

Linda Morin and her daughter Christa focus on the MS Carnation Campaign and advocating for universal drug coverage in New Brunswick during MS Awareness Month.

OUR MISSION

To be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.

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A Message from Dena



**Dena Simon, President
Atlantic Division**

It's MS Awareness Month!

As I watch the evening news and as we experience continued success with our core fundraising and support programs, I realize that in Canada and throughout the world, MS awareness is at an all time high. People living with MS and their families are taking action for brighter futures and the end to MS.

This month we have had another successful MS Carnation Campaign and at the end of the month, Atlantic Canadians will be taking to the streets in the MS Walk. We will also hold education sessions in Halifax and Moncton that will be broadcast throughout the Maritimes for people with MS and their families to take in from the comfort of their homes.

In June, an education session with Dr. Mark Stefanelli will be broadcast from St. John's, NL via the Telehealth video conferencing system to eight remote locations across Newfoundland and Labrador.

Never before have we been able to reach so many of our members and clients at the same time.

As we move into the summer, the RONA MS Bike Tours in New Brunswick and Nova Scotia will again highlight our dedicated volunteers and participants who make the work of the MS Society possible.

In August, we will partner with Kin Canada, Atlantic District 7 for a special project in conjunction with their National Convention being held in Halifax. We are working with the local organizing committee to host *Drive to end MS*, a golf tournament in support of the MS Society. Kin Canada has played an important role in the success of the Atlantic Division and their influence continues to propel our work in our region.

Our exciting national partnership with A&W will cap off the summer. *Cruisin' for a Cause* on August 26th highlights A&W's commitment to the MS Society and ending MS. A&W promises to achieve even more success than in 2009 and we know that they will come through.

Spring is here and MS awareness is definitely in full bloom.

President
MS Society of Canada, Atlantic Division



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MS Atlantic, Spring / Summer 2010

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Creating Connections

Spring was in the air at the annual Chapter Conference hosted by the Atlantic Division in Halifax on March 26-28th. Fresh ideas and revitalization were the order of the day with over three-quarters of Atlantic Canadian Chapters represented by 14 delegates from around the region.

“I’m delighted to see so many new faces in the Chapter Network,” says Monica Jordan, Director Volunteers and Programs. “All but two delegates were ‘first-timers’ to the Chapter Conference and they are bringing a renewed energy to us, ready to hit the ground running with enthusiasm.”



Shauna MacAdam (Cape Breton), Ted Warren (St. John’s) and Carolyn MacLeod (Charlottetown)



Beverly Vokey (St. John’s), Susan Martin (Halifax) and Brian Hansen (Annapolis Valley)

One of the goals of the conference was to create strong connections between people working at the grass roots of the MS Society and with the work happening at all levels of the organization.

Beverly Vokey, Chapter Secretary, from St. John’s, says she realized at the conference that some of the challenges they have experienced in her Chapter are similar to other Chapters in the region. And, that understanding was very important to her.

“For me the value in the conference as a first time attendee was in being able to talk with the other chapter representatives. Hearing their experiences, what they have tried, what worked, and what didn’t work was invaluable,” says Beverly.

“I also gained a lot of insight as to how the Atlantic Division operates. It was fabulous to meet the staff and to be able to put a face to the names.”

Since coming home Beverly says that she and Ted Warren, St. John’s Chapter Chair, have laid out a plan as to how they would like to see the Chapter progress and have set the steps in motion to get them there.

It looks like new ideas are already beginning to blossom. How could we ask for anything more?



If you would like to find out how to get involved in your local Chapter, please contact Monica Jordan by email monica.jordan@mssociety.ca or phone 1-800-268-7582 ext.226.



A future free from MS is your legacy to give.

Please contact Joanna Hamilton today to learn how your gift can end MS:

Multiple Sclerosis Society of Canada, Atlantic Division
1-800-268-7582 ext 230
joanna.hamilton@mssociety.ca
www.MSlegacy.ca

7 Tips for Caregivers: How to Avoid Caregiver Burnout

By: Emily Murray, BScH, MA (Health Promotion) Candidate

Caring for a person with multiple sclerosis can be extremely rewarding, but it can be exhausting as well. Stress related to caregiving can lead to health problems down the road. Therefore, it is important to take care of your physical, social and mental health needs in order to prevent becoming overwhelmed. A number of researchers have studied this topic and the following is a list of tips compiled from their work on how to handle stress and avoid caregiver burnout.

1. Do not handle everything alone.

It is important to have realistic expectations. You are only one person and you cannot do everything. Get help. Maximize your support network by seeking out resources available through the MS Society, community groups, health professionals and the government. Do not discourage others from helping you and do not feel ashamed by asking for help.

2. Talk to others.

Openly discuss your concerns and fears with someone that you trust. Be aware that you need emotional support too. Talking to others not only relieves stress, but can give you a new perspective on things as well. If joining a support group is of interest to you, contact the MS Society to see what programs are available in your area. Contact health professionals if you have specific health-related concerns.

3. Maintain your social connections.

Do not isolate yourself from your community. Attend social events and participate in recreational activities that are of interest to you. Having social support can have major health benefits and help you maintain your quality of life.

4. Do not avoid your problems.

If you are presented with an obstacle, it is better to focus on the problem at hand and develop a strategy to handle it than to put it aside. Avoiding what is bothering you will only cause you more stress.

5. Take conscious care of your health each day.

Get at least seven hours of sleep a night, eat right and get regular exercise.

6. Take time outs.

It is important to admit when you have had enough and take time away when you can no longer cope with your situation. Create a schedule that is manageable for yourself and the person that you are

caring for. Make sure to include breaks, even if you only allow yourself time away for 15 minutes each day.

This will allow you to increase your efficiency as a caregiver. If respite care is a possibility for you, take advantage of it.

7. Educate yourself about MS.

Information is empowering. MS can be unpredictable, but the more you know about this disease the better prepared you will be both physically and mentally to take on the challenges ahead. Learning about MS will not only allow you to create realistic expectations, but it will help you become a more effective caregiver as well.

Remember that taking care of yourself is not a luxury, it is a vital necessity. By taking care of your own health, you will be in a better position to provide the best care possible. If you are showing signs of stress, or are depressed, make sure that you talk to your doctor.



MS Campaign for Change

May is a time of year when the issues faced by people living with MS and their families become centre stage. MS awareness grows through our annual events like the MS Carnation Campaign and the MS Walk. This year, the MS Society is adding another element to MS Awareness Month by adding an advocacy campaign.

Nationally, we are focusing on income security for people living with MS and supports for their caregivers. Here in Atlantic Canada, we are focusing on the MS Society's fight for universal drug coverage in New Brunswick that will cover the cost of catastrophic drugs for people living with MS, regardless of their income.

In 2007, the Atlantic Division successfully lobbied the Government of Newfoundland and Labrador for catastrophic coverage. Now, New Brunswick and PEI are the only two provinces in Canada without a universal drug program.

Linda Morin has been involved with the MS Society for a little over a year and has just become the Restigouche Chapter Chair and lead of her local Carnation Campaign.



Christa, Linda and Paul Morin

Her husband Paul has become the Chapter Treasurer and now, 28-year-old daughter Christa, who has MS, is lending her voice to the Campaign for Universal Drug Coverage in New Brunswick. It's become a family affair.

"It's hard to believe that I have to worry about the cost of catastrophic drugs just because I live in New Brunswick," says Christa. "What would happen if I lost my job? How would I pay for my treatments? I wouldn't be able to. It would be robbing me of my future."

With a provincial election in New Brunswick on the horizon, we are making the issue of universal drug coverage a prominent one.

This month, the MS Society will launch an online advocacy campaign targeted at elected officials in New Brunswick. The campaign will mobilize Society members, clients, volunteers and participants to ask their MLAs to champion change. Other health charities in New Brunswick, including the Canadian Cancer Society, will take the MS Society's lead in the online campaign for change.



Steve Merrill

Steve Merrill is a long-time Society volunteer. He is the Past Chair of the Moncton Chapter, the new Chair of the Atlantic Division's Government Relations Committee and a New Brunswick resident. He will be leading the MS Society's campaign for universal drug coverage in the province.

"Over the years, we've been successful in bringing attention to the issues. But this time, we're making it clear that we want change," says Steve. "Change that will relieve the financial burden of living with MS in New Brunswick."



A Guide for Caregivers

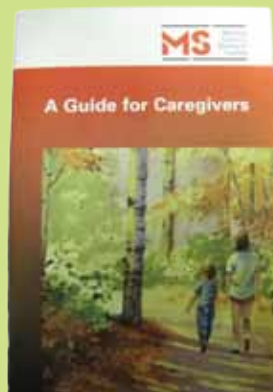
Reviewed by Isabelle Forcier,
Acting Director of Client Services

The MS Society of Canada's Guide for Caregivers is a great resource. It provides good information on different care giving options. Certain questions need to be addressed when a person is considering giving or receiving care. What level of care is needed? Who will provide the care? Are there other options? It is important to know that there are many ways that care can be provided and that your solution may be entirely different than someone else's.

The guide also takes a detailed look at emotional support for the caregiver. The art of care giving is a very rewarding endeavour and there can also be times when circumstances might be overwhelming.

This guide helps caregivers find ways to address the issues they may encounter before they become a problem.

If you would like to receive a copy please contact the Client Services Coordinator at 1.800.268.7582.



Summer Camp for Kids & Teens with MS



Now in its fourth year of operation, the MS Summer Camp for Kids and Teens with MS has proven to be a successful and valuable collaborative youth program between the MS Society of Canada, Easter Seals and the Hospital for Sick Children's Paediatric MS clinic.

The camp is held in Perth Ontario, along the banks of the beautiful Big Rideau Lake and campers range from 8-18 years of age. Among the wide variety of activities including kayaking, swimming, sailing, art, dance, and white water rafting, campers are also introduced to peer support counselors who are successful young adults living with MS. This gives campers the opportunity to meet older peers who have followed their dreams despite their MS diagnosis.

Best of all, the camp is a fully funded program thanks to the generous support of the RBC Foundation and Fondation Bergeron-Jette. So, no matter where you live in Atlantic Canada - Labrador or Summerside - the expenses, including travel, are covered to send your child to camp.

One of the highlights from the 2009 camp was a visit from Aaron Solowoniuk, drummer from the Juno Award winning and internationally acclaimed Canadian pop-punk band, Billy Talent.

One camper describes her experience:

"The best thing about camp was trying all the activities and meeting other campers who have MS just like me."

The program is truly a wonderful opportunity for the campers to interact with other kids with MS in a supportive, inclusive and stress-free environment.

This year's camp will be held from August 14 - 20th. For an application to camp, or more information please visit: www.mssociety.ca/en/help/camp.htm

MS



Campers show off their cool new glow in the dark fans to help them beat the heat of the summer.

Volunteer Creates Legacy for MS

For Dr. Edwin Pineau of O’Leary, PEI, making a special, future donation to the Multiple Sclerosis Society of Canada is a tangible expression of his belief in the work of the Society.

Dr. Pineau, who first became involved with the Atlantic Division Board of Directors in the early 90s, decided to name the MS Society of Canada as the beneficiary of an existing life insurance policy – a gift that allows him to make a significant contribution while only paying a fraction of the ultimate value.

“It’s really quite simple”, says Dr. Pineau. “I pay the premium, the MS Society gets the policy.”

A family physician, Dr. Pineau says it was his patients who initially encouraged him to get involved with the MS Society.

“I had several patients diagnosed with MS who were involved with the Atlantic Division in one way or another, and they convinced me to become active with the Society.”

Retiring from service last year, Dr. Pineau began volunteering for the Society as a representative from PEI, on the Atlantic Division’s Board of Directors. Later, he became a valued member of the Board’s Executive and served as Chair for the Division’s Client Services Committee. He was also involved at the National Board level, and volunteered outside of the Society with the PEI College of Physicians and Surgeons.


Giving a new or existing insurance policy for people who qualify allows people to make a gift of sizable proportions with only a small annual or monthly payment.



Dr. Edwin Pineau, former Atlantic Division Board Member

In addition, there is a tax credit available for immediate tax relief.

“It is extremely useful from a tax perspective,” says Dr. Pineau, “and I certainly had no other charity in mind.”

It is a benefit to Dr. Pineau and a benefit for the MS Society – a true win-win. 

For more information about how to make a Legacy Gift, contact Joanna Hamilton at 1.800.268.7582. or email joanna.hamilton@mssociety.ca

Which Legacy Giving Option is Right for Me?

Bequests

A bequest is a gift that you can make to a charitable organization through your will. It’s simple and easy - and the most popular form of legacy giving.

Charitable Remainder Trusts

In a Charitable Remainder Trust, you donate an asset such as stocks, bonds, or real estate through a trust agreement.

Shares or Securities

Donate shares of stock or securities that have appreciated in value since their purchase and avoid capital gains tax.

RRSPs or RRIFs

You can name a charity as a direct beneficiary for your RRSP, RRIF, or Canada Pension Assets and receive tax benefits.

Life Insurance

With a donation of life insurance, you can make a legacy gift without affecting your current income. You can either donate a new, or existing policy naming the charity as the beneficiary.

Charitable Gift Annuities

Many Canadians choose this type of legacy gift because it allows you to receive income while donating a significant sum of money to a charity.

Residual Interest

With this type of legacy gift, an item of value (such as property) is deeded to the charitable organization, but the donor retains the use of this property for life or a term of years.

New MS Walker Hits the Top

Sarah Oldford is a new participant to the MS Walk with a new approach to fundraising that has landed her in the top spot in Atlantic Canada after just a few weeks. The 33-year-old is the online marketing manager for a Halifax communications and marketing agency. And although she's got her hands full at home with a new baby and three-year-old son, she's using her online savvy to reach out to a network of donors.

Three weeks ago, after getting her MS Walk page set-up for online fundraising, Sarah began writing an internet blog called Walking for Daddy (www.walkingfordaddy.blogspot.com) and so far, she's had over 800 views. That's truly impressive. Starting with a link on her MS Walk page, who knows how far it will spread. And it has, of course, been a contributing factor in the 85 donors to her MS Walk online total of more than \$5,700.

"The blog started out as a bit of a gag to give people a laugh talking about how the children and I were 'training' for the Walk, but it's taken on a life of its own," laughs Sarah. "I grossly underestimated my family and friends with my original goal of \$400.00. We've moved it up to \$7,000 and now we'll see what happens - my family and I are very competitive."

Very competitive and very motivated. Sarah's husband Jeff was diagnosed with relapsing remitting MS three years ago in July 2007 after a major attack of vertigo. They are still adjusting to what that means for their family and their future.

"Jeff's biggest fear is that MS will limit his interactions with the kids. He's been frustrated by many things like his fatigue," says Sarah. "And he was very disappointed when he discovered he no longer had the balance or strength to skate anymore when he took our son Will to the rink for a public skate. With moments like that, we're trying to balance the disappointment with hope."

Sarah also says, a bit tongue-in-cheek, that while writing the blog has replaced the majority of her household chores, it's also become a meaningful way to communicate about multiple sclerosis and how it affects Jeff.

"We recently decided to be more candid about the MS and that full disclosure is going to be our policy. It's important for us to have our friends know what it's like for us."

Originally from New Brunswick, Sarah will be travelling to Miramichi to participate in the MS Walk with her family while also conveniently having a few extra hands around to help out with the children.

Sarah's humour, networking, and blogging talents may help her hang-on to the top MS Walk fundraising spot. Her positive attitude will definitely help her and her family, successfully, navigate their lives with MS - until we can end it.

"We didn't choose to have MS, but we can choose how we react to it."

MS



Sarah Oldford with her husband Jeffrey and son Will



A long line of participants at the MS Walk in St. John's, NL

"We didn't choose to have MS but we can choose how we react to it."

Tried Tested and True

Seventy-five year old Roy Pattison of Pictou Co. sure doesn't know the meaning of taking it easy. Since joining the MS Bike Tour in 1999 he has raised more than \$67,000 through old-fashioned hard-work and dedication. In his own words, Roy describes how he became involved with the MS Society and his tried and true methods for success.

My first ride started when I heard an ad on the radio about biking to Truro and back for MS. So, I registered, did some fundraising and collected \$265.00 the first year, from friends and relatives. Really, I just wanted to bike and see if I could make it. I told my son Robert what I planned to do, and he joined me. Mostly, I think to keep an eye on the old senior, his dad. We didn't know what to expect, but found everything was well organized, as it has always been. I really enjoyed meeting people and talking to some of the folks with MS and learning more about it.

The second year of the Tour, I was excited to get started and to try to get in shape for riding. This has now become an important part of my life. I work out at the gym five days per week and cycle 25 or 30 miles, a few times a week.

Back to the fundraising, I began raising money by writing letters to business contacts and friends. It has become a routine that I do every year mid-May. I also send along a self-addressed stamped envelope. If they want to support me, they don't have to look for an envelope, or a stamp, and I get about an 80% return this way. In the fall, after the final totals are in, I make sure to send thank you letters to those who supported me.

In June, I set up a donation table at different stores and bring with me MS literature and banners. I do not sell anything, or even ask for donations. I let my free MS literature and display do the work for me. I answer questions and talk to anyone who talks to me first. I start at 8 am and stay until 5 or 6 pm regardless, rain or shine. Putting in a full day has given me an average of raising about \$575 per day and I set up several days over the summer.

Now, after eleven years, I have gotten to know quite a few people. Some come by to say hello and let me know they were waiting for me to show up again to make a donation. Some are surprised that I am still around. I'll always remember one young woman in a wheelchair who came by to thank me and we both ended up with tears in our eyes. A sad moment, but I have gotten more out of this over the years than words can say.

The hours I spend doing this are a pleasure and I always say, unlike many people with MS, when I decide to fold up my table, I can walk away and many others are not as fortunate. That is why I ride for everyone with MS.

MS



Roy Pattison at the start of the RONA MS Bike Tour in Windsor, NS



Riders line up at the start line in Windsor at the RONA MS Bike Tour in Nova Scotia

2010 MS Research Teleconference with Dr. Ruth Ann Marrie



Dr. Ruth Ann Marrie

The Multiple Sclerosis Society of Canada is proud to announce the 8th Annual MS Research Teleconference.

Wednesday, May 27, 2010
7:00 to 9:00 pm, Atlantic Time
7:30 to 9:30 pm, Newfoundland & Labrador

This year's guest speaker will be Dr. Ruth Ann Marrie, Director of the Winnipeg MS Clinic. Dr. Marrie's major research interests involve the epidemiology of MS. Her work in Manitoba focuses on describing the incidence and prevalence of multiple sclerosis in the region and aims to evaluate the impact of co-morbidity on a range of health outcomes in MS.

The teleconference follows a talk-show format. A short presentation will be followed by a moderated question and answer section.

This is your chance to hear the latest on MS research as well as to have general questions answered by one of Canada's leading neurologists.

Deadline for registration is May 25, 2010

Participants can submit a question through the online registration form, by way of **Twitter(@MSSocietyCanada)** or through Facebook (**Facebook.com/MSSocietyCanada**).

How to register:

1. Online at www.mssociety.ca/teleconf_research
2. Call 416-922-6600 or 1-866-922-6065 extension 3177

For more details email: claudette.villena@mssociety.ca

endMS.ca

CCSVI Research

Chronic cerebrospinal venous insufficiency research operating grants are currently under review and will be announced in June.

For more information go to mssociety.ca/ccsvi

Telehealth Education Session in Newfoundland & Labrador



Managing MS: New and Emerging Trends

Dr. Mark Stefanelli, MD FRCPC
 Director of Memorial University MS Clinic
 St. John's, NL

Janet Brown, RN MSCN
 Neurology / MS Coordinator
 St. John's, NL

This education session will be broadcast from St. John's via the Telehealth video conferencing system to eight remote locations in Newfoundland and Labrador including: Corner Brook, Goose Bay, Gander, Labrador City, Burin, Grand Falls, St. Anthony and Port Aux Basques.

Wednesday, June 16th
6:30 pm - 8:00 pm

RSVP

Please RSVP to ensure presentation handouts will be available by phoning the MS Society at 1-800-268-7582 ext. 236 or by email atlantic@mssociety.ca by June 7th.

Questions?

Questions for the presenters must be submitted in advance in the same manner.



This education session is being supported by Biogen Idec Canada Inc. through an unrestricted educational grant.

RONA MS BikeTour

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MS Fundraiser Goes ~~Cosmic~~ Cause-mic



Christina O’Callaghan, Captain of the Power Peddlers and 34-year-old mother of three, is used to thinking outside the box when it comes to keeping her family life running smoothly. As the mother of twin, seven-year-olds and a four-year-old, she has to find ways to do multiple jobs at the same time and she was inspired to do just that during a family outing.

“My husband Keith and I came up with the *Cause-mic Bowling* idea after a fun-filled afternoon of cosmic bowling with our three kids,” says Christina. “The kids always want to help out with raising money for a good cause and they love to bowl, so we thought it would be a great idea to combine the two.”

The Power Peddlers Team, with Christina at the helm, has been participating in the RONA MS Bike Tour in Nova Scotia since 2008 and has grown from its original four members to eleven strong. Christina says she always wanted to participate in the Tour and has people close to her who have recently been diagnosed with MS. So far, the team has raised \$7,021 and seems to be well on its way to passing the \$10,000 mark by the end of the season.



Christina O’Callaghan

The Power Peddlers host *Cause-mic Bowling* at the Super Bowl in Lower Sackville as a fundraiser for the RONA MS Bike Tour.

To start, Christina and the team booked the Super Bowl in Lower Sackville for *Cause-mic Bowling* because it was a convenient location with a good atmosphere. Once booked, they pre-sold tickets to ensure they covered their costs and guaranteed a minimum amount of money raised, regardless of actual attendance. Next, they collected prizes from local businesses using a letter prepared by the MS Society and then promoted the event on the free Community Events listing on their local radio station. Finally, rounding out their efforts, the Power Peddlers sold 50/50 tickets during the event as another way to add to the *Cause-mic Bowling* total.

“The Power Peddlers give us a perfect example of how you can take a simple idea and customize it to suit your personal needs,” says Daniel Robinson, Development Coordinator, MS Society, Atlantic Division. “They took this family activity and turned it into a great way to raise funds for their team and still have fun.”

“Everyone seemed to have a great time,” says Christina. “My hope is that the word will catch on and it will become bigger and bigger each year!”

Having hosted one successful event already this year, Christina and the Power Peddlers are setting their sights on the next one - an annual yard sale with lemonade stand hosted by the children. Good luck and good selling ahead.



If you have an idea for your own fundraiser, whether it’s big or small, contact the Development Department at the MS Society at 1-800-268-7582 and they’ll be happy to help you turn your idea into reality!

“The Power Peddlers give us a perfect example of how you can take a simple idea and customize it to suit your personal needs.”

MS WALK DAY SUNDAY, MAY 30th Walk Locations

MS Walk Site	Location	Check-in Time	Walk Time
Antigonish	Royal Canadian Legion	9:00 am	10:00 am
Charlottetown	HMCS Queen Charlotte	2:00 pm	3:00 pm
Corner Brook	Pepsi Centre	1:00 pm	2:00 pm
Fredericton	Royal Canadian Legion	10:00 am	11:00 am
Halifax	Dalhousie Memorial Arena	11:30 am	1:00 pm
Miramichi	Beaverbrook Kin Centre	1:00 pm	2:00 pm
Moncton	Moncton Press Club	9:00 am	10:00 am
New Glasgow	Trenton Park	1:00 pm	2:00 pm
Saint John	Centre Samuel de Champlain	10:00 am	11:30 am
St. John's Mount Pearl	Reid Community Centre	8:30 am	10:00 am
St. Stephen	St. Stephen High School	9:00 am	10:00 am
Sydney	The Armouries	1:00 pm	2:00 pm
Truro	Bible Hill Central Elementary School	1:00 pm	2:00 pm

MS WALK
EVERY STEP MATTERS.



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the one that **ends**
multiple sclerosis.

Presented by



ATLANTIC CANADA

Sunday, May 30, 2010

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National Sponsors



Membership and Donation Form

Name: _____

Address: _____

City: _____ Province: _____

Postal Code: _____ Tel: _____

Email: _____

Spouse: _____

Person with MS Yes No

Membership is complimentary for a person with MS.

Individual memberships are \$10

Membership Renewal Yes No

Donation / Fee Enclosed \$ _____

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*Please attach a void cheque for automatic withdrawal from your bank.

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(withdrawn on the 15th day of each month)

Credit Card # _____

Expiry Date _____

Signature _____



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