



# BRAIN AWARENESS WEEK Initiatives

## NAI Video Series

I Support Brain Awareness Week

Watch All The Videos At:

▶ I SUPPORT BAW ◀

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 & Info Pack At:

▶ BAW TOOLKIT & INFO PACK ◀

## Launch of NAI Patients Deserve Better Campaign

See [www.patientsdeservebetter.ie](http://www.patientsdeservebetter.ie)  
Calling for regional neurology services in 5 hospitals across the country, in Bantry, Wexford, Mayo, Portlaoise & Letterkenny

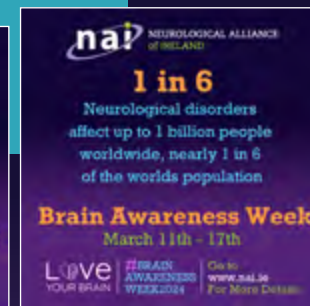
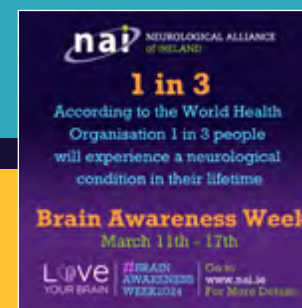


# MEDIA COVERAGE



# Brain Awareness Week 2024 Also Featured

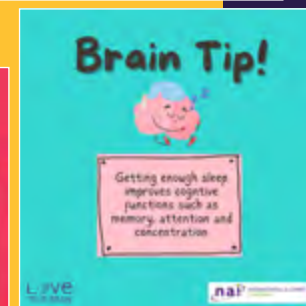
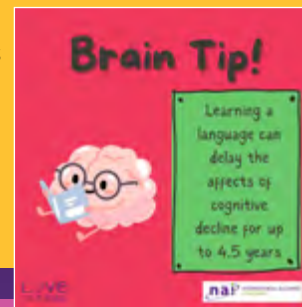
- NAI series of **Brain Facts/Did You Know** flyers across our social pages and website
- NAI **Profiling our Partners flyers** across social media
- NAI **Brain Tips** flyers across our social pages
- Online **Calendar Of Events** on nai.ie
- Support from our Brain Awareness Week Patron, International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



# Brain Awareness Week In Numbers

526 Retweets  
125 likes a day  
Over 95K impressions

Facebook & Instagram  
Followers Up 25%  
Overall reach up 35%



# 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 INVOLVED

Are you interested in getting involved in BAW 2025?  
Contact Sinéad today at [sbradley@nai.ie](mailto:sbradley@nai.ie)

