significant step forward in uniting efforts to address MS in the UAE. It is a commitment to collective impact ensuring that people affected by MS are met with understanding, resources, and opportunity at every stage of their journey.

Enabled by Founding Partner **Erth Zayed Philanthropies**, with Founding Members **Axios**, **Sanofi**, **Manzil**, and **PureHealth**, the Coalition was launched and anchored in five strategic themes. The launch was formally announced during a grant signing ceremony, which included a landmark AED 25 million contribution from Erth Zayed to NMSS, bolstering the Society's long-term sustainability and mission delivery.

[WATCH VIDEO ↗](#)

FOUNDING PARTNER

مؤسسة إرث زايد الإنساني
ERTH ZAYED PHILANTHROPIES

FOUNDING MEMBERS

axios
TRANSFORMING ACCESS TO HEALTHCARE

sanofi

manzil
Healthcare Services

PUREHEALTH⁺

01

Accessible Care

Streamline access to patient support resources by identifying service gaps and helping people living with MS connect to the care they need.

02

Equitable Opportunities

Promote inclusive policies and secure employment commitments for people living with MS.

03

Capable Professionals

Deliver targeted training and education programs to equip healthcare professionals with specialized MS knowledge and skills.

04

Aware Citizens

Launch national awareness campaigns to increase understanding of MS, reduce stigma, and promote early diagnosis and community support.

05

Diverse Resource Pool

Champion fundraising efforts to support MS programs, research and innovation.



ACCELERATING DISCOVERY: NMSS RESEARCH GRANT AWARD CEREMONY

57

applications

20

institutions

NMSS hosted its inaugural Research Grant Award Ceremony, celebrating the growing impact of its national research program. Since its launch in 2023, the program has seen a fourfold increase in interest, receiving 57 applications from 20 institutions in its second cycle. This year, six grant winners were awarded a total of AED 4 million in funding for projects that advance MS research and improve patient care.

The event gathered 65 attendees, including representatives from:

- Ministry of Health & Prevention
- Department of Health – Abu Dhabi
- Dubai Health Authority
- Abu Dhabi Public Health Centre

The ceremony reinforced NMSS’s commitment to fostering collaboration and placing MS at the center of the UAE’s health research agenda.



HONORING THE HEART OF OUR COMMUNITY: THE MS AMBASSADOR DINNER

[WATCH EVENT ↗](#)

To mark the end of their two-year term, NMSS hosted a dinner to honor our first cohort of MS Ambassadors, a group of dedicated individuals who have volunteered with NMSS since its founding in 2023. The evening served as both a celebration of their invaluable contributions and a space to strengthen the sense of community that has grown around the Society.

As part of the evening, guest speaker Elisha Udoh from The Climate Tribe shared an inspiring message on the power of connection and the importance of aligning nature with personal wellbeing - a message that deeply resonated with the values of the MS Ambassador program.

People living with MS, alongside their families and friends, came together to reflect upon their advocacy, personal growth and the meaningful impact of their work.



RAISING AWARENESS NATIONWIDE: LIGHT-UP CAMPAIGN AND PUBLIC ENGAGEMENT

NMSS led a public engagement and awareness campaign designed to raise awareness on MS. The campaign activated both public spaces and digital platforms to spark national unity and expand the understanding of MS across the UAE.

HEALTHCARE PROFESSIONALS (HCP) AWARENESS CAMPAIGN

HCPs and institutions across the country collaborated with NMSS, using their digital platforms and public displays to amplify World MS Day messaging. Clinic screens and social media channels featured posts in support of the MS community and promoted NMSS's available resources. Participating institutions included:

Cleveland Clinic Abu Dhabi, Healthpoint, Amana Healthcare, Mubadala Health, Harley Street Medical Center, and Burjeel Medical City.

NEW TO MS WEBINARS

As part of our commitment to support those newly diagnosed with MS, NMSS hosted two webinars in collaboration from medical experts, from Burjeel Hospital, that offered practical and evidence-based guidance on understanding MS. The sessions covered symptoms, condition management and strategies for living well. An MS Ambassador also shared insights from her personal journey creating the opportunity for attendees to connect with each other.

GLOBAL WEBCAST

On World MS Day, Dr. Anu Jacob, member of NMSS's Medical Advisory Committee, joined global experts and advocates in a webcast hosted by the Multiple Sclerosis International Federation (MSIF), titled "Improving MS Diagnosis Globally." As part of an international panel, he shared the UAE's experience in developing the UAE's MS treatment guidelines through expert consensus and peer review. Dr. Jacob emphasized the importance of aligning local practices with global standards like the 2024 McDonald Criteria, and highlighted NMSS's collaboration with health authorities to improve access and consistency in MS care across the country.



ON-THE-GROUND PUBLIC ENGAGEMENT

300+

Visitors at the booths

NMSS hosted awareness booths at Dubai International Airport and The Galleria Al Maryah Island. These activations provided educational materials, shared real-life stories, and facilitated personal conversations about MS. At Galleria Mall, Dr. Ahmed Shatila answered questions about MS and shared his experience with the condition, reinforcing the power of personal narrative.



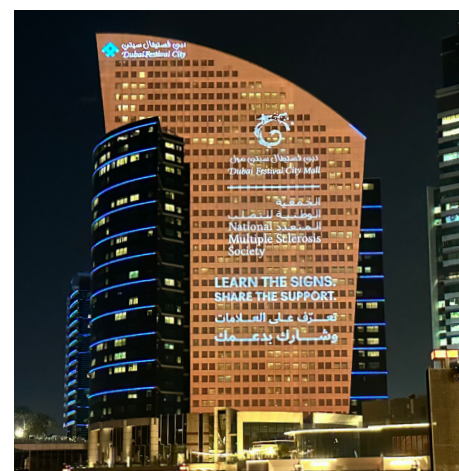
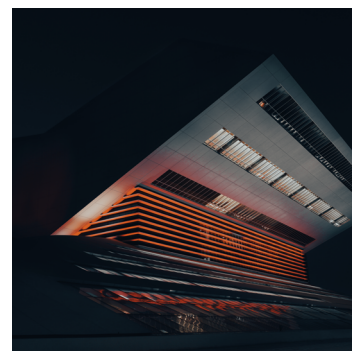
LIGHT UP CAMPAIGN ENGAGEMENT

In a powerful show of support, 11 iconic landmarks across the UAE lit up in orange, the global color of MS awareness. These illuminations served as beacons of solidarity with the MS community and a call to action for the broader public. Participating landmarks included:

Al Ain Municipality, Al Jazeera Al Hamra, Al Qana, Dubai Festival City, Dubai Frame, House of Wisdom, Mubadala Tower, Mohammed Bin Rashid Library, ADGM, ADNOC HQ, and Hazza Bin Zayed Stadium.

11

iconic landmarks
across the UAE



AMPLIFYING THE MESSAGE: COMMUNICATIONS & MEDIA

NMSS launched a communications campaign to raise awareness and amplify the voices of the MS community.

02

INTERACTIVE DIGITAL
CAMPAIGNS

53

MEDIA PLACEMENTS

1.5M+

VIEWS

DIGITAL CAMPAIGNS

INTERACTIVE SERIES

Two interactive series were launched on social media to foster storytelling and community participation:

A Letter to My MS Challenge: Participants were invited to personify MS or their chronic condition by writing a letter to it, expressing confrontation, acceptance, or strength.

Meet My Rock Series: People living with MS were encouraged to share stories about the person who supported them through diagnosis.



A LETTER TO MY MS CHALLENGE

Layan Salem ↗



MEET MY ROCK SERIES

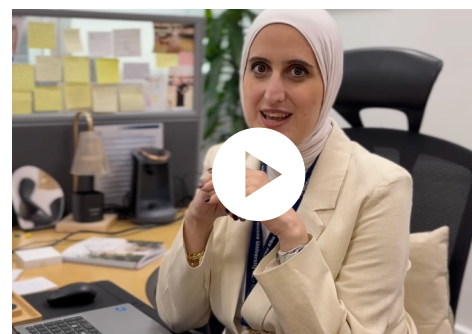
Duja ↗

MS AMBASSADORS' PERSONAL JOURNEYS

Zayed Higher Organization for People of Determination (ZHO) and Sorbonne University Abu Dhabi spotlighted the personal MS journeys of MS Ambassadors, garnering over 1 million views across platforms.



SULTAN AL SHAMSI ↗

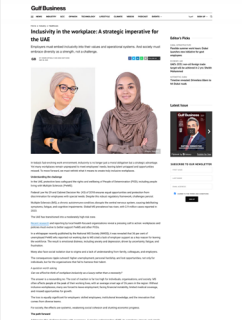
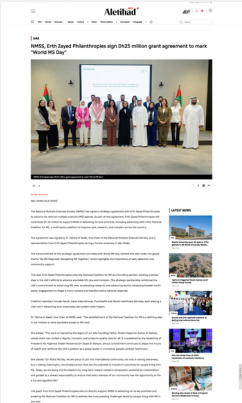
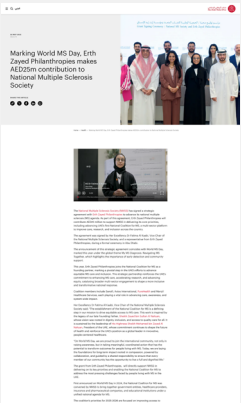
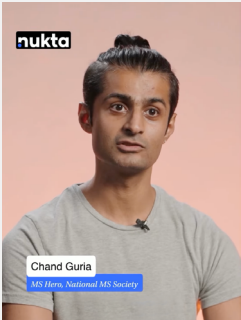
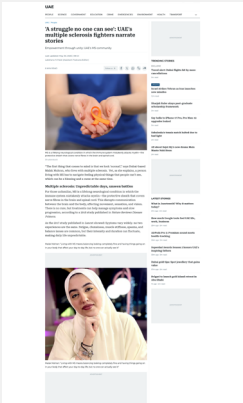
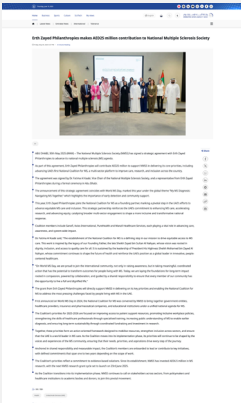
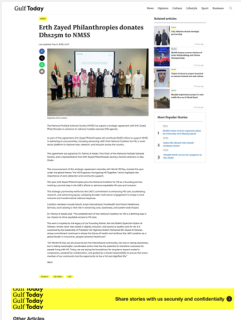


BETOUL ALABSI ↗

MEDIA

NMSS secured over 80 media placements across leading outlets including Emirates News Agency (WAM), Abu Dhabi Media Office, Al Etihad, Gulf Today, and Oloum Al Dar, among others. Ambassador stories were featured in Gulf News and Nukta, reinforcing the human stories behind MS. NMSS also published an op-ed in Gulf Business (Inclusivity in the Workplace: A Strategic Imperative for the UAE).

COVERAGE HIGHLIGHTS



Thank you to our valued partners. Your participation was instrumental to the success of this year's campaign, and your commitment fuels our mission. We look forward to another year of impactful collaboration.

WORLD MS DAY 2025 PARTNERS

مكتب أبوظبي الإعلامي
Abu Dhabi Media Office

THE GALLERY
AL MARYAH ISLAND

مطارات دبي
DUBAI AIRPORTS

مؤسسة زايد العليا
لأصحاب الهمم
Zayed Higher Organization
for People of Determination

SORBONNE
UNIVERSITY
ABU DHABI

FocusGulf
Professional Health Sector Conferences and Events

بيت الحكمة
House of Wisdom

القناة
Al Qana

ADGM

مكتبة
محمد بن راشد
Mohammed bin Rashid Library

المكتب
الإعلامي
لحكومة
رأس الخيمة
RAS AL KHAIMAH
GOVERNMENT
MEDIA OFFICE

بلدية دبي
Dubai Municipality

دبي فستيفال سيتي
Dubai Festival City

بلدية مدينة العين
AL AIN CITY MUNICIPALITY

MUBADALA

M42

هارلي ستريت ميدكال سنتر
HARLEY STREET
MEDICAL CENTRE

برجيل
burjeel
by Burjeel Holdings

