

# Brain Awareness Week Communications Pack

**National Brain Awareness Week**  
March 13th-19th 2023

# Brain Awareness Week 2023

Love Your Brain is an annual awareness campaign which is run by the Neurological Alliance of Ireland to coincide with National Brain Awareness Week.

The Love Your Brain Campaign is supported by a coalition of over 33 patient organisations and research groups. Full details about the campaign can be found on the dedicated website [www.loveyourbrain.ie](http://www.loveyourbrain.ie)

## **Invest In Brain Health:**

The theme that has been adopted for Brain Awareness Week 2023 is **Invest In Brain Health.**

The World Health Organisation (WHO) definition of Brain Health is, *“Brain health is the state of brain functioning across cognitive, sensory, social-emotional, behavioural and motor domains, allowing a person to realize their full potential over the life course, irrespective of the presence or absence of disorders”*

In the Neurological Alliance of Ireland we'll be incorporating the theme “Invest in Brain Health” in our activities and messaging throughout Brain Awareness Week 2023.

# Brain Awareness Week 2023

## Our Plans for Brain Awareness Week 2023

- NAI will roll out a **dedicated social media campaign** aimed at promoting awareness of the World Health Organisation Global Action Plan for Epilepsy & Other Neurological Disorders (IGAP)
- NAI will hold a **briefing event for elected representatives** in Leinster House to coincide with Brain Awareness Week
- NAI will issue a series of **targeted communications** through broadcast media, including press releases, personal stories etc throughout the run up to and during Brain Awareness Week

## How Can My Organisation Get Involved in Brain Awareness Week?

The overarching theme for Brain Awareness Week 2023 **Invest in Brain Health** provides a wide scope for organisations to focus on their current advocacy campaigns, profile specific at risk groups or highlight specific programmes or initiatives aim at addressing the needs of people living with neurological conditions.

- Adopt the Invest In Brain Health theme within your own organization
- Use Brain Awareness Week to highlight your existing campaign(s) for development/investment in specific supports/services
- Use Brain Awareness Week to highlight the work of your own organisation in supporting people with neurological conditions
- Support Brain Awareness Week 2023 on all social media platforms using the hashtags **#investinbrainhealth** **#brainawarenessweek2023**

# Brain Awareness Week 2023

In addition to posting or sharing our key messages, we encourage you to:

- Check out our calendar of events in the run up to Brain Awareness Week
- Join the conversation by following our Love Your Brain Partners across social media. A full list of 2023 Partners can be found > [HERE](#) <

## Love Your Brain Partners



# Brain Awareness Week 2023

## Get Involved: Five Good Reasons to Become a Brain Awareness Week Partner

1. As a partner your logo will appear on our dedicated campaign website [www.loveyourbrain.ie](http://www.loveyourbrain.ie)
2. Your logo will appear on any partner promotional material used on our social media pages and websites
3. NAI will promote your event/s on our online calendar
4. NAI will promote your event/s on all social media pages
5. 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 websites

To enquire about becoming a Brain Awareness Week Partner organization, email Sinead at [sbradley@nai.ie](mailto:sbradley@nai.ie)

## WE ARE HERE TO HELP

Send details to Sinead at [sbradly@nai.ie](mailto:sbradly@nai.ie) of any events (online or in person) that you are hosting, no later than March 1st 2023, so it can be included in our online calendar of events. NAI will be posting on all social media platforms from March 1st with details of our Partners events. Get yours in early.

## Social Media Sample Posts

A full pack of social media and website materials, flyers and promotional details can be downloaded > [HERE](#) <

**START POSTING FROM MARCH 1ST**

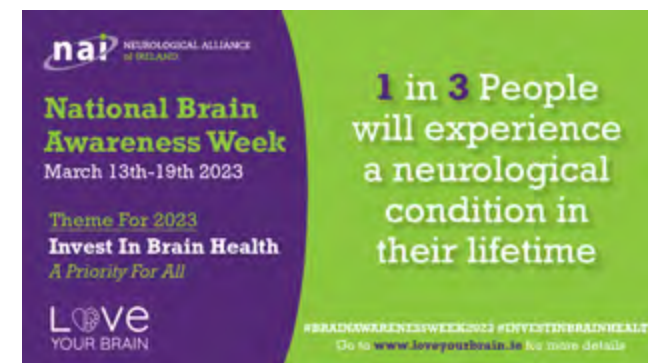
National Brain Awareness Week takes place March 13TH to 19th 2023. The theme this year is Invest in Brain Health. Find out more at [loveyourbrain.ie](http://loveyourbrain.ie)

#investinbrainhealth  
#brainawarenessweek2023



One in three people will experience a neurological disorder in their lifetime. We're supporting the call for greater investment in brain health this Brain Awareness Week March 13th to 19th

#investinbrainhealth  
#brainawarenessweek2023



We're delighted to be Love Your Brain Partners for Brain Awareness Week 2023

#investinbrainhealth  
#brainawarenessweek2023



The cost of neurological disorders in Europe alone is 336 billion euros annually and growing. This Brain Awareness Week March 13th to 19th 2023 we support the call to #investinbrainhealth #brainawarenessweek2023



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## FOR FURTHER INFORMATION

If you have any queries we'd be delighted to answer them and provide any further information.

Contact Sinead at [sbradley@nai.ie](mailto:sbradley@nai.ie)

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