



NEUROLOGICAL ALLIANCE
of IRELAND

Brain Awareness Week 2026

March 16th - 22nd

INFORMATION PACK



LOVE YOUR BRAIN | #BRAIN AWARENESS WEEK2026

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 Neurological Alliance of Ireland

The Neurological Alliance of Ireland (NAI) brings together 40 non-profit organisations to advocate for the rights of 860,000 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?



DOWNLOAD OUR MATERIALS

Download our >[Brain Awareness Week 2026 Toolkit](#)<. The 2026 toolkit jam packed with all you will need to get involved and to raise awareness throughout the week. You can download our banners, flyers, profile pics, infographics, a series of brain facts and so much more.

FOLLOW US

Stay up to date with the latest news from Brain Awareness Week by following NAI on Facebook, X and Instagram, and using the hashtag **#BRAINAWAWARENESSWEEK2026**

GET INVOLVED ON SOCIAL MEDIA

Share videos and photos from your own Brain Awareness Week events on social media using the hashtag **#BRAINAWAWARENESSWEEK2026**

ORGANISE AN EVENT

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

Send all your details to sbradley@nai.ie of any events (online or in person) that you are hosting, no later than March 11th 2026, so it can be included in our online calendar of events on www.nai.ie NAI will be sharing all event details across the NAI social media platforms from early March. Get yours in early!

GET POLITICAL

Brain Awareness Week each March provides us with an opportunity to raise awareness with our 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 Campaigns](#)<

Did you Know?

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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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BRAIN AWARENESS WEEK 2025 IMPACT REPORT

2025 marked 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 since 2005. It is one of NAI's key campaigns, and preparation and planning starts months in advance. 2025 turned out to be one of the biggest and busiest Brain Awareness Weeks to date. NAI, NAI members, our amazing patient advocates, family members and the wider neurological community came together as one to promote greater awareness and understanding of the brain and brain conditions, as well as the need for more investment in services.

The full impact report can be read and downloaded at [>Brain Awareness Week 2025 Impact Report](#)

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

725 Retweets of NAI Posts Average 150 LIKES Per Day #BRAINAWARNESSWEEK2025 Trended on March 10th

Instagram 2025 V 2024 Reach Up 63% Followers Up 19% Post Interactions Up 40%

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%

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

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

We are here to help

National Brain Awareness Week is currently supported by over 50 patient organisations and research groups. If you have any queries about Brain Awareness Week 2026, we'd be delighted to answer them, and provide further information. Contact Sinead at sbradley@nai.ie



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