

## **Brain Awareness Week 2024**

# March 11th - 17th OUTCOMES REPORT

## WHAT IS BRAIN AWARENESS WEEK?

National Brain Awareness Week is an annual initiative which aims to promote greater awareness and understanding of the brain and brain conditions. It is one of the Neurological Alliance of Irelands (NAI) key

campaigns, and preparation and planning starts months in advance. The profile of the week continues to grow year on year as a dedicated awareness raising opportunity which brings together the wider neurological community throughout Ireland.

## DID YOU KNOW?

There are 800,000+ people living in Ireland with a neurological condition and the NAI is a national umbrella organisation for the 33 + groups that represent them.



## WHO IS INVOLVED?

Brain Awareness Week Partners (37+ Patient Organisations & Research Groups)

33+ NAI members

25+ Neurology Groups

Neurology & Psychology Departments

Hospitals

HSE

Department of Health

National Dementia Office

National Universities

Schools Nationwide

Hospital Staff

Family Members & Carers

and Many More



## **BRAIN AWARENESS WEEK Initiatives**

#### **NAI Video Series**

I Support Brain Awareness Week



## 1000+VIEWS

#### **Brain Awareness Week Toolkit**

Packed full of downloadable promotional materials and resources. to be used across social media pages and websites.

Download The BAW Toolkit

► BAW TOOLKIT & INFO PACK <

## **Launch of NAI Patients Deserve Better Campaign**







## **Brain Awareness Week 2024 Also Featured**

- NAI series of Brain Facts/Did You Know flyers across our social pages and website
- NAI Profiling our Partners flyers across social media
- NAI Brain Tips flyers across our social pages
- Online Calendar Of Events on nai.ie
- Support from our Brain Awareness Week Patron, International Irish Actor Michael Fassbender
- NAI issued a series of targeted communications, including Press Releases and personal stories throughout week





1 in 3

According to the World Health Organisation 1 in 3 people will experience a neurological condition in their lifetime

Brain Awareness Week March 11th - 17th

Neurological disorders affect up to 1 billion people worldwide, nearly 1 in 6 of the worlds population Brain Awareness Week March 11th - 17th

nail MEUROLOGICAL ALLIANCE

1 in 6

LOVE MARINESS WWW.nal.ie

Calling for regional neurology services in 5 hospitals across the country, in Bantry, Wexford, Mayo, Portlaoise & Letterkenny



**526** Retweets

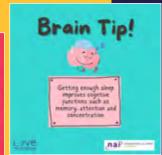
125 likes a day Over **95K** impressions

Facebook & Instagram

Followers Up 25%

Overall reach up 35%







## **MEDIA COVERAGE**

Neurological conditions now leading cause of ill-health worldwide, finds study

Numbers being with or dying from disorders such as stroke rises dramatically in 3. drs people - 47% of global





Neurological conditions 'leading cause of disability and ill health worldwide'



## THANK YOU

A massive thanks to all Brain Awareness Week partners, NAI members and the wider neurological community who made March 11th to 17th, the successful week that it was. Together we all promoted greater awareness and understanding of the brain and brain conditions, as well as the need for investment in services.

### **GET INVLOVED**

Contact Sinéad today at sbradley@nai.ie



