

# **Introduction to**

# **MS Help**

**A toolkit for staff  
and volunteers**

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# Welcome to the MS Help Toolkit

This toolkit is here to help staff and volunteers of the MS Society understand MS Help and feel confident talking about it. Inside, you'll find clear information about:

- what MS Help is
- how we've improved access to support
- what this means for people affected by MS
- practical resources you can use in conversations and communications

This guide is here to make things simpler and help us explain MS Help clearly and consistently.

If you have suggestions for improving this toolkit, please contact:  
ServicesComms@mssociety.org.uk

## Glossary

These are key definitions to help you understand what is new with MS Help. Later in the toolkit, we share some tips to help you talk about MS Help with your audiences and communities.

<b>MS Help</b>	MS Help is the new way of finding and accessing our services and support. Launched in April 2026, it brings together our national services, local groups and online support so they feel more connected for our MS community.
<b>MS Help Hub</b>	The MS Help Hub is the central resource people can go to get expert guidance, tailored support and trusted information. It can be accessed from anywhere in the UK by phone, email, webchat or through the MS Society website. It acts as a starting point and helps connect people to the right support – including local groups and services.
<b>MS Help Team</b>	MS Help Teams are staff based in different regions and nations. They combine service support and development, using local knowledge to respond to the needs of people in their area.

# About MS Help

## What is MS Help and why have we made this change?

We want to make life better for everyone affected by MS. When people in the MS community told us our services could be hard to find and not always joined up, we listened and MS Help is our response.

It's a simpler, more connected way for people to find and access our services.

## What's changed?

The way people access support has been simplified.

We've introduced the [MS Help Hub](#) - a single starting point for information and support. Whether someone phones, emails or uses webchat on our website, they will come through to the Hub and be guided to the right service, team or local group.

Beyond volunteer support, MS Help teams actively build and nurture local partnerships with healthcare providers, community organisations and other charities to strengthen support networks for people affected by MS. They identify emerging needs within their local areas and respond by shaping and developing services that are relevant, accessible and community led.

## What this means for staff and volunteers

- MS Help teams provide service development and volunteer support by region and nation
- There is now one clear place to direct people who need support
- People can still contact local groups directly
- The MS Help Hub helps people find the right services - including local ones

# How people can access support - The MS Help Hub

## Getting Started

People can access support in whatever way feels easiest or most comfortable for them. This might be through:

- [our website](#)
- phone
- email
- webchat
- connected via groups or local volunteers
- connected via another team or social media

## What this means for staff and volunteers

If someone asks for support, you don't need all of the answers, you can simply guide them to the [MS Help Hub](#). A trained support adviser will help them explore what support they might need.

MS Help is designed to feel joined-up and responsive. As someone's needs change, the support they receive can too.

Call: **0808 800 8000**

Email:

**[helphub@mssociety.org.uk](mailto:helphub@mssociety.org.uk)**

Our MS Help Hub support advisers are available Monday - Friday, 9am-5pm, excluding bank holidays.

# What support is available through our MS Help Hub?

Once someone connects with the Help Hub (see Page 6 for how that works), they can access a wider range of services. The key difference is that they don't have to navigate and decide which services to choose - we help guide them.

People contacting the MS Help Hub will also have the option to share their details with us. So they won't need to tell us their story every time they get in contact.

Through MS Help, people can access:

- trusted, evidence-based MS information and resources
- online courses and Living Well programmes
- specialist one-to-one support, including emotional and practical guidance
- local events and activities
- local groups and community support
- signposting to external organisations where appropriate
- digital tools and the MS community forum

For a full list of the services we offer visit [www.mssociety.org.uk/ms-help-hub](http://www.mssociety.org.uk/ms-help-hub)

## What does MS Help look like in real life?

MS Help supports people at different stages of their journey with MS. This example shows how someone like Elizabeth might experience MS Help during a period of change.



# The role of volunteers in MS Help

We simply couldn't provide the support and services we do without our volunteers.

Around 3,000 of you help deliver support to the MS community across the UK. This includes emotional support, physical activity services and financial grants.

Volunteers are involved across every part of our work, and we want everyone to feel confident to talk about MS Help. MS Help doesn't change the vital role volunteers play; it strengthens it.

As part of MS Help, we've introduced regional MS Help Teams.

## MS Help teams will:

- Work locally to develop new services and support that responds to the needs of the community
- Support groups, service partners and independent volunteers in their region or nation
- Bring together advice, development and practical support
- Help ensure volunteers feel connected to the wider organisation

We'll make it easier for volunteers to focus on what matters most - supporting people affected by MS. While feeling well supported, informed and connected themselves.

We hope all volunteers will also help share information about MS Help with their networks.

## How staff and volunteers can signpost people to support

Staff and volunteers play an important role in helping people access support.

In your role you might meet people who have questions about MS and accessing support. The MS Help Hub as a clear starting point. You can also recommend that health care professionals signpost people to the Hub, too.

### You can do this by:

- sharing the MS Help Hub phone number
- directing them to the [website](#)
- sharing the QR code (from your phone or a leaflet)
- explaining that the Hub can connect them to both national and local support

Signposting doesn't replace the support you already give, but it adds another option. It's especially helpful when:

- someone needs specialist or one-to-one advice
- their situation is changing
- they need support outside you or your group's usual activities
- you want to make sure they're aware of everything available

# Messaging support for staff and volunteers

You already know how to communicate in a way that feels right for your audience. This section isn't about giving you a script or telling you what to say. It's here to make things easier by sharing a few simple messages you can use when talking about MS Help.

## These messages help us to:

- explain MS Help clearly and consistently
- make sure people receive accurate information
- keep national and local communications joined up

## How to talk about MS Help and the MS Help Hub

MS Help brings our support together, making it easier for people living with MS to find information, speak to someone who understands, and access support that's right for them.

The MS Help Hub is your starting point to contact us for information and support. When someone reaches out to us, whether online, by phone, email or webchat, they'll come through the Hub. From there, one of our Hub Support Advisers will listen to what they need and work with them to find out what might help.

## The messages to lead with

### **MS Help was shaped by feedback from the MS community**

People told us that support could sometimes be hard to find or feel disconnected. MS Help is our response — bringing services together so support is easier to access and navigate.

### **MS Help makes support simpler**

The support we offer hasn't changed - the way people access and experience it has.

### **Support is tailored to the individual**

Help is based on what someone needs in that moment, not a one-size-fits-all approach.

### **MS Help supports people at different stages of their MS journey**

We'll build a relationship with people who contact us for help and support so that when their needs change MS Help adapts with them.

### **Local support still matters**

Volunteers and local groups remain at the heart of what we do, and play a crucial role in providing support.

# Ready to use resources

Our resources are designed to help you apply the key messages in your own communications. As well email, and social media copy you can use, we've produced an A5 leaflet you can share with your audiences and a FAQs document to help you easily answer any questions.

.You can find logos and other assets on Vol Web/ Assemble (volunteers) / Axon (staff) .

## **Assemble**

Folder for ready to use resources:

- [Toolkit email and social copy.](#)
- [Leaflet](#)
- [Welsh leaflet](#)
- [FAQs](#)

## **Volunteer website**

Folder for ready to use resources

- [Toolkit emails and social copy.](#)
- [Leaflet](#)
- [Welsh leaflet](#)
- [FAQS](#)

## **Axon**

Folder for ready to use resources:

- [Toolkit email and social copy.](#)
- [Leaflet](#)
- [Welsh leaflet](#)
- [FAQs](#)



# FAQS, contacts and support for you

If you have questions about MS Help, this toolkit, or how to share information about MS Help, support is available.

You can contact the following teams for help:

- Questions about the launch of MS Help - **Services Communications team** – [\*\*ServicesComms@mssociety.org.uk\*\*](mailto:ServicesComms@mssociety.org.uk)
- Questions about the MS Help Hub - **MS Help Hub team** - [\*\*HelpHub@mssociety.org.uk\*\*](mailto:HelpHub@mssociety.org.uk)
- Questions about messaging, communications or using this toolkit, print ready versions of the toolkit or flyer or for other language versions of the resources in this toolkit, **Brand and Marketing team** - [\*\*marketing@mssociety.org.uk\*\*](mailto:marketing@mssociety.org.uk)
- Questions about volunteering, local groups or community delivery, Volunteer Support team **VolunteerSupport@mssociety.org.uk**

If you're unsure who to contact, feel free to reach out to any of the teams above and we'll help direct your enquiry.

This toolkit will continue to be updated as MS Help develops, and new resources will be shared through Assemble for volunteers, and Axon for staff.

