



# My Invisible MS

Raising awareness of the invisible symptoms of MS and its unseen impact on quality of life.



## What's the idea?

The 2019 campaign is called 'My Invisible MS' (#MyInvisibleMS) and the theme is Visibility.

The [My Invisible MS](#) campaign is about raising awareness of the invisible symptoms of MS and the unseen impact of MS on quality of life. The campaign will give a voice to everyone affected by MS to share your invisible MS symptoms and express what you want others to know and understand about MS, in order to challenge common misconceptions and help people understand how to provide the right support. You can also use the theme of Visibility in other ways to achieve your goals.

## How to get involved



### Social media

Create your own poster and share it on social media to raise awareness of the invisible symptoms of MS. You can also download and print your poster.

Share the MS myths infographic: help challenge common misconceptions about MS by giving people the facts.

Share the campaign video to raise awareness of invisible MS symptoms and create solidarity among everyone affected by MS.

Use the #MyInvisibleMS hashtag and share a post expressing what you want people to know about MS: the things about MS they might not otherwise see. You can also include the #WorldMSDay hashtag. **Remember to set your privacy to "public" if you want your post to feature on the World MS Day website.**

### Events

On our website, you'll find a map of all the events happening around the world for World MS Day. You can find out what your local MS organisation is doing or add your own event. You could use the My Invisible MS campaign to encourage people living with MS to join your event and share their experiences and perhaps even boost the visibility of your event by inviting influential figures or decision makers.

### Advocacy

There are several ways you could use the theme of Visibility to influence your decision makers to bring positive changes for people affected by MS. For example, you could highlight the importance of providing support to people affected by invisible types of disability. Or, you could focus on increasing your organisation's visibility, showcasing the important work that you do and calling on decision makers to support it.

World MS Day is an initiative of the members of the MS International Federation.

