

# 2024 WORLD MS DAY IMPACT REPORT

His Highness Sheikh  
Theyab bin Mohamed bin  
Zayed Al Nahyan

“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.”

Her Excellency  
Dr. Fatima Al Kaabi,  
Vice Chair

This year, we leveraged World MS Day as a springboard for us to take action, and we commend the joint efforts of the public and private sector institutions to address the challenges of MS. By bringing together key stakeholders in the country to drive forward a national MS agenda, we were able to witness the transformative power of collaboration.

His Excellency  
Ahmed Taleb Ali Al Shamsi,  
Vice Chair

The National MS Society is committed to raising awareness about multiple sclerosis (MS) and its symptoms, emphasising early and accurate diagnosis, and encouraging research that can lead to a breakthrough cure in the future. Together, we are united in our mission to mitigate its impact and improve the lives of people living with MS.

# WORLD MS DAY 2024

This year marked the UAE's second World MS Day celebrations. Throughout the month of May NMSS engaged various stakeholders in high-level initiatives and community activations, aiming to raise awareness of MS and galvanize support from the society's stakeholders to progress a National MS Support Agenda.

This Impact Report encapsulates the results made possible through our collective efforts and the unwavering commitment of our partners who share our vision.

Together, we didn't just raise awareness; we ignited a movement across the nation. We empowered people living with MS by showcasing their strength and resilience.

## The results speak volumes:

500<sup>K</sup>

People reached through the café activations.

423

People visited NMSS awareness booths at major airports and malls across the UAE.

700<sup>x</sup>

Cinema ads played across the UAE featuring stories of MS Heroes.

11

Buildings illuminated in the color of MS across the country.

50<sup>+</sup>

Media coverage pieces.

THIS WOULDN'T HAVE BEEN POSSIBLE  
WITHOUT YOUR DEDICATION. WE LOOK  
FORWARD TO CONTINUING THIS JOURNEY  
TOGETHER, AND ADVOCATING FOR A  
FUTURE FREE FROM MS.

115

KEY STAKEHOLDERS  
INVOLVED

For the first time, NMSS convened a meeting with key stakeholders in the MS ecosystem to co-create a comprehensive roadmap aimed at advancing the UAE’s MS Support Agenda.

Endorsed by the Department of Health – Abu Dhabi (DOH), the MS Majlis brought together key stakeholders and representatives from the government, the healthcare sector, and regulators to cover:

02	Critical Topics	–	<ul style="list-style-type: none"><li>■ Access to Care.</li><li>■ Enhancing Healthcare Capabilities.</li></ul>
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04	Key Objectives	–	<ul style="list-style-type: none"><li>■ Developing the UAE MS Support Agenda.</li><li>■ Raising awareness on criticality of MS and its impact on individuals and society.</li><li>■ Discussing priorities relevant to MS for 2024.</li><li>■ Introducing NMSS, its programs, and achievements to date.</li></ul>
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02	Key Outcomes	The formation of the <b>National Coalition for MS</b> with <b>3 key objectives</b> :	<ol style="list-style-type: none"><li>1. Ensuring an action-oriented approach to deliver on the UAE MS support agenda.</li><li>2. Providing a forum for nation-wide collaboration, knowledge-sharing, and advocacy for MS in the UAE.</li><li>3. Creating a formalized mechanism to launch priorities that clearly define roles and responsibilities of different entities.</li></ol>
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Identifying the gaps in MS care and presenting solutions to fill these gaps, including:	<ol style="list-style-type: none"><li>1. Cost-effective treatment models.</li><li>2. PSP scope expansion.</li><li>3. Healthcare Provider MS education campaigns.</li><li>4. Comprehensive MS Care Center Support.</li><li>5. MS Scholarships and Incentives Program.</li></ol>
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## KEY ACTIVITIES

# 69

PARTICIPATING  
CAFES

# 50<sup>K</sup>

APPROXIMATE NUMBER  
OF MEMBERS OF THE PUBLIC  
REACHED

# 80<sup>+</sup>

USERS POSTS  
MENTIONING NMSS ON  
INSTAGRAM

### CAFÉ & LOCAL EATERY ACTIVATION

NMSS collaborated with popular cafes across the UAE who pledged to raise awareness on MS among their customers through:

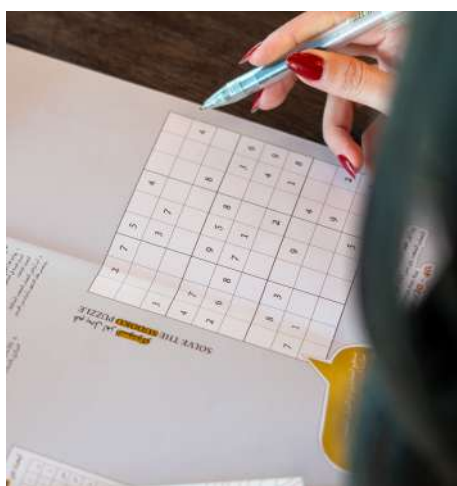
**Serving Drinks in Specially Branded Cups** which displayed **QR codes** linking to educational resources on MS along with **special stickers** which customers captured photos of and shared on their social media pages.

**Loyalty Cards** which customers could stamp and sign at different locations for a chance to win a prize at the end of the campaign.

Engaging **Activity Maps** with games like sudoku, crossword puzzles, and word searches, which can be especially beneficial for people with MS. The games were designed to be engaging and educational, including facts about MS.

**Branded Pins** for staff to wear to spark interest and questions from customers.

[WATCH VIDEO ↗](#)



معاً في رحلة  
التصليب المتعدد





## MS HEROES

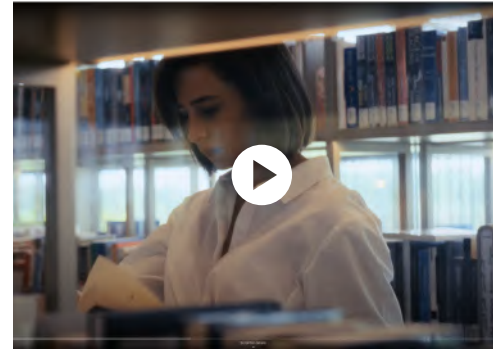
NMSS launched the second installment of its MS Heroes video campaign which spotlights people with MS, showcasing their journey through diagnosis and highlighting their resilience. These videos aim to counter misconceptions and negative stereotypes about MS.



ABDULLA AL KHAMIRI



DEBORAH DUNNE



RANA KAMAREDDINE

The MS Heroes videos were broadcasted across **Vox Cinemas theatres**.

**7 Emirates**  
**13,000 People reached**  
**735 Replays**

**Abu Dhabi Media Office** shared our MS Hero stories on their platforms of over on World MS Day and further shared each story on their social media in the following weeks.

**e& UAE** leveraged their social media platforms to amplify our MS Heroes videos.

**Ma'an Authority** shared the MS Heroes videos on social media to along with links to the NMSS page on the Ma'an Social Contribution Platform to drive contributions to the cause.

## SMS CAMPAIGN

1 million SMS were sent to **e&** users across the UAE to raise awareness about MS, driving recipients to visit the NMSS website to learn more and potentially contribute to the cause.

**Ma'an** launched an SMS Campaign on World MS Day to its entire donor database to drive contributions to the NMSS page on its Social Contribution Platform.



## AWARENESS ACTIVATIONS

### Galleria Mall Booth

Sponsored by Focus Gulf



# 300<sup>+</sup>

Visitors engaged with NMSS spokespeople and took part in a virtual reality simulation to gain a better understanding of what it's like to live with MS.

Dr. Ahmed Shatila engaged with people visiting the booth in person as well as users who joined a live Q&A session online, enhancing public awareness, and increasing NMSS exposure with potential volunteers' interest and donations.

### Yas Mall MS Awareness Walk

Organized by the Abu Dhabi Sports Council and sponsored by Emirates Steel Arkan

# 380<sup>+</sup>

Community members came together to walk in solidarity, demonstrating growing support for people with MS in the UAE.



### Awareness Booths

At Zayed International Airport and Dubai International Airport.

# 100<sup>+</sup>

Visitors visited the booths to learn about MS and its symptoms.



# 50<sup>+</sup>

PIECES OF COVERAGE  
IN TOP OUTLETS ACROSS  
THE COUNTRY

# 10

INTERVIEWS WITH MS  
AMBASSADORS AND NMSS  
SPOKESPEOPLE

# 54<sup>K+</sup>

NEW ACCOUNTS  
REACHED

# 44<sup>K+</sup>

VIEWS ON WORLD MS  
DAY VIDEOS

## COMMUNICATIONS & MEDIA

### NMSS SPOKESPEOPLE INTERVIEWS



HE DR. FATIMA AL KAABI  
Abu Dhabi Radio



HE DR. FATIMA AL KAABI AND  
DR. AHMED SHATILA  
WAM



DR. AHMED SHATILA  
Al Ittihad ➔

### MS AMBASSADOR INTERVIEWS



MUNA AL HARBI & OMAR AL  
NOUKHATHA  
Oloum Al Dar

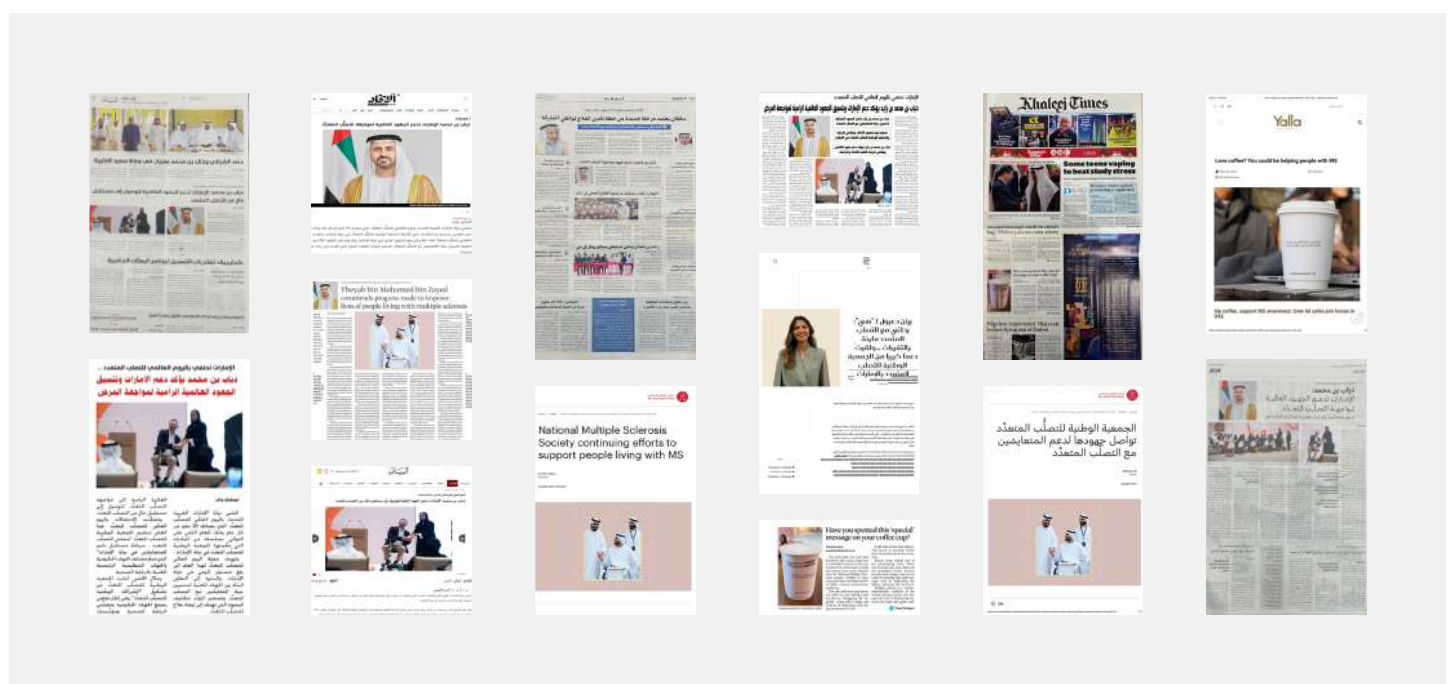


RAYAN DABOUL, DEBORAH  
DUNNE, MUNA AL HARBI  
Hia Magazine ➔



MALAK MAHRAN & NOORA AL  
MATROOSHI  
Marie Claire Arabia ➔

### 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 2024 PARTNERS



## CAFE ACTIVATION PARTNERS

Al Ulya	Door four cafe	Mazraa Cafe	Rain
Alkalime	Drowsy Coffee	Mysk	Ritual Cafe & Studio
Art Market	Fluerology Cafe	Native	Roots Cafe
Blacksmith	H cafe	Nectar	Slush Time
BOOMAH	Ivy Secret Garden	No 57	Somewhere
Brioche Doree	Kave	Notes Café	The Jam Jar
Chapter	Knead	Oosh	The View By Wave
Circle Cafe	Koub Cafe	Pekoe	Third Place
Coffee Architecture	Le Guepard	Press	Wave
Colo Coffee	Le Patchouli	Racks Board Game Café	Wave Dibba
Dice			

