

World MS Day 2011: Suggested Campaign Action Plan

Phase 1: Plan and share

Jan 2011- 1 Feb 2011

- ✓ Familiarise yourself with the theme, resources and toolkit
- ✓ Think about the strategy and plan activities for World MS Day in your own country
- ✓ Identify members of your MS Society and persons with MS who will be involved in World MS Day
- ✓ Brief MS Society employees, committees, individual committee members, local and regional chapters, and persons with MS
- ✓ Tell MSIF about your plans
- ✓ Compile a list of suitable companies and policy makers to contact about the campaign. Where possible, identify the appropriate person to approach within companies, by email, telephone, or post. Encourage regional branches to compile lists of businesses in their area



Phase 2: Adapt and develop

1 Feb- 1 Mar

- ✓ Think about any other relevant information or publications that you may want to add to the toolkit. Information about employment legislation in your country with regards to disability and employment may be particularly useful to employers and people with MS
- ✓ Adapt the toolkit to your own needs and produce any additional materials that have been identified



Working with employers: Ideas

- Why not invite a number of employers to a presentation or workshop on Work and MS? Invite people with MS to talk about their experiences and the kinds of adaptations to the workplace that enabled them to continue being productive. Present the MSIF 'recommendations for employers'.
- Send out a letter to employers encouraging them to change their policies or notify you of policies that could be considered to be 'best practice' examples in the case of work and MS. These examples will help to encourage other employers to make similar provisions
- Follow up with all of your contacts. If they don't respond to your letter, give them a call to make sure that they've

Phase 3: Meet and discuss

1 Mar-1 April

- ✓ Start making contact with employers and/or policy

makers that were identified in phase one and encourage regional branches, volunteers, and people with MS to do the same

- ✓ Identify employers with whom you may have more contact with in the future. Think about offering a presentation or workshop to managers, the Human resources team, or even to all of the employees.
- ✓ Set times and/or dates for future meetings



Phase 4: Tell the world

1 April- 25th May



- ✓ Adapt and send a press release using the key information from the toolkit and the results from the 2010 and 2011 employment surveys. Include your own nationally specific information - and remember to follow up the press release with phone calls
- ✓ Meet with companies that showed interest in the campaign during phase 3 and talk through any positive steps that they could take in their workplace
- ✓ Agree an action plan with the company. For example: set up an internal working group, start a review of intermittent/fluctuating medical conditions and relevant policies and procedures, develop an employee communication programme about MS,
- ✓ Start promoting your activities on your website, and on social media sites
- ✓ Inform MSIF of your activities and meetings so they can be featured on the World MS Day website
- ✓ Add the World MS Day logo to your email signature
- ✓ Send out a mass email to all contacts asking them to sign the petition to ask that employers and policy makers promote the rights of people with MS to access appropriate work (the petition will close on 20 May and results will be released on 25 May)

Phase 5: Reflect and Evaluate

26th May- 30th June

- ✓ Think about what went well, and what you would do differently next time
- ✓ Complete the World MS Day evaluation survey
- ✓ Upload photos and videos of your activities to Flickr and Youtube
- ✓ Send any other feedback or materials to MSIF
- ✓ Keep in contact with employers who you worked with. If you keep channels of communication open, they will come to you when they have a question or problem
- ✓ Provide assistance and advice where appropriate

