



National Brain Awareness Week

March 15th - 21st 2021

Go to www.loveyourbrain.ie for more details

#loveyourbrain2021
#brainawarenessweek2021



Communications Pack

Brain Awareness Week March 15th to 21st 2021



National Brain Awareness Week

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Theme for 2021: Promoting Access to Services



Love Your Brain Campaign

www.loveyourbrain.ie

- **Love Your Brain** is an awareness campaign led by the Neurological Alliance of Ireland (NAI) to coincide with National Brain Awareness Week March 15th to 21st 2021. The campaign aims to promote greater awareness and understanding of the brain and brain conditions as well as the need for more investment in services, research and prevention.
- **Love Your Brain** is supported by over thirty patient organisations and research groups which will be involved in organising events for Brain Awareness Week throughout Ireland.



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www.loveyourbrain.ie is a DEDICATED WEBSITE for Brain Awareness Week developed by NAI

The Website Includes Four Sections:

- Understanding Your Brain
- Keeping Your Brain Healthy
- Living With a Neurological Condition
- Promoting Brain Health

It features links to publications, information videos, research news, partner logos and a calendar of events taking place nationwide throughout Brain Awareness Week.



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Brain Awareness Week 2021 Materials

- **Love Your Brain Main Flyer** (outlines the dates, website address and hashtags for Brain Awareness Week 2021)
- **Facebook and Twitter Profile Pictures**
- **Facebook and Twitter Banner Pictures**

All material can be used in the lead up to and during Brain Awareness Week on websites and social media pages as well as any promo flyers.

Brain Awareness Week 2021 Main Flyer



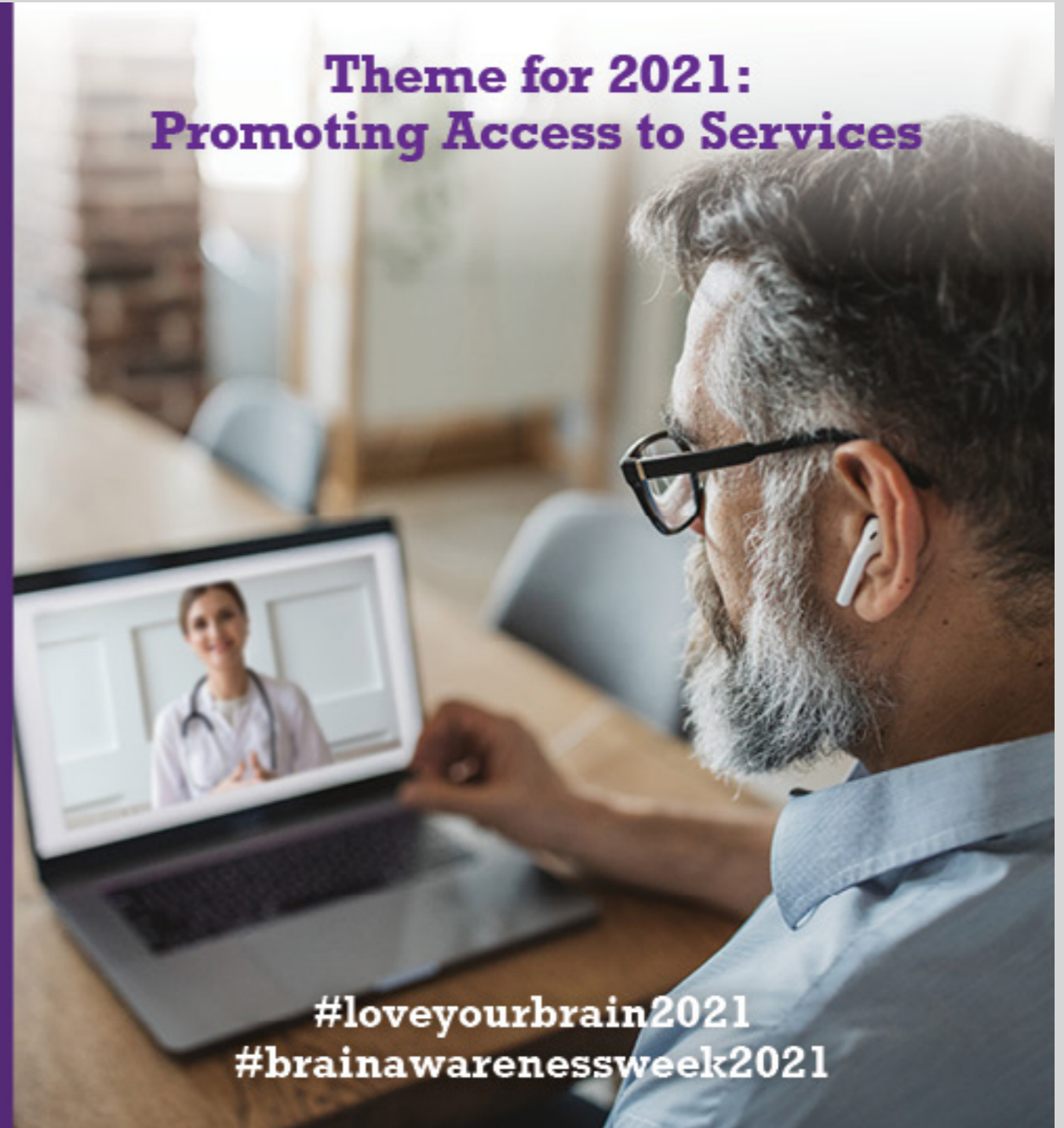
National Brain Awareness Week

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LOVe
YOUR BRAIN

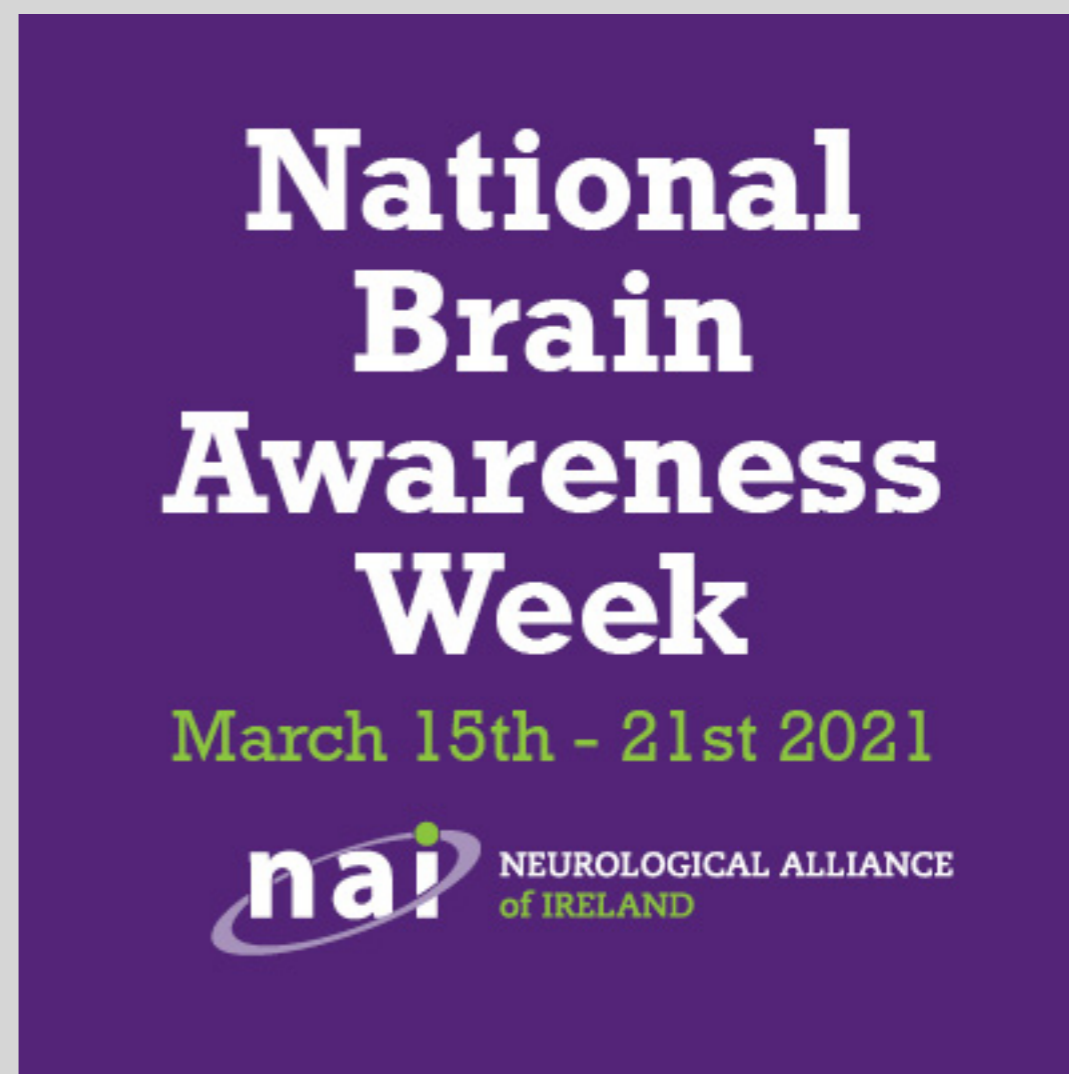
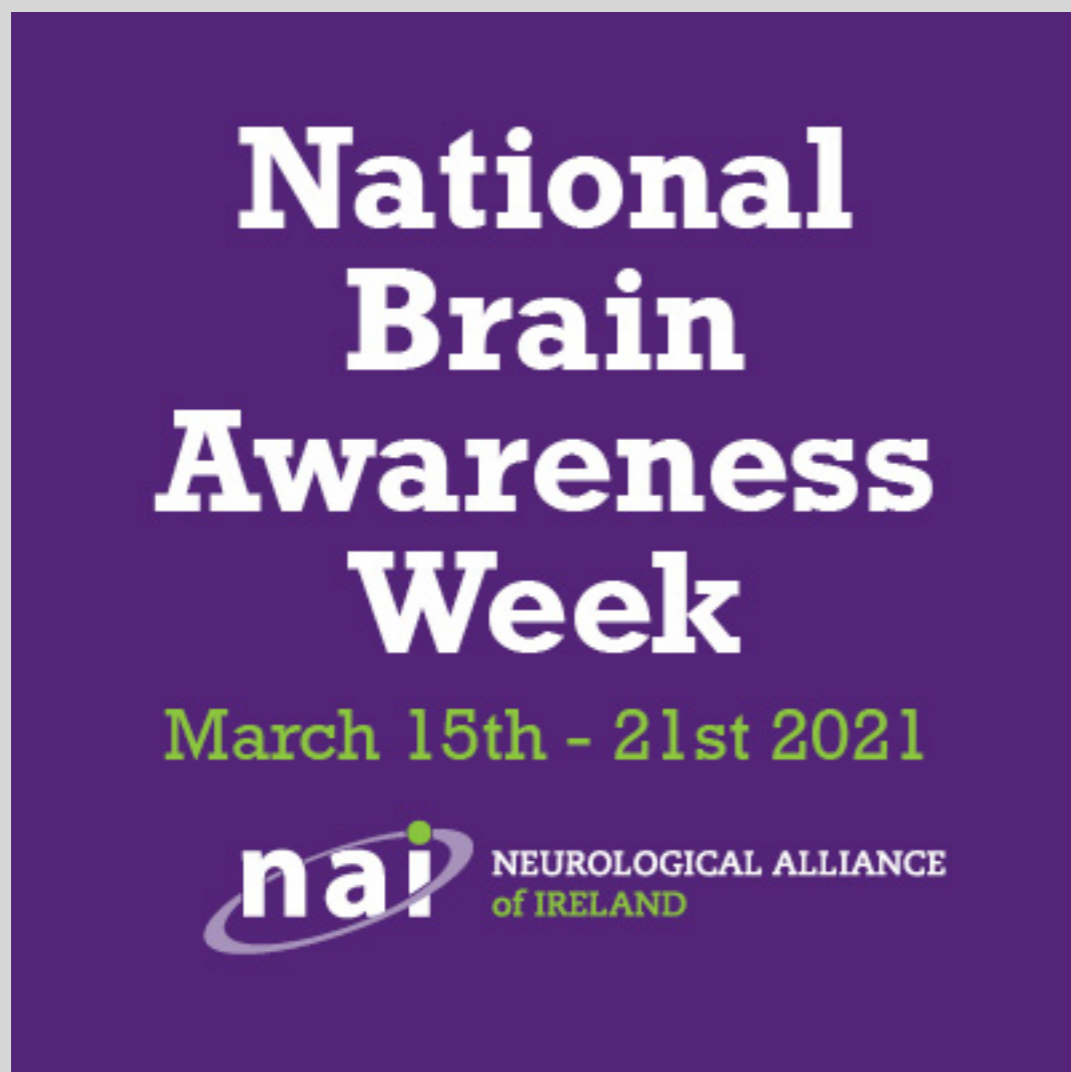
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**Theme for 2021:
Promoting Access to Services**



#loveyourbrain2021
#brainawarenessweek2021

Facebook and Twitter Profile Pictures



Twitter Banner/Cover Picture Image



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#loveyourbrain2021
#brainawarenessweek2021



Theme for 2021: Promoting Access to Services

Facebook Banner/Cover Picture



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#loveyourbrain2021
#brainawarenessweek2021





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#loveyourbrain2021
#brainawarenessweek2021

HASHTAGS

The two hashtags below can be used by everyone when posting material on social media in the lead up to and during Brain Awareness Week 2021. When posting, please include the Brain Awareness Week main flyer. Don't forget to tag NAI on both Twitter and Facebook. Let's get trending!

#loveyourbrain2021 & #brainawarenessweek2021



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Sample Tweet

We are delighted to be involved with @naireland for National Brain Awareness Week March 15th to 21st 2021, **Promoting Access to Services**’ #brainawarenessweek2021 #loveyourbrain2021

Sample Facebook Post

National Brain Awareness Week runs from March 15th to 21st 2021 and the theme is ‘**Promoting Access to Services**’. The Love Your Brain campaign aims to promote greater awareness and understanding of the brain and brain conditions as well as the need for investment in services, research and prevention. Check out the dedicated website loveyourbrain.ie which includes videos and information as well as a calendar of events happening around the country
#brainawarenessweek2021 #loveyourbrain2021



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Raise Your Own Profile

We are encouraging everyone involved to post any information that is relevant to any of the four elements of the Love Your Brain campaign (advocacy, research, brain health, brain awareness), using the hashtags #loveyourbrain2021 and #brainawarenessweek2021

Use Brain Awareness Week to share facts about your organisation/group/service, the condition(s) you represent, services you provide, issues affecting your members, research currently under way, upcoming events and so on.



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#loveyourbrain2021
#brainawarenessweek2021

CALL FOR EVENTS

The **FINAL** deadline to have your event feature on loveyourbrain.ie is 19th February 2021. Please send the title of event(s), date, time, location and contact details for further information to sbradley@nai.ie

You can choose to adopt the 2021 theme, **Promoting Access to Services** or highlight your own message for National Brain Awareness Week.

LOVE
YOUR BRAIN

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Love Your Brain Partners

