

National MS Society Policy and Guidelines

Externally produced books

The National MS Society maintains the largest collection of MS information in the world, including literature produced by the Society and externally published materials, and receives numerous requests by authors and publishers asking to be included in the online multimedia library nationalmssociety.org/Resources-Support/Library-Education-Programs/Books.

Guidelines and Policies

1. As a trusted and reliable source of information, the Society does not promote externally-published information without a review of the materials, including clinical or scientific review where necessary.
 - a. Individuals, groups or organizations are welcome to submit a book for consideration by sending one copy, contact information and a brief bio of the author to: Doris Lill, National Multiple Sclerosis Society, 900 South Broadway, Suite 200 Denver, CO 80209.
 - b. For questions regarding submissions, please contact Doris Lill at 303-698-6100, ext. 15167 or Doris.Lill@nmss.org.
 - c. Management of materials review is based on volume, and a subsequent response may take up to 120 days.
 - d. The Society will not undertake efforts to influence distribution or placement outside of the channels we own or control. This means that we do not take action as an organization to contact local or national media, to influence distribution or use of a third party asset.
 - e. We refrain from endorsements of any kind, including political party or candidate, product, organization, etc.

Promoting Approved Books/Working with Authors

The Society values everyone who is a part of the MS movement and the many contributions each person makes. Because of limited resources, we are unable to promote individual books and topics through our marketing channels or externally on behalf of an approved author. Following are opportunities the Society can consider in collaboration with authors for approved books:

- Chapter can potentially profile author in local market if there is a tie in to highlight them as an example of a person with MS/healthcare provider/care partner, etc. making every connection count. The book itself would part of a larger message and not a promotion for the book. For example, during MS Awareness Week, Walk MS, Bike MS, etc.
- Author's book publisher can leverage a news hook like MS Awareness Week, Walk MS, Bike MS, etc. in their messaging as a reason for 'why now' to feature the author in the media.
- Regarding both national and local visibility, the Society can potentially offer a spokesperson to talk about the many ways people can get involved in the MS movement or talk about medical and research advancements, depending on the opportunity and media channel.

Book Review Process

The Society will review externally published books on a quarterly basis to be considered for inclusion in the Society's online multimedia library and other Society content channels, ensuring alignment with organizational values and their ability to inspire hope and address the challenges of living with MS with an overall positive theme.

Books submitted for consideration should provide information in one of the following areas relevant to people living with MS and must increase knowledge or improve quality of life:

- MS Knowledge (i.e. disease information, epidemiology, etiology, history, research)
- Healthy Living and Symptom Management
- Family and Carepartners
- Employment, Insurance and Financial Planning
- Children's Books

Autobiographies, personal stories, fiction and poetry are not subject for review. All authors are welcome to post these on msconnection.org.

Books will not be considered for a full review if they:

- Include promotion of unproven theories
- Endorse a political party or candidate
- Present conflict (depression, negative tone) without resolution
- Portray traditional medical practices in an overly negative way
- Promote conspiracy theories

- Claim to have the cure for MS
- Include misinformation or claims not accepted by the medical community
- Contain explicit or implied promotion of individuals, organizations, products or theories
- Include recommendations that do not support Society policies (such as suicide)
- Include recommendations that are not realistic or relevant
- Are self-published or not edited and published through a mainstream publishing house
- Were published more than five years ago

Please note, the Society will not purchase copies of books or distribute books to any location, Society or otherwise.

Timeline:

Books will be reviewed quarterly; the submission deadlines are as follows:

October 1

January 2

April 1

July 1

A confirmation email acknowledging receipt of the submission will be sent to the email address provided. Determinations on whether a book will be reviewed will be made by the end of that review cycle – approximately 120 days later. If the book is approved, the author (or publisher) will be notified and a brief summary of the book with relevant links will be posted on the Society's online Multimedia Library.

If an author/publisher does not hear from a Society representative within four months of receiving notification that the book was received, it means the book did not meet the criteria for a full review and will be donated to a local library. Authors are always welcome to post their books on msconnection.org.