

NMSS STRATEGY PLAN 2025 – 2030



Multiple Stories, United as One.

“We commend the progress made so far to improve the lives of people living with MS.

Today, we affirm our solidarity with the medical and care providers within the MS community, and pledge full support to them, especially through advancing research to find a cure for MS.

The UAE will continue to support and drive global efforts to combat MS, in order to create a future free of the disease.”

HH Sheikh Theyab bin Mohamed bin Zayed Al Nahyan

—

Deputy Chairman of the Presidential Court for
Development and Fallen Heroes' Affairs,
Chairman of the International Philanthropic
and Humanitarian Council





01 WHO WE ARE

The National Multiple Sclerosis Society (NMSS) is a non-governmental organization (NGO) operating out of the UAE.

NMSS is led by a team of dedicated professionals and experts who are committed to improving the lives of those affected by MS.

Our leadership team, along with the medical committee, brings together decades of experience in research, healthcare, and advocacy, ensuring that we stay at the forefront of MS treatment, support and awareness in the UAE and beyond.

Our Board:

HE Dr Fatima Al Kaabi
Vice Chair



HE Ahmed Al Shamsi
Vice Chair



Dr. Ahmed Shatila
Chair of Medical Advisory Committee



The National Multiple Sclerosis Society is dedicated to **building a supportive ecosystem** for the MS community in the UAE.

We achieve this by providing a comprehensive range of programs, collaborating with an international and regional network of partners to advocate for improved access to care, funding cutting edge research locally and globally, raising public awareness about the importance of earlier diagnosis, and providing world-class care.

VISION:

No one continues to suffer from Multiple Sclerosis (MS).



MISSION:

Our mission is to empower the MS community in the UAE through advocacy, support programs and advancing global efforts to finding a cure for MS.



Our Principles:

Five key principles guide our work.

Inclusion:

We ensure that everyone affected by MS, regardless of background or circumstances, has access to the support and resources they need. Inclusion drives all our programs and partnerships, helping to build a united community.

Partnerships:

Collaboration is key to our mission. By working with local and international organizations, we create a robust network of support, research, and advocacy for people with MS (PwMS).

Long-term Impact:

We are focused on creating lasting change. From developing groundbreaking treatments to building sustainable support systems, we are committed to driving long-term improvements in the lives of PwMS.

Equity:

We work to reduce disparities in healthcare and support services by ensuring equitable access to MS resources. Our goal is to provide everyone living with MS the same opportunities for care and empowerment.

Innovation:

We prioritize innovative approaches in research, treatment, and community support. By embracing new technologies and ideas, we aim to push the boundaries of what's possible for MS care and treatment.



We have **three core objectives** that define and drive our strategy for 2025 – 2030:

01

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



02

Raising awareness and reducing stigma associated with MS.

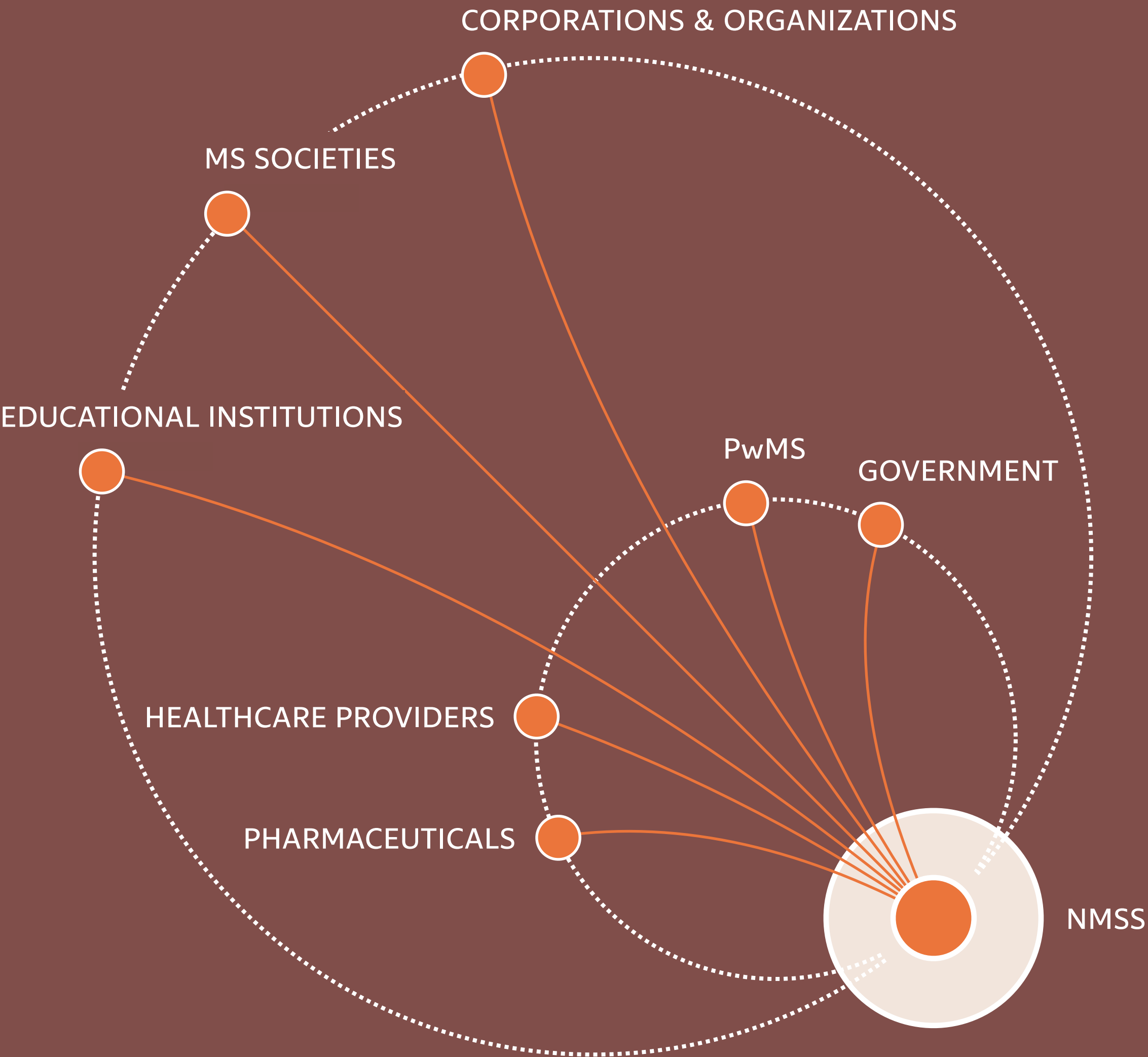


03

Driving research and development to advance treatment for MS.



The NMSS Ecosystem



NMSS & Government:

Advocacy and partnership to influence federal health and social policies and secure funding for MS-related research and public health initiatives.

NMSS & PwMS:

Providing support, resources and advocacy to improve the quality of life and access to care for individuals living with MS.

NMSS & Healthcare Providers:

Collaborating to ensure that patients with MS receive comprehensive, and high-quality care and have access to the latest treatment options.

NMSS & Pharmaceuticals:

Working together to drive the availability of affordable, high-quality, and comprehensive care for people living with MS in the UAE.

NMSS & Educational Institutions:

Collaboration to provide educational resources, and raise awareness among students and faculty about MS.

NMSS & Corporations and Organizations:

Strategically engaging corporations and organizations as donors to support NMSS’ diverse programs and initiatives, including raising awareness of MS and supporting innovative research that will advance scientific knowledge of MS.

NMSS & MS Societies:

Knowledge sharing and working to positively influence regional and global policies, and to coordinate efforts in research, advocacy and patient support.

02

STRATEGIC FRAMEWORK: NMSS' OBJECTIVES & PROGRAMS

Recognizing the essential needs of the MS community, the National Multiple Sclerosis Society is committed to providing a comprehensive range of support and resources that will empower PwMS to navigate their daily challenges and lead healthier lives.

Striving **to create a supportive ecosystem** where people living with MS can successfully manage their condition, NMSS developed thematic portfolios meant to address the pressing challenges that exist within the domain of MS across the UAE.

Our portfolios focus on the core aspects of life: **connection, healthy living, care, engagement, education, and research** – each pivotal in addressing MS.

Together, these efforts reflect our mission to listen, respond, and support in the fight against MS in the UAE and across the globe.

National متعدد Multiple Sclerosis Society



OBJECTIVE 01

Providing support and
resources to people living
with MS.

MS Connections, MS Living
& MS Care

MS Connections

A community support portfolio, aiming to address pressing issues that arise from the MS community by delivering trusted information and connecting PwMS to different platforms.



MS Talks

Themed discussions for and by the people living with MS, with the presence and support of decision-makers, experts and professionals in various fields, are delivered across different platforms and formats, both physically and virtually. Talks also provide opportunities to meet and build an MS community across the UAE.

Community Engagement

A comprehensive community engagement program designed to foster a sense of community, provide personalized support, and create a platform for meaningful connections between NMSS and people affected by MS.

MS Living

A portfolio that magnifies the importance of alternative care and holistic wellbeing by providing physical, emotional and mental guidance and accessible sessions for the MS community.



Art Therapy

A recreational event, conducted across all Emirates, designed to encourage PwMS to use art as a tool to manage stress and improve their emotional well-being through creative expression. The program is led by experienced facilitators and medical professionals and combines guided art activities with stress management techniques, fostering a sense of community and inclusivity.



MS Care

A portfolio that seeks to address specific community questions, develop an easy-to-access resource platform and facilitate funding for tailored medical care.



MS Helpline

A nationwide call center that offers confidential support, provides guidance and information to individuals affected by MS.

Training & Development

The Training and Development Program aims to enhance knowledge and awareness of MS among healthcare professionals by facilitating educational sessions on MS management and diagnosis.

This initiative focuses on equipping neurologists and allied health professionals with the latest best practices, and tools necessary for effective MS patient care.

Through educational sessions, workshops and resources, the program seeks to foster improved MS management outcomes and promote collaboration among healthcare providers.



OBJECTIVE 02

Raising awareness and reducing stigma associated with MS.

MS Educate & MS Engage

MS Educate

Providing education on MS across different industries and advocating for improved quality of life and policies for PwMS by developing awareness programs for workplaces and the youth.



Art Apprenticeship

From an Idea to an Exhibition: Introduction to Curation is a comprehensive 2-month art apprenticeship program tailored for PwMS or similar chronic conditions to explore the art world through hands-on experience and mentorship. The apprenticeship aims to provide an in-depth exploration of curatorial practices, encouraging participants to expand their understanding of art, develop their own ideas and proposals and cultivate their self-expression.

World MS Day

World MS Day is a global celebration and awareness event initiated by MSIF (MS International Federation, UK), occurring annually on May 30th. Coordinated by MSIF and its member organizations worldwide, the campaign aims to raise awareness about MS, highlight challenges faced by those living with the condition, and promote understanding and support for affected individuals. World MS Day with the NMSS gathers government, healthcare, and insurance leaders to discuss the challenges of living with MS and collaborate on impactful solutions.

Youth Awareness

The Youth Awareness program is an educational, interactive initiative aimed at raising awareness about MS among university youth and providing support to community members affected by the condition. NMSS works with universities to spread awareness through their community events, while also developing targeted educational courses.

Workplace Awareness

Workplace Awareness is an educational program aimed at creating an inclusive and informed work environment by raising awareness about MS. NMSS will conduct knowledge seminars targeting employers to provide practical insights on fostering inclusivity, and supporting colleagues with MS. This is following research and publication of a white paper documenting the experiences of PwMS in the workplace and employer perspectives on inclusivity in the UAE.

MS Engage

A portfolio that is focused on the interaction of NMSS with key stakeholders locally and globally that builds necessary partnerships which expand the society’s reach, fundraising efforts and advances its mission.



National MS Coalition

National coalition of key members including government entities, healthcare providers, insurance entities, pharma and education entities from across the MS ecosystem that are coming together to support NMSS’ key priorities and initiatives. Its key objectives are to ensure an action-oriented approach to deliver on the UAE MS support agenda, provide a forum for nation-wide collaboration, knowledge-sharing and advocacy for MS in the UAE, and to create a formalized mechanism to launch priorities that clearly define roles and responsibilities of different entities.

Move for MS

Move for MS is an initiative dedicated to championing people living with MS through a diverse array of inclusive sports activities and coincides with MS awareness month in March. Whether it's walking, jogging, cycling, swimming, hiking, or any other form of physical engagement, participants of all abilities are encouraged to join in.





OBJECTIVE 03

Driving research and development to advance treatment for MS.

MS Research

MS Research

A portfolio dedicated to promoting cutting-edge innovative research in the UAE and internationally that will advance scientific knowledge and understanding of MS leading to a cure and prevention of MS.



Treatment Guidelines

The UAE MS Treatment Guidelines are aimed at developing clinical treatment guidelines for MS, tailored specifically to the UAE healthcare system. Recognizing the wide variations in health insurance coverage and the diverse preferences of patients and providers regarding treatment, this program seeks to establish a unified and effective approach to managing MS within the unique context of the UAE.

Research Grant

The research grant program is a partnership between NMSS and Department of Health- Abu Dhabi (DoH). The research grant program prioritizes innovative projects and research that drive progress in understanding and treating MS. Grants are awarded based on their relevance to NMSS’ research priorities. These priorities focus on innovative and emerging treatments to combat MS, understanding the clinical characteristics, epidemiology, incidence, role of genetics, suspected risk factors and prevalence of MS in the UAE and exploring the state of access to treatment in the MENA region and globally.

MS Registry

In partnership with DoH, NMSS is driving the development of the first UAE MS registry. The registry provides robust data that can be used to inform health policy decisions and resource allocation. By harnessing crucial data, the MS registry will support future research endeavors, aiding in the development of models of care and improving quality of care for patients. This data will contribute to a deeper understanding of MS, its management, and long-term outcomes of treatment.

International Research Fund

The International Research Fund aims to support research initiatives worldwide that will accelerate scientific discoveries, improve patient outcomes and find a cure for MS. This program is dedicated to fostering collaboration among researchers, institutions, and organizations globally.

Fellowship

In collaboration with the Middle East and North Africa Committee for Treatment in MS (MENACTRIMS), this initiative is designed to enhance research efforts in the region, with a focus on advancing the understanding and treatment of MS.



Get Involved.
Shape the Future of MS
in the UAE.

NMSS is **dedicated to improving the lives of people living with MS** by advancing support systems, funding transformative research and expanding the MS community. We recognize that sustainable **impact** and meaningful change **requires collaboration and partnership** at every level.

Join us in driving awareness and accelerating our efforts to create a future where no one continues to suffer from MS in the UAE.

WEBSITE

nationalmssociety.ae

INSTAGRAM / FACEBOOK / X

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

LINKEDIN

National Multiple Sclerosis Society UAE

الجمعية
الوطنية للتصلب
المتعدد
National Multiple Sclerosis
Society