

Campaign Essentials

The MS Connections campaign is all about building community connection, self-connection and connections to quality care and research. It will challenge social barriers that leave people affected by MS feeling lonely and socially isolated. An opportunity to advocate for better services, celebrate support networks and champion self-care. The MS Connections campaign will run for 3 years from May 2020 to May 2022.

MS Connections is a flexible theme. Whether you're individual or an organisation, you can choose to focus on a variety of angles when celebrating World MS Day, including:

#ms
connections

Theme Connections

Name MS Connections

Hashtag #MSConnections

Tagline I connect, we connect



Stigma

Challenging social barriers and stigma that can leave people affected by MS feeling lonely & isolated



Research

People affected by MS connecting to & shaping MS research



Communities

Building communities that support & nurture people affected by MS



Advocacy

Connecting with decision makers and lobbying for better access to services & treatments for people affected by MS



Self

Promoting self-care & healthy living with MS

MS

I connect, we connect

#ms
connections

Ways to Connect



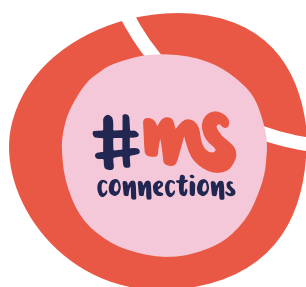
Activities

Organise an event, fundraise, or make headlines for MS Connections. Don't be afraid to get creative and make some noise!



Advocate for change

People affected by MS can be left feeling lonely and isolated. Better access to support and treatment can be life changing. Use the #MSConnections campaign to advocate for better services and show decision makers the importance of quality care.



Social Media

Tell the world about your MS Connections and raise awareness this World MS Day. From April 2020, share the campaign posters and animation to start a conversation about #MSConnections. You can even give your Facebook and Instagram a World MS Day makeover with the brand new #MSConnections profile frames.

Don't forget to use the #MSConnections and #WorldMSDay hashtags. You can set your privacy to "public" if you want your post to feature on the World MS Day website.



Hand-in-hand connections

Make the 'MS heart' with your hands as a symbol of solidarity with everyone affected by MS. Connect your hand to a friend's hand or join your own hands together to create the 'MS heart'. Take a picture to show the world your support for a connected global community this World MS Day! Share the photo on social media and remember to tag it with #MSConnections.

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