

Introduction and guide to MS Brain Health media pack

Thank you for requesting the MS Brain Health media pack. This media pack is intended for journalists and other individuals who work in the media.

In this media pack you will find key information about MS Brain Health, our resources, and the global impact of the initiative, as well as how you can sign up to be an MS Brain Health champion. Please see below for the full contents list.

If you would like to find out more about the MS Brain Health initiative, please visit our website: www.msbrainhealth.org or contact info@msbrainhealth.org.

You can follow us on Twitter [@MSBrainHealth](https://twitter.com/MSBrainHealth) and on [LinkedIn](https://www.linkedin.com/company/msbrainhealth/) to keep up with the latest news.

Media pack contents

- 1. MS Brain Health resources**
- 2. MS Brain Health vision and global impact video**
A short video of MS Brain Health Steering Committee Chair, Professor Gavin Giovannoni, explaining the vision and aim of MS Brain Health, the impact it has had globally and thoughts on the future of MS care
- 3. About MS Brain Health**
Key information about the initiative, covering our vision, mission, challenge and impact
- 4. MS Brain Health strategy 2022–2023**
- 5. MS Brain Health consensus standards**
Expert consensus on standards for timely MS care. This two-page handout contains the key results from Hobart *et al.* International consensus on quality standards for brain health-focused care in multiple sclerosis. *Mult Scler* 2018;25:1809–18.
- 6. Our global impact – infographic**
A one-page infographic highlighting the key findings of our 2020 impact survey
- 7. Our global impact – slides**
A slide set providing an overview of the global impact of MS Brain Health, demonstrated by:
 - findings of our 2020 impact survey, including feedback from healthcare professionals, people with MS and their carers

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- case studies showcasing activities and improvements to care pioneered by groups within the MS community globally as a result of MS Brain Health recommendations and standards

8. MS Brain Health endorsers

The international and national professional and advocacy organizations that endorse the recommendations made in [*Brain health: time matters in multiple sclerosis*](#)

9. MS Brain Health social media channels

10. Become an MS Brain Health champion

11. Testimonials

12. About Oxford Health Policy Forum

MS Brain Health is an initiative run by Oxford Health Policy Forum (OHPF), a not-for-profit community interest company registered in England and Wales (registration number: 10475240). This short booklet gives an overview of OHPF and its work, including the vision and mission of OHPF, the campaigns that OHPF has supported and the impact these have made. The booklet also provides details on how you can partner with OHPF on a policy change programme.