



Brain Awareness Week 2026

March 16th - 22nd

IMPACT REPORT

National Brain Awareness Week 2026 took place from March 16th to March 22nd. The week promoted a greater awareness of the brain and brain conditions, as well as the need for more investment in services, research and prevention.

It was supported by over 50 patient organisations, research groups and the wider neurological community, and the NAI has led the way in coordinating the week throughout Ireland since 2005. It is one of NAI's key campaigns, and preparation and planning starts months in advance.

Did you know that there are currently 860,000+ people living in Ireland with a neurological condition, and the NAI is the national umbrella organisation for the 40+ groups that represent them?

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860,000

Neurological conditions affect the brain and spinal cord. Over 860,000 Irish people are living with a neurological condition.

Brain Awareness Week
March 16th - 22nd

Love YOUR BRAIN | #BRAIN AWARENESS WEEK2026 | Go to www.nai.ie For More Details

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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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Brain Awareness Week Toolkit



The 2026 toolkit was made available to all in advance of the week. It was packed full of downloadable promotional materials and resources, to be used across social media pages and websites.

Download The Toolkit at [BAW TOOLKIT & INFO PACK](#)

I Support BAW Video Series

In the lead up to and throughout Brain Awareness Week, many of our members and supporters shared video messages of support for the 860,000+ people living in Ireland with a neurological condition.

Brain Awareness Week Video Views: 3,285

All videos can be watched at [I SUPPORT BAW](#)



Brain Tip Flyers

Your brain is one of the most complex and fascinating organs in your body, and keeping your brain healthy and active is vital.

Throughout Brain Awareness Week, NAI shared a series of Brain Tips across our social pages on how to love your brain and keep it active.



SOCIAL MEDIA IN NUMBERS

200+ Unique Content Pieces Posted

FACEBOOK: Visits Up 80% & Followers Up 36%

INSTAGRAM: Visits Up 50% & Interactions Up 80%

TIKTOK: New Page Launched with 7,000+ Views



Irish MEP's Show Their Support

Irish Members of MEP Interest Group on Brain Health released videos in support of Brain Awareness Week.

They were committed to raising political awareness and they highlighted the importance of neurological research communities and reminded us that neurological conditions now represent the leading cause of disability worldwide.

With Ireland's **Presidency of the Council of the EU** fast approaching, NAI are delighted to be working with them to highlight the importance of this both in Ireland and in Europe.

Watch All The Videos At [MEP's SUPPORT BAW](#)



European Brain Health Summit

NAI participated in the Brain Health Summit in Brussels on March 18th and met with a number of Irish MEPs.

NAI CEO Mags Rogers was part of a summit panel, along with Consultant Neurologist at Tallaght University Hospital, Dr Seán O' Dowd

Watch at [European Health Summit](#)



My Neurology Nurse and Me

My Neurology Nurse and Me awareness initiative ran throughout and alongside Brain Awareness Week. This campaign initiative highlighted the vital role of nurse specialists in neurology care. Specialist neurology nurses are at heart of neurological services, proving expert clinical support, educating and empowering patients and improving outcomes for people with neurological conditions.



Nurse Video Series



On March 16th, NAI launched a video series which featured neurology nurse specialists, patients and carers. These nurses are at heart of neurological services, proving expert clinical support, educating and empowering patients and improving outcomes for people with neurological conditions.

My Neurology Nurse and Me Video Views: 3,495

Watch all the videos at [My Neurology Nurse and Me](#)

Nurse Fact Flyers

Throughout Brain Awareness Week NAI shared a series of **Neurology Nurse Fact Flyers** which spotlighted the vital role they play in supporting people living with neurological conditions across Ireland.

Did you know that Nurse Specialists invest time in empowering patients through teaching self-care and promoting self-management?



Brain Awareness Week Launch Webinar

On March 16th we launched National Brain Awareness Week with our webinar: **My Neurology Nurse And Me** 'Highlighting the Vital Role of Nurse Specialists in Neurological Care'.

Watch back at [BAW Webinar](#)





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Media During Brain Awareness Week

On March 16th, advanced nurse practitioner Orla Russell and Fiona Moran, a family member of a person living with Huntington's disease, spoke with **RTÉ Radio 1** about the My Neurology Nurse and Me campaign. Listen Back At: [RTÉ Radio 1 Interview](#)



Read the Journal.ie article at [Specialist Nurses Transforming Care](#)



THANK YOU to all our supporters, NAI members, our amazing patient advocates, family members, and the wider neurological community. You all made March 16th to 22nd the successful week that it was. We came together as one to promote greater awareness and understanding of the brain, as well as the need for more investment in services.

If you are interested in **GETING INVLOVED** in 2027, email Sinéad at sbradley@nai.ie

