



# EVERYDAY MATTERS

## Media Backgrounder

**Everyday Matters** is an innovative program that draws on practical and scientific applications of positive psychology to help enhance the outlook and overall well-being of those living with or affected by Multiple Sclerosis (MS). *Everyday Matters* will use multimedia tools and an interactive website to provide new resources and follow the stories of people affected by MS as they learn to use positive psychology in their everyday lives. This is a joint program developed by the National MS Society and Genzyme, a Sanofi company.

### Positive Psychology

- Positive psychology, the scientific study of what makes people thrive, has found a strong connection between an individual's mindset, social support and well-being.
- The study of positive psychology emerged in response to a reaction against using psychology to solely focus on mental illness, and a growing interest in using science to understand more about human strength and resilience regardless of specific circumstances. The field of positive psychology is now at the center of numerous research centers and university programs. The positive psychology course has been one of the most popular offered at Harvard University.

### The *Everyday Matters* Team

- Renowned positive psychology expert Shawn Achor has teamed up with Kristen Adams and Michelle Clos – two women living with MS whose everyday life experiences are uniquely shaped by their choices to maintain a positive mindset.
- Shawn, Kristen and Michelle will work hand-in-hand with five individuals affected by MS from across the country as they map out strategies for achieving a personal goal or overcoming a challenge.



**Shawn Achor**, creator of the positive psychology tools used throughout *Everyday Matters* and author of *The Happiness*

*Advantage*, is a positive psychology expert who spent nearly a decade conducting research and lecturing at Harvard University.



**Kristen Adams**, *Everyday Matters* interviewer and video host, is an Emmy-award

winning producer who has worked extensively on national news programs, including *Good Morning America* and *PrimeTime Live*.



**Michelle Clos**, *Everyday Matters* certified personal coach, re- focused her career toward

coaching after her MS diagnosis. Michelle has worked closely with people affected by MS on wellness and stress management plans and work/life balance challenges.

[www.everydayMSmatters.org](http://www.everydayMSmatters.org)