



Brain Awareness Week 2025

March 10th - 16th

IMPACT REPORT

WHAT IS BRAIN AWARENESS WEEK?

National Brain Awareness Week is an annual initiative which 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. 2025 marks the 20th anniversary of Brain Awareness Week in Ireland and the Neurological Alliance of Ireland (NAI) has led the way in promoting and co-ordinating 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?

There are currently 860,000+ people living in Ireland with a neurological condition and the NAI is a national umbrella organisation for the 40+ groups that represent them.



WHO GOT INVOLVED IN 2025?

The profile of the week continues to grow year on year as a dedicated awareness raising opportunity, which brings together the wider neurological community across Ireland.

- MS Ireland MS North West Therapy Centre Migraine Ireland
- Alzheimer Society of Ireland Parkinson's Ireland FND Ireland
- Headway Ireland Neuroscience Ireland Decision Support Service
- National Learning Network National Rehabilitation Hospital (NRH)
- Polio Survivors Ireland Croí Heart & Stroke Enable Ireland FutureNeuro
- Acquired Brain Injury Ireland Epilepsy Ireland Chronic Pain Ireland
- Huntington's Disease Association of Ireland Rehab Group EOPD.ie
- Irish Hospice Foundation Neurology Support Centre Aphasia Ireland
- Dementia Research Ireland ME Advocates Ireland Cork University Hospital
- National College of Ireland Cavernoma Ireland Act For Meningitis
- Applewood Homecare HSE Midlands & Dublin Health & Wellbeing
- HSE Ireland HSE Midwest & Wexford Cheshire Ireland
- Neurolinks Music Therapy St. John of Gods Hospital
- Dublin City Age Friendly National Dementia Office
- Tallaght University Hospital St. James Hospital Age Friendly Ireland
- Brainworx Bloomfield Hospital

50 Oirechtas Members Attended NAI Leinster House Event to Coincide with Brain Awareness Week



20 New Groups Joined for Brain Awareness Week 2025

I SUPPORT Video Series 2025 V 2024

4098 VIEWS
1000 VIEWS

Watch All The Videos At: [▶ I SUPPORT BAW ◀](#)

Facebook 2025 V 2024

Followers Up **21%**
Page Visits up **52%**



X (Twitter)

725 Retweets of NAI Posts
Average **150** LIKES Per Day
#BRAINAWARENESSWEEK2025
Trended on March 10th

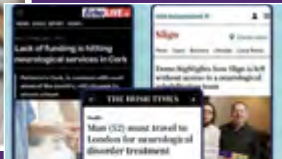
Instagram 2025 V 2024

Reach Up **63%**
Followers Up **19%**
Post Interactions Up **40%**

40+ Items of Media Coverage, Including National Radio & Print

Irish Independent
stopped going out. I was depressed. Surgery changed everything

Today marks the start of Brain Awareness Week, dedicated to highlighting the benefits of brain research and raising awareness of neurological conditions. This Weekly features the experience of essential topics, a condition that causes memory loss.



Lack of neurorehabilitation teams failing people in Meath

NAI WEBINAR Launch

NAI's webinar launched Brain Awareness Week on March 10th with guest speaker, Professor Orla Hardiman: 'Reflections on 20 Years of Brain Awareness Week: How far have we come in understanding and treating neurological conditions'.



Look Back at 20 Years of Brain Awareness Week: [▶ HERE ◀](#)

Brain Awareness Week Toolkit

The 2025 toolkit, which was made available in advance of the week, 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 ◀](#)



Irish MEP's Show Support

Irish Members of MEP Interest Group on Brain Health Released Videos in Support of Brain Awareness Week 2025.

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



THANK YOU

A massive thanks to all our Brain Awareness Week partners & NAI members, our amazing patient advocates, family members and the wider neurological community who made March 10th to 16th 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.

GET INVOLVED

Are you interested in getting involved in BAW 2026?
Contact Sinéad today at sbradley@nai.ie