

# WORLD MS DAY 2023



The main goal of the association is to empower and support those with MS to live their lives to the fullest, and to raise community awareness and work towards creating a world without multiple sclerosis.

His Highness Sheikh Theyab  
bin Mohamed bin Zayed



الجمعية  
الوطنية للتصلب  
المتعدد  
National Multiple Sclerosis  
Society

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# THANK YOU

For the first time ever, the UAE joined the global celebrations for World MS Day which falls on 30 May. Many stakeholders and partners, spearheaded by the National Multiple Sclerosis Society (NMSS), united through multiple and diverse activations and a special video campaign to raise awareness of the disease.

From lighting up 23 buildings in the signature MS colour orange across the Emirates and SMS, Video campaign with Etisalat to an awareness campaign with Vox Cinemas, mall pop-ups, intriguing art installation, media support and a walk, all the activities undertaken throughout May and continuing into June and July would not have been possible without the support of partners

including UAE Media Office and Abu Dhabi Media Office.

A globally recognised day dedicated to raising awareness of MS presents us with an opportunity to not only highlight the disease and symptoms generally but also challenge and address social stigma and participate in global conversations; uniting with other organisations and societies including the Multiple Sclerosis International Federation (MSIF) who we signed a collaborative agreement with on World MS Day.

The day and lead-up month served as a powerful reminder of our collective responsibility to support individuals affected by MS, and to strive for a world where their needs are met, and their voices are heard.

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**Her Excellency Dr Fatima Al Kaabi**  
Vice Chair

**His Excellency Ahmed Al Shamsi**  
Vice Chair

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# ABOUT THE NATIONAL MS SOCIETY

Launched in 2023 under the Ministry of Community Development, the National Multiple Sclerosis Society (NMSS) is a UAE-based NGO created to better the lives of people living with Multiple Sclerosis (MS) and their communities in the UAE through education, advocacy and advancing global efforts to finding a cure for MS.

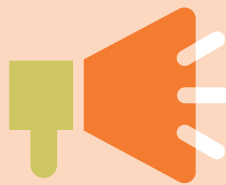
NMSS is governed by a board of trustees, advised by a local and international Strategic Advisory Committee and Medical Advisory Committee, and supported by MS ambassadors and volunteers to ensure that people affected by MS have access to high quality care and get the guidance they need through reliable resources.

The National Multiple Sclerosis Society works with leading national medical institutions and renowned global partners to build a trusted network of healthcare providers and MS-related support organisations. The society aims to raise awareness of MS, create a holistic ecosystem for the MS community in the UAE, and provide support and resources for those affected by MS.

## OUR PILLARS:



**Providing support and  
resources to people  
living with MS**



**Raising awareness and  
reducing stigma  
associated with MS**



**Driving research and  
development to advance  
treatment for MS**

Find out more about NMSS through our platforms:



[nationalmssociety.ae](https://nationalmssociety.ae)



[@nmssocietyuae](https://www.instagram.com/nmssocietyuae)



[@nmssocietyuae](https://www.facebook.com/nmssocietyuae)

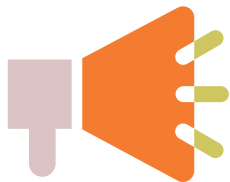


[@nmssocietyuae](https://twitter.com/nmssocietyuae)

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# THANK YOU FOR SUPPORTING OUR MS COMMUNITY

**World MS Day** is a day of global celebrations with the aim of sharing stories, raising awareness and campaigning with everyone affected by MS. By extending the celebration of World MS Day throughout the entire month and introducing new initiatives and programs, the society aims to increase public awareness, promote physical and mental well-being, and provide a platform for individuals to come together and support one another..



**Raising awareness and  
reducing stigma  
associated with MS**

**Campaign Video Activation** on May 30th  
Etisalat projected the campaign videos in all the  
branches, TV channels, including elife, emasala  
and others

VOX cinemas showed the video across the UAE  
with 390 screenings in total

**23 iconic buildings** lit up across the UAE on World  
MS Day

**The kiosk activation** launched at the Galleria  
Mall, an educational and interactive mall pop up  
to spread knowledge

**The Cube activation** launched at the cultural  
foundation, defining the NMSS goal to find a cure  
for MS

The kiosk & Cube will travel across the UAE to all  
emirates until mid July

**MS Walk** – Indoor walk brought together the  
community to raise awareness for MS



**Providing support and  
resources to people  
living with MS**

**MS Circles across the 7 Emirates** – an intimate  
themed discussion for and by people with MS with  
the support of professionals in various fields

**New to MS Webinar in English & Arabic** - a  
virtual guide to living with and managing MS for  
newly diagnosed MS patients. Led by medical  
professionals with MS ambassadors to connect to  
others who are also new to MS

**MS Strong** - a fitness and wellness program that  
to provide people with MS with resources for safe  
training practice based on their individual  
experiences



# CELEBRATING WORLD MS DAY



Thank you for the incredible opportunity you have given me to speak up and raise awareness about Multiple Sclerosis. I am positive this society will contribute significantly to the broader understanding of this chronic condition, as well as in the support of so many MS patients!



MS Day Cafe Activation



MS Day Cube Activation



MS Day Kiosk Activation



MS Day Walk UAE



شكرا جزيلاً العاملين في الجمعية الوطنية لمرضى التصلب وشكراً على زيارتهم واجتماعهم معنا أهالي المرضى في الشارقة في بيت الحكمة كانت هذه الزيارة الأولى لنا وكانت جداً جميلة ومثمرة



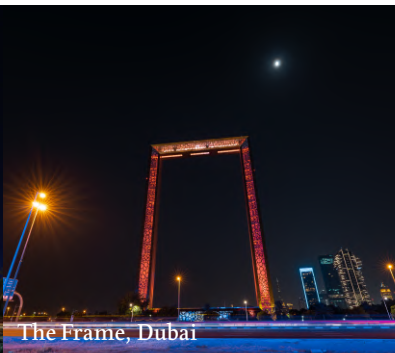
MS Circles



Fujairah, Fort



Emirates Palace, AD



The Frame, Dubai



House of Wisdom, Sharjah

MS Day Iconic Building Light up Activation

## Multiple Sclerosis Campaign Videos

# 1,348,699

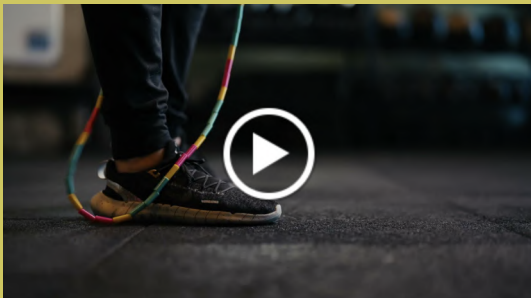
campaign video views



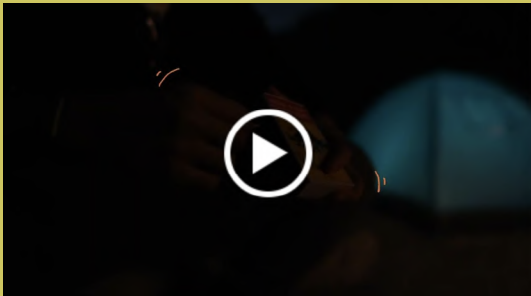
Mariam Al Qubaisi



Chand Guria



Malak Mahran



Omar Al Nokhatha

“ It is an honor and a pleasure to be part of this and thank you so much for bringing this to life!

Omar Al Nokhatha



## Press Coverage

We would like to thank our media partners for their continuous support in amplifying the voices of the MS Community and Society. Below are highlights of the press coverage.

### Pulse FM Sharjah

Dr Fatima Al Kaabi, Vice Chair of National Multiple Sclerosis Society joins us on the Morning Majlis to discuss the prevalence of Multiple Sclerosis in the UAE.

[Read Article](#)

### Abu Dhabi Media Office

National Multiple Sclerosis Society UAE participates in the global celebrations for world MS day for the first time

[Read Article](#)

### Emirates News Agency

National Multiple Sclerosis Society UAE participates in global celebrations for World MS Day

[Read Article](#)

### Gulf News

How a 26-year-old Sudanese expat lives with Multiple Sclerosis in Dubai

[Read Article](#)

### Al Ittihad News

الوطنية للتصلب المتعدد تحتفي باليوم العالمي

[Read Article](#)

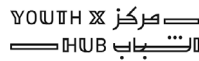
### Al Khaleej News

الجمعية الوطنية للتصلب المتعدد تحتفي بـ#اليوم\_العالمي\_للتصلب\_المتعدد في 30 مايو، حيث أطلقت سلسلة من المبادرات المجتمعية في مختلف إمارات الدولة، والهادفة إلى رفع الوعي بطبيعة مرض التصلب المتعدد، وجهود تحسين حياة المصابين به في دولة الإمارات

[Read Article](#)

# WE LOOK FORWARD TO BUILDING A STRONG PARTNERSHIP WITH YOU.

## Community Partners:



## F&B Community Partners:



## Media Partners:



