# World MS Day 2025 Report

worldMSday

My MS Diagnosis

# Contents

# Introduction

**World MS Day is an international awareness day for everyone affected by multiple sclerosis. It is a day of global solidarity, collective action and hope.**

In 2009, the MS International Federation (MSIF) and its members initiated the first World MS Day. An international day for MS helps to build a stronger, broader, global MS movement. The campaign provides MS organisations and people affected by MS with a flexible, global framework for national action. Participants can also use and adapt campaign tools and messages to achieve their own aims.

This report gives an overview of 2025 campaign initiatives, results and learnings. It includes an overview of activities organised by MS organisations around the six angles of the My MS Diagnosis theme.

# My MS Diagnosis

The theme for World MS Day 2024-2026 is diagnosis. The name of the campaign is My MS Diagnosis and the tagline: navigating MS together.

The My MS Diagnosis campaign advocates for early and accurate diagnosis for everyone living with MS. It highlights the global barriers to diagnosing MS, raising awareness by sharing real stories and data. We are calling for better MS training for healthcare professionals, new research, and clinical advancements in MS diagnosis. Together we are building informed, caring communities and systems that support people diagnosed with MS.

The campaign was developed by MSIF and its members, particularly with the support of the World MS Day Working Group, a global advisory body made of representatives from MS organisations and people with MS.

# Campaign angles

**Individuals and organisations can choose to focus on a variety of campaign angles when taking part in the My MS Diagnosis campaign, including:**

- Lobbying decision makers to improve early and accurate diagnosis for everyone living with MS
- Highlighting global and national barriers to accessing an MS diagnosis
- Building informed, caring communities and systems that support people diagnosed with MS
- Raising awareness and building solidarity by sharing experiences of an MS diagnosis
- Advocating for better MS training and awareness amongst healthcare professionals
- Supporting new research and clinical advancements in MS diagnosis

> ‘Too many people with MS face delays in diagnosis because of low MS awareness and limited access to specialist services. This campaign shines a light on those barriers and calls for urgent action to ensure that every person with MS can access the right diagnosis and care’
>
> *Lydia Makaroff, CEO of the MS International Federation*

# World MS Day 2025

The second year of the My MS Diagnosis campaign was incredible. The global MS community came together with power and purpose – organising creative events, raising awareness and illuminating cities for MS. There were MS events in Nepal, MS walks in Botswana and press conferences in Cyprus. As night fell on World MS day, iconic landmarks were illuminated across the globe including Colombia, Denmark, and Algeria. For more World MS Day activities, you can read the 2025 Campaign Highlights article here.

*MS Organisations celebrate World MS Day. Top Left: Community Organisation of MS and Cancer In Puerto Rico with and the Mayor of Canovanas Municipality. Top Right: MS Patients Association in Yemen. Below: MS Team Croatia*

**This year World MS Day was marked in 156 countries (up from 124 in 2024), with 96% of MSIF member organisations taking part. Much of this growth was driven by the online course on *MS Diagnosis and Symptoms*, which attracted enrolments from 116 countries. Excluding course registration, World MS Day activity was marked in 124 countries. There were 26 countries, or territories where World MS Day activity took place for the first time or the first time in many years.**

**Activity in New and Returning Countries and Territories:**

Afghanistan, Aland Islands, American Samoa, Benin, Bermuda, Brunei Darussalam, Burkina Faso, Cambodia, Cameroon, Chad, Fiji, Gambia, Guinea, Guyana, Lesotho, Liberia, Macao, Maldives, Papua New Guinea, Saint Kitts and Nevis, Sierra Leone, Suriname, Swaziland, Turkmenistan, Turks and Caicos Islands and Zimbabwe.

These statistics meet key campaign metrics within MSIF's operational plan, with a high number of countries and MS organisations across the world taking part and more than 90% of MSIF members participating in World MS Day.

## Toolkit

Together with members of the World MS Day working group, the MSIF secretariat create tools to equip the MS movement with flexible, vibrant, and global resources for the campaign. The core My MS Diagnosis toolkit has been live on World MS Day website since 2024 in English, Spanish and Arabic. Editable versions of the tools are also available for MSIF members to download. 74% of the MS organisations surveyed said that the My MS Diagnosis toolkit helped to engage others with their work.

MSIF released new resources for the 2025 campaign including:
- My MS Diagnosis poster maker
- Testing for MS' series
- The Newly Diagnosed Checklist
- Press Release Template kit
- Promotional graphics for Webcast and Online Course

*Email signature from the My MS Diagnosis toolkit.*

## Poster Maker

A new poster maker was designed to raise awareness about real MS diagnosis experiences. MSIF created this interactive tool for people with MS to share their diagnosis stories with a simple but engaging visual.

By filling out a quick form about their MS diagnosis journey, users created unique posters about their experiences with customisable photos and colours. Coloured pathways from the campaign branding were used to represent key diagnosis moments - from first MS symptoms to diagnosis barriers.

The new poster design has been the most popular in World MS Day history with 3711 posters created in this year's campaign, over 1000 more than in 2024. Posters were created from 101 different countries and territories including places World MS Day campaign had not reached before such as the Aland Islands, American Samoa and Brunei Darussalam.

You can see many of these posters featured in the Poster Maker Gallery with the permission of users.

# Poster Maker

*Poster Maker creations from Sutji in Indonesia and Annalisa from Belgium*

The poster maker proved to be both a simple and powerful way of translating patient knowledge into campaign action. At a personal level, people with MS used the tool to share their own experiences on social media, raising awareness within their communities. At the same time, MS organisations around the world adopted the posters as part of their national campaigns, using real patient stories to advocate for systemic change. As a result the shareable posters were effective in amplifying individual voices whilst also strengthening collective advocacy.

The Sociedade Portuguesa de Sclerosis Múltipla (SPEM) adapted the poster maker into Portuguese, posting posters on social media to share real stories from its community.

> ‘We received very positive feedback from our stakeholders regarding the campaign, particularly the My MS Diagnosis posters. People with MS felt highly motivated to share their experiences as well as their challenges.’
>
> *João Marques, Communication Officer at Sociedade Portuguesa de Esclerose Múltipla (SPEM)*

Beyond awareness-raising, the poster maker generated valuable insights into the lived experiences of people with MS. By capturing common barriers to diagnosis, first symptoms, and delays in receiving a diagnosis, it created a rich open source of patient-driven data that reflects both local and global challenges. As a advocacy tool and data-source the poster maker demonstrates how digital storytelling can help to bridge knowledge gaps, strengthen patient voices, and inspire change.

# Testing for MS series

The new 'Testing for MS' video series for World MS Day is an animated resource designed to raise awareness about how MS is diagnosed.There is no simple test for MS meaning a diagnosis often requires a combination of assessments to rule out other conditions and confirm signs of the disease. The series explains some of the key tests used to make a diagnosis, including:

- Neurological examinations
- Magnetic Resonance Imaging (MRI)
- Lumbar puncture (spinal tap)
- Evoked potentials tests

The series was designed for anyone going through the diagnostic journey, as well as healthcare professionals and supporting MS organisations. It was developed with the World MS Day working group, people with MS and a group of clinical experts from around the world. These groups helped MSIF review the accuracy of the script and visuals whilst considering any regional differences clinical practice.

The scripts were animated by Alissa Thaler and a reassuring narration was added to guide viewers through different tests. The series has been viewed over 23,000 times since being published across World MS Day social media channels in English, Arabic and Spanish. 80% of MS organisation survey respondents said that they would be interested in reviewing a translation of the testing for MS series, to make it available with subtitles in more languages. MSIF will explore this opportunity in parallel with our resource work providing effective healthcare information and support.

*Still from the Testing for MS MRI animation*

# Newly Diagnosed Checklist

The Newly Diagnosed Checklist is a digital resource to support people newly diagnosed with MS tackle the most important next steps following a diagnosis. It contains a checklist to consider when adjusting to life with MS.

It was inspired by an existing resource from the National MS Society (NMSS) in the United States. With the permission of the NMSS the original resource was adapted into the World MS Day branding with global support links added for an international audience.

The checklist was downloaded 322 times on the World MS Day website. 73% of the MS organisations surveyed found the Newly Diagnosed Checklist very useful. Our thanks to NMSS for sharing this resource for World MS Day. Click here to see the Newly Diagnosed Checklist here.

**Assemble a care team** ➔

Gather a team of healthcare professionals, including a doctor, neurologist and other specialists. You may not see them during the same visit, but they will each help to address your physical and emotional needs post-diagnosis.

**Develop a treatment plan** ➔

Develop a plan with your care team that includes disease-modifying treatments. Discuss the benefits, risks and side effects.

**Decide who to tell** ➔

Use the Disclosure Decision Worksheet to consider who to tell and the consequences disclosure might have on your relationships or career.

**Plan for your financial future**

Being more prepared can help MS feel less scary. Make a personalised financial plan that builds in flexibility to adjust to any changes. You could also work with an accountant, financial planner and attorney to plan ahead.

*Snippet from the Newly Diagnosed Checklist*

# Map

The World MS Day map is a global hub for campaign activities, stories, media and MS Heart photos. MS organisations can upload information about their work globally and people with MS can share their diagnosis stories. Sujatha from India uploaded her diagnosis story to this year's map.

> “I'm sharing my MS diagnosis story because early diagnosis matters. Awareness matters. Listening matters. No one should have to spend years in uncertainty like I did.For nine long years, I lived with unexplained symptoms—numbness in my hands, extreme fatigue, vertigo, dizziness, and leg stiffness. I knew something was wrong, but time and again, doctors dismissed it as “just stress” or “anxiety.”
>
> The truth? It was MS...But due to the lack of awareness, even among healthcare professionals, I was misdiagnosed and untreated for almost a decade....This World MS Day, I raise my voice for early diagnosis, better awareness, and stronger support for everyone living with MS.
>
> *Sujatha from Hyderabad India*

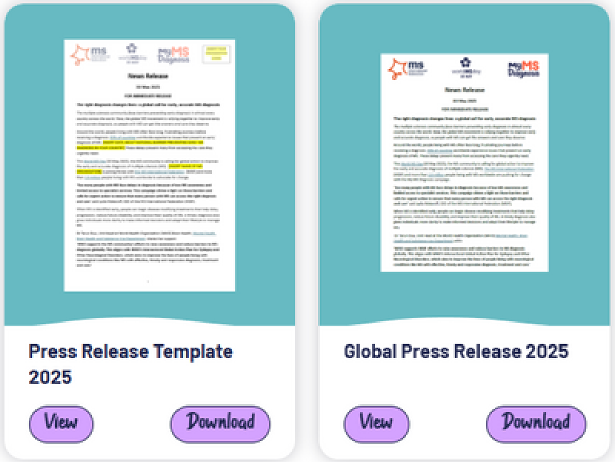
This year, there were 257 (301 in 2024) entries added to the map including MS conferences in Mexico, community gatherings in Iceland and awareness walks in Botswana. You can explore the 2024 World MS Day map here.

# Press Release Template

The My MS Diagnosis campaign has sparked global conversations about improving early and accurate MS diagnosis worldwide. To help MS organisations engage journalists and amplify their message to the media, MSIF developed a World MS Day press release kit, including:

- An adaptable press release template for local media outreach
- A global press release complete with key messaging and data

With real stories, strong data and a clear call to action, these resources deliver a powerful message to the media - the right diagnosis changes lives.



*Press release kit ready to download on the World MS Day website*

The press release featured a quote from the World Health Organization (WHO), supporting the MS community's efforts to raise awareness and reduce barriers to MS diagnosis globally.

> ‘WHO supports the MS community's efforts to raise awareness and reduce barriers to MS diagnosis globally. This aligns with WHO’s Intersectoral Global Action Plan for Epilepsy and Other Neurological Disorders, which aims to improve the lives of people living with neurological conditions like MS with effective, timely and responsive diagnosis, treatment and care.’
>
> *Dr Tarun Dua, Unit Head at the World Health Organization (WHO), Mental Health, Brain Health and Substance Use Department.*

50% of the MS organisations surveyed said they used one or both of the World MS Day press release templates provided. MS organisations like the MS Society of India (MSSI) adapted the template with their organisation logo, local data, quotes, and details about their activities for national news.

# Global World MS Day initiatives

## Online Course

One of the aims of the My MS Diagnosis campaign is to advocate for better MS training and awareness, particularly among healthcare professionals worldwide. To advance this objective, MSIF partnered with the Menzies Institute for Medical Research to develop a free online course, *MS Diagnosis and Symptoms* with support from MS Australia and MS Plus. This initiative was a special adaptation of the Menzies Institute's award-winning Understanding MS course, created specifically to mark World MS Day. The course was designed to engage a broad audience, including healthcare professionals, people living with MS, carers, and members of the general public, by focusing on one of the most critical stages in the MS journey: diagnosis.

The course provided a structured introduction to the biology and pathology of MS, followed by modules on MS symptoms and diagnosis. It also explored the global barriers to timely MS diagnosis and highlighted potential solutions, combining interactive learning with real-world perspectives. With an estimated duration of six hours, the course offered an accessible yet comprehensive resource. Collaborating with the reputable Menzies Institute for Medical Research from the University of Tasmania ensured the course was credible.

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Scan to register

**Free online course for World MS Day**

**Multiple Sclerosis Symptoms & Diagnosis**

**01 May - 15 June**

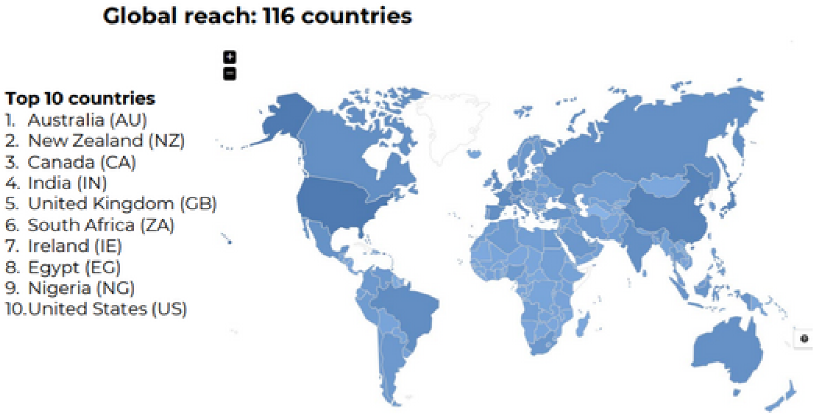
Learn about MS symptoms, the diagnostic process, and the impact of a diagnosis. Explore the global barriers to early MS diagnosis and solutions across the world.

*Promotional graphic for the MS Diagnosis and Symptoms Course*

# Online Course

## Participation and Reach

Over a seven-week period, the course attracted 1,591 enrolments from 116 countries, demonstrating substantial global reach. Importantly, 53.4% of participants were healthcare professionals, of which 44.7% had no specialism in MS. This group achieved the highest completion rates, suggesting that the course was particularly effective in engaging and supporting non-specialist practitioners. Geographically, a significant proportion of healthcare professional participants were based in regions with traditionally lower public and professional awareness of MS, including many countries across Africa and Asia. This aligns directly with the campaign's goal of increasing awareness and capacity among healthcare providers with less awareness of MS.



**Top 10 countries**

1. Australia (AU)
2. New Zealand (NZ)
3. Canada (CA)
4. India (IN)
5. United Kingdom (GB)
6. South Africa (ZA)
7. Ireland (IE)
8. Egypt (EG)
9. Nigeria (NG)
10. United States (US)

*Mapping the global reach of the MS Diagnosis and Symptoms Course, and the top 10 participating countries*

The widespread reach of the course was achieved in part by the strategic use of LinkedIn advertising. MSIF invested in targeted LinkedIn ads to reach healthcare professionals based on role, sector, and geography. This approach was effective in engaging practitioners in countries where World MS Day had previously seen limited participation or where MS awareness remains low.

## Impact

The strong engagement of healthcare professionals without MS specialisation represents a meaningful step towards addressing gaps in early recognition and diagnosis of MS worldwide. By raising awareness of symptoms, diagnostic processes, and systemic barriers, the course contributed to strengthening knowledge about MS care. It also proved its broader value, serving not only as specialised training but as an inclusive resource for anyone interested in MS.

# Global Webcast

Early diagnosis of MS is essential for enabling timely treatment and reducing the risk of long-term disability. However, barriers to early diagnosis persist in 83% of countries worldwide, underscoring the urgent need for collective action. To address this challenge, MSIF hosted a World MS Day webcast, *Improving MS Diagnosis Globally* on 30 May 2025.

The webcast emphasised the critical importance of early and accurate MS diagnosis and presented key findings from the *Brain Health – Time Matters* report. The report was developed in collaboration with over 45 experts including MSIF and its member organisations.

The session explored how the *Time Matters* report recommendations on diagnosis can be applied across diverse healthcare settings. Through case studies, research insights, and lived diagnosis experiences, the event spotlighted key challenges and showcased innovative approaches from the global MS community that are driving change.

*Promotional graphic for the Improving MS Diagnosis Globally Webcast*

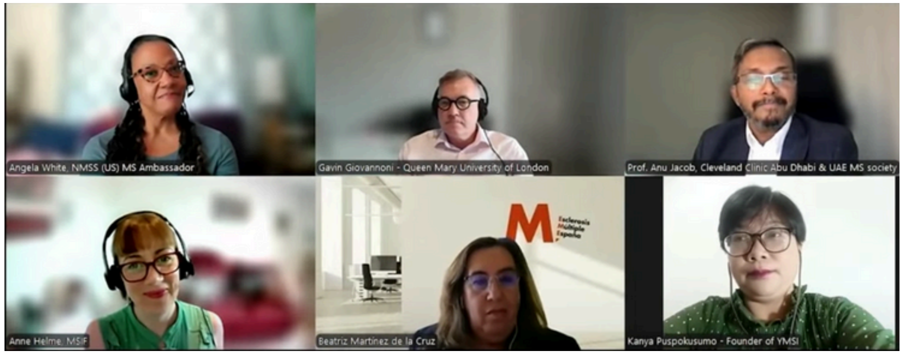
# Global Webcast

**Panel**

Unpacking the report recommendations was an expert panel including people with MS, neurologists, researchers, and MS organisations leading innovative diagnosis work.

- Host: Angela White, National MS Society, United States
- Gavin Giovannoni, Professor of Neurology at Queen Mary University of London and member of the MS Brain Health Steering Committee
- Beatriz Martínez de la Cruz, CEO of the Esclerosis Múltiple España
- Kanya Puspokusumo, Founder of Yayasan Multipel Sklerosis Indonesia
- Dr Anu Jacob, Consultant Neurologist at the National MS Society UAE
- Dr Anne Helme, Head of Research and Access at the MS International Federation

This combination of lived experience, professional expertise, and organisational leadership provided a range of perspectives to explore the global challenges and opportunities surrounding MS diagnosis.



*Webcast panel.*

**Viewership and Engagement**

Participants registered from 75 countries across the world. The one-hour event was streamed on the World MS Day Facebook and YouTube channels with more than 1500 views. The majority of MS organisations surveyed found the webcast useful.

**Impact**

The webcast reinforced the global call for timely MS diagnosis and created a platform for knowledge sharing across regions and sectors. By combining evidence-based recommendations, organisational best practice, and the lived experience of people with MS, the event advanced the objectives of World MS Day 2025 and highlighted the efforts of the global MS community.

## The MS Heart Challenge

The MS Heart is a symbol of solidarity for everyone affected by MS. The MS Heart Challenge, invites World MS Day supporters to share photos of MS hearts somewhere special. This could be next to a national landmark, a favourite local spot or a significant event. The global MS community took on the challenge, and sent incredible photos from special locations like the Victoria Memorial in Kolkata to MS café's in the Netherlands. It was an amazing show of solidarity with hearts shared from 33 countries on the World MS Day map.

*Two MS Heart Winners: Left: MSSI New Delhi Chapter in front of Lodi Art District*
*Right: Hennie from the Netherlands showcases her artwork with her personal care assistant.*

## MS Organisation Webinar

MSIF organised a live webinar in April with a focus on the diagnosis theme. The webinar was an opportunity for MS organisations to learn from each other and get ideas for the My MS Diagnosis campaign. There was an excellent panel of representatives from MS organisations sharing campaign activities, including:

- MS Namibia's World MS Day training event for healthcare professionals
- The Polish MS Society on their national diagnosis survey and press conference

In the second part of the webinar, participants split into small groups to speak face to face and share World MS Day plans. Organisations from 37 countries registered, including 17 MSIF members. Fifty-nine people attended live (up from 50 in 2024).

**The report will now take a closer look at activities organised by MS organisations on the six angles of the My MS Diagnosis campaign.**

## Lobbying decision makers to improve early and accurate diagnosis for everyone living with MS

MS organisations across the globe lobbied decision makers to improve MS diagnosis this World MS Day. The Polish MS Society brought World MS Day to the Polish Parliament, holding a meeting in dialogue with lawmakers about MS diagnosis and care. MS Australia hosted a special event at Government House, where the Governor-General welcomed guests and delivered the opening address. Puerto Rico mobilised local government, hospitals, and civil society in a widespread show of support across the country.  The National MS Society in the UAE announced a $6.8M grant to advance MS care across the UAE. Across the world, the MS movement leveraged its voice to advocate for timely and accurate diagnosis and mobilise global support.

*The Polish MS Society at the Polish Parliament.*

## Highlighting global and national barriers to accessing an MS diagnosis

MS organisations highlighted the barriers people face in accessing timely MS diagnosis. In Spain, Esclerosis Múltiple España launched a powerful nationwide campaign, My MS is real, I'm not making it up, calling for faster diagnoses and more comprehensive care. In Ireland, over 40 parliamentarians attended a briefing at Leinster House by MS Ireland, stories and data were shared highlighting the pressing need for investment into MS services. In Egypt, MS Care Egypt partnered with the Ministry of Health to raise awareness of MS and strengthen diagnostic capacity.

*World MS Day event with MS Care Egypt and the Egyptian Ministry of Health.*

## Building informed, caring communities and systems that support people diagnosed with MS

MS organisations gathered to educate, build community and support people with MS. In Korea, the Korean MS Society hosted a vibrant gathering in Seoul with patient stories, expert talks, cultural performances, and interactive activities. In Lithuania, the MS Union organised a community event at the therapy centre to strengthen connections and promote self-care. In Argentina, a live radio broadcast and a series of seminars with healthcare professionals highlighted MS symptoms, rehabilitation, research, and patient rights. Collectively, these initiatives fostered more informed and caring MS communities worldwide.

*Image by the Korean Multiple Sclerosis Association.*

## Raising awareness and building solidarity by sharing experiences of an MS diagnosis

World MS Day 2025 highlighted the power of storytelling to raise awareness and strengthen solidarity. In India, MSSI's National Youth Wing ran a creative online zine-making workshop where people with MS and caregivers used art, poetry, and personal stories to explore their diagnosis journeys, emphasising self-expression as a tool for healing and advocacy. In the Dominican Republic, Renacer organised an event focused on life after diagnosis, showcasing resilience and hope. In the United Kingdom, the MS Society and MS Together shared diagnosis experiences online. Together, these initiatives brought to light the real experiences of people navigating an MS diagnosis.

*Image by* Renacer in the Dominican Republic

## Advocating for better MS training and awareness amongst healthcare professionals

World MS Day 2025 strengthened MS training and awareness among healthcare professionals with impactful events in multiple regions. In Romania, APAN hosted a two-day gathering where neurologists and psychologists joined people with MS to share management strategies and resilience tools. In Nepal, MSSN organised a national conference in Kathmandu with over 100 participants, combining keynote lectures, patient testimonies, and a multidisciplinary panel to raise awareness and promote early diagnosis. In Colombia, ALEM partnered with the Universidad de Antioquia for its flagship event, uniting leading neurologists to discuss advances in diagnosis and care. These initiatives advanced MS knowledge and built stronger healthcare partnerships.

*Image by the Association of Patients with Neurodegenerative Conditions in Romania.*

## Supporting new research and clinical advancements in MS diagnosis

The 2025 campaign showcased the MS movement supporting new research and advancing clinical knowledge in diagnosis. In Sweden, Neuroförbundet hosted MS conferences across seven cities, featuring lectures from neurologists and seminars led by people with MS. In Tunisia, ATSEP organised a national event with contributions from researchers, doctors, and rehabilitation specialists on the latest MS research and care strategies. In the Netherlands, Stichting MS announced the funding of eight new research projects, made possible through the support of donors and campaigners. Collectively, these initiatives demonstrated the global commitment to advancing research and improving diagnostic outcomes.

*Image by Stichting MS of the eight new research projects launched.*

## Learnings and reflections for the future

Here are some of MSIF's reflections from 2025 that we will carry with us to the next World MS Day.

- The 2025 campaign expanded the global reach of World MS Day, with participation recorded in more countries than ever before. This growth was driven in large part by the popularity of the 2025 poster maker and the *MS Diagnosis and Symptoms course*, both of which offered resources of value to different audiences.

    - The uptake of the poster maker highlights the effectiveness of a simple, well-designed digital tool to share patient knowledge. It demonstrates how engaging online tools can effectively translate lived patient experiences into meaningful advocacy actions and even highlight variations in MS care.

    - Similarly, the free online course on *MS Diagnosis and Symptoms* provided an accessible and credible resource that engaged new audiences, particularly healthcare professionals in regions with lower MS awareness. Together, these initiatives show that engaging resources that equip the user to learn or act can strengthen engagement and expand global reach.

- MSIF used LinkedIn advertising to promote key initiatives, including the *MS Diagnosis and Symptoms* Course. LinkedIn's ability to target specific professional demographics and occupations proved highly effective, driving engagement from healthcare professionals who might not otherwise have been reached. The high uptake of the course by healthcare professionals in low- and-middle income countries reflects this targeted approach. A key learning for future World MS Day campaigns is that LinkedIn Ads offer a powerful channel to reach and engage health professionals, particularly in countries or regions with lower awareness of MS.

- Last year, in response to audience feedback, MSIF developed the Testing for MS series to provide more in-depth clinical information about MS diagnosis. There is still potential to increase country engagement with the series. To ensure the series has ongoing impact beyond World MS Day, MSIF will integrate it into the MS Resource Hub on the MSIF website and translate the series with MSIF members. This will maximise the educational value of the series throughout the year.

## Learnings and reflections for the future

- Instagram continues to be the fastest growing World MS Day channel, with the number of followers increasing by approximately 12% from the 2024 campaign as we increased the volume and variation of content. We will build on this success and develop more strategies for content engagement based on Instagram's changing algorithm and explore additional platforms such as Tik Tok.

- This year, the campaign incorporated evidence from the Brain Health Report, with the global webcast unpacking key report recommendations on improving MS diagnosis. Integrating this research into World MS Day demonstrated the value of aligning with wider global initiatives and expert evidence. In future, we will continue to look for more opportunities to streamline with other global diagnosis initiatives in the MS world.

- The online course and global webcast were promoted by several of MSIF's global partners including: ECTRIMS, PACTRIMS, OneNeurology, the NCD Alliance, the EMSP, and the MS Progressive Alliance. This support likely contributed to stronger engagement, and continuing to share World MS Day activities through these networks will be valuable in future years.

- A new version of the McDonald diagnostic criteria is to be published soon. Use of the 2017 McDonald criteria has been shown to enable earlier diagnosis, providing the opportunity for timely treatment and support. However, lack of awareness or training among neurologists can be a barrier for not using the McDonald criteria. MSIF plans to integrate information about the updated criteria into the next World MS Day campaign, raising awareness of this important clinical advancement.

## Thank you

Thank you to the thousands of supporters that connected with World MS Day 2025. Your actions brought change, rallied communities together and inspired hope across the globe.

World MS Day 2025 would not have been possible without the work of the World MS Day working group all year round. The working group included: Elisabeth Doherty (National MS Society, US), Claudia Dieckmann (MS South Africa), Jayme Markus (MS Australia), Mark Offord (UK MS Society), Dimitra Kalogianni (Greek MS Society), Anjali Vyas (Multiple Sclerosis Society of India), and Sandra Fernandez Villota (Esclerosis Múltiple España). All of these dedicated group members contribute innovative ideas for future World MS Day campaigns and offer valuable and messages during each year's campaign development.

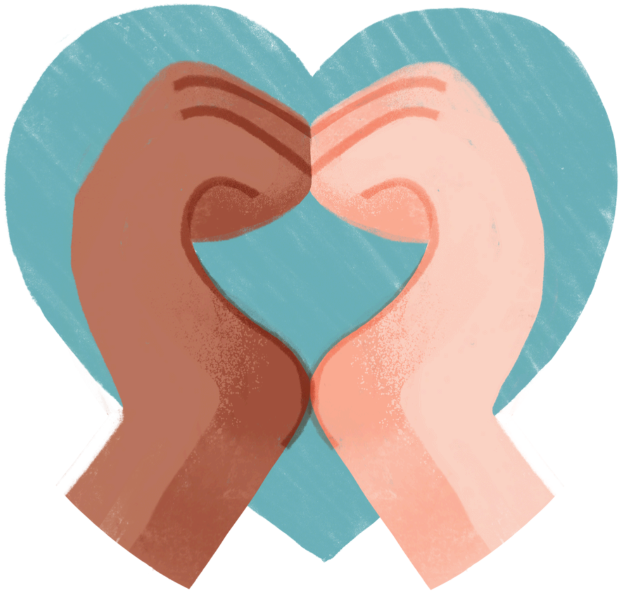
World MS Day is supported by grants from:

- Coloplast
- Merck
- Novartis
- Roche
- Sanofi

The campaign is operated independently and our grant makers have no editorial control over its contents. To understand how we work with the Healthcare Industry, please visit the MSIF website.

## Report Methodology

This report is drawn from web and social media analytics, a survey to MS organisations and open source data. This data gives us important insight into activity and engagement on MSIF-run World MS Day channels. We do not have data for external (e.g. members') websites, social media platforms or offline activities. References to the 'campaign period' in this document refer to the period 25 April-13 June 2025. References to 'activities' and 'participation' refer to both in-person events ('offline') and web and social media activity for World MS Day ('online').



ms international federation

EMA
ESCLEROSIS MULTIPLE ARGENTINA

MS
AUSTRALIA

Österreichische Multiple Sklerose Gesellschaft MS

Nationale Belgische Multiple Sclerose Liga
Ligue Nationale Belge de la Sclérose en Plaques

abem
Associação Brasileira de Esclerose Múltipla

MS Multiple Sclerosis Canada

Παγκύπριος Σύνδεσμος Πολλαπλής Σκλήρυνσης
Cyprus Multiple Sclerosis Association

Czech multiple sclerosis society
MS UNIE ROSKA

SCLEROSE FORENINGEN

MS EGYPT
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FRANCE SCLÉROSE EN PLAQUES
S'unir pour guérir

dmsg
Deutsche Multiple Sklerose Gesellschaft

Greek Multiple Sclerosis Society

ASOGEM
Asociación Guatemalteca de Esclerosis Múltiple

MS FÉLAG ÍSLANDS

MSSI
MULTIPLE SCLEROSIS SOCIETY OF INDIA

MS
Iran MS Society

MS Ireland
THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND

MS
האגודה הישראלית לטרשת נפוצה
The Israel Multiple Sclerosis Society

SCLEROSI MULTIPLA
associazione italiana

JMSS

한국다발성경화증협회
Korean Multiple Sclerosis Society

LMSA
LATVIJAS MULTIPLĀS SKLEROZES ASOCIĀCIJA

SEP
A.L.S.E.P.

MSL
LLSP & FSPL
Multiple Sclérose Lëtzebuerg

MS
MALTA

stichting ms research

VERENIGING ms NEDERLAND
de stem van mensen met MS

ms.
Multiple Sclerosis New Zealand

ms forbundet

Национално сдружение за МС

Polskie Towarzystwo Stwardnienia Rozsianego

SPEM
SOCIEDADE PORTUGUESA DE ESCLEROSE MÚLTIPLA

MS
ОООИБРС
RUMSS
Russian Multiple Sclerosis Society

SLOVENSKÝ ZVÄZ
SM
SCLEROSIS MULTIPLEX

združenje multiple skleroze slovenije

MS
SOUTH AFRICA

AEDEM-COCEMFE
Asociación Española de Esclerosis Múltiple

M Esclerosis Múltiple España

MS Schweizerische Multiple Sklerose Gesellschaft

atsep

MS

MS Society

EMUR
Esclerosis Múltiple del Uruguay

MS
National Multiple Sclerosis Society

ms international federation

**World MS Day is coordinated by the MS International Federation and its members.**

If you have any questions or need help please contact **worldmsday@msif.org.** For the latest news and updates sign up to the World MS Day newsletter at **https://worldmsday.org/newsletter/**

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