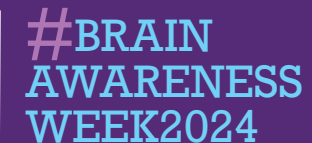




Brain Awareness Week 2024


March 11th - 17th

INFORMATION PACK



What is National Brain Awareness Week?

National Brain Awareness Week is an annual initiative organised in March each year by the Neurological Alliance of Ireland to promote greater awareness and understanding of the impact of living with a neurological condition, as well as the need for investment in services, research and prevention.



The poster features the NAI logo at the top left, followed by the text '800,000 Neurological conditions affect the brain and spinal cord Over 800,000 Irish people are living with a neurological condition'. Below this is 'Brain Awareness Week March 11th - 17th'. At the bottom, there are three columns of text: 'Love YOUR BRAIN', '#BRAIN AWARENESS WEEK2024', and 'Go to www.nai.ie For More Details'.

nai NEUROLOGICAL ALLIANCE
of IRELAND

800,000
Neurological conditions
affect the brain and spinal cord
Over 800,000 Irish people
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neurological condition

Brain Awareness Week
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Love YOUR BRAIN | #BRAIN AWARENESS WEEK2024 | Go to www.nai.ie For More Details

The Neurological Alliance of Ireland

The Neurological Alliance of Ireland (NAI) brings together 30 non-profit organisations to advocate for the rights of 800,000 people in Ireland living with a neurological condition.

Neurological conditions affect the brain and spinal cord. They are the leading cause of disability throughout the world and include many common conditions such as stroke, dementia, migraine, epilepsy and acquired brain injury as well as rare and genetic conditions.

Founded in 2003, the NAI advocates for the development of quality services for people with neurological conditions. Our campaigns are rooted in the experience of our members and the people and families with whom they work. We provide a united and expert voice on neurological care through advocacy, policy development, and awareness raising.

How Can You Show Your Support for Brain Awareness Week?



GET INVOLVED ON SOCIAL MEDIA

Share videos and photos from your Brain Awareness Week events on social media using the hashtag [#BRAINAWARENESSWEEK2024](#)

FOLLOW US

Stay up to date with the latest news from this year's Brain Awareness Week by following us on Facebook, X and Instagram and use the hashtag [#BRAINAWARENESSWEEK2024](#)

DOWNLOAD OUR MATERIALS

Download our [>Brain Awareness Week 2024 Toolkit<](#). It is jam packed with all you will need to raise awareness throughout the week. You can download our banners, flyers, profile pics, infographics, a series of brain facts and so much more.

ORGANISE AN EVENT

Organise an event to raise awareness of neurological conditions. Some ideas include an information stand or information seminar, webinar, coffee morning, fundraiser, art photography exhibition, sports event or run/walk for brain awareness or meet with your local public representatives.

Send details to sbradly@nai.ie of any events (online or in person) that you are hosting, no later than March 1st 2024, so it can be included in our online calendar of events. Don't forget to include contact details for how people can find out more and take part. NAI will be posting on all social media platforms from early March with details of our Partners events. Get yours in early!

GET POLITICAL

Brain Awareness Week each March provides an opportunity to raise awareness with elected representatives. The Neurological Alliance of Ireland runs dedicated advocacy campaigns seeking to improve services for people living with neurological conditions throughout Ireland.

Read about our Previous Campaigns at [>NAI Patients Deserve Better <](#)

CONSIDER BECOMING A BRAIN AWARENESS WEEK PARTNER

National Brain Awareness Week is currently supported by over 35 patient organisations and research groups. You don't have to be a partner to get involved. However, there are added benefits to becoming a Brain Awareness Week Partner.

5 Good Reasons to Become a Brain Awareness Week Partner

- As a partner your logo will appear on our Partners Flyer and on the NAI website

- Your logo will appear on any partner promotional material used on our social media pages and website
- NAI will promote your event/s on our online calendar
- NAI will promote your event/s on all social media pages
- NAI will highlight the ongoing work of all partners through a series of Profiling Our Partners posts across all of our social media pages and our website.

To enquire about becoming a Brain Awareness Week Partner organization, email sbradley@nai.ie



The flyer is divided into two main sections. The left section has a dark purple background and features a colorful brain graphic at the top, composed of interconnected nodes in orange, pink, blue, and purple. Below this is the NAI logo, which includes the text 'nai' in a stylized font and 'NEUROLOGICAL ALLIANCE of IRELAND' in a smaller font. The main title 'Brain Awareness Week 2024' is written in large, white, bold letters, with the dates 'March 11th - 17th' in green below it. At the bottom left, there is a 'Love YOUR BRAIN' logo, a hashtag '#BRAIN AWARENESS WEEK2024', and a call to action 'Go to www.nai.ie For More Details'.

The right section has a white background and is titled 'BRAIN AWARENESS WEEK PARTNERS' in green. It displays a grid of 35 partner logos, including: ACQUIRED BRAIN INJURY IRELAND, the Alzheimer SOCIETY OF IRELAND, An Saol, National Learning Network, Chronic Pain Ireland, HEADWAY, Parkinson's Ireland, MS Ireland, PSPA, HELLO BRAIN, RehabGroup, Neuroscience Ireland, MIGRAINE IRELAND, n00n future, SUPER BRAIN, Irish Motor Neurone Disease Association, seán's tacaíochtá chineleacha decision support service, EOPD.ie, GENETIC RESEARCH IN FAMILIAL ALS, Aphasia Ireland, Epilepsy Ireland, Irish Brain Council, Irish Hospice Foundation, Neurological Institute, Polio Survivors Ireland, Huntington's Disease Association of Ireland, NEONATAL AND CHILDREN'S BRAIN CONSORTIUM IRELAND, enable ireland, ACT, bti, CHESHIRE Ireland, NRH National Rehabilitation Hospital, and Neurology Support Centre.

Did you Know?



1 in 6

Neurological disorders affect up to 1 billion people worldwide, nearly 1 in 6 of the worlds population

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1 in 3

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

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€336 billion

The cost of neurological disorders in Europe alone is 336 billion euros annually and growing

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600

There are an estimated 600 neurological conditions including many rare neurological conditions

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We are here to help

If you have any queries about Brain Awareness Week 2024, we'd be delighted to answer them and provide any further information. Contact Sinead at sbradley@nai.ie



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