

Brain Awareness Week (10th- 16th March) Campaign Pack

#InvestInNeuroResearch

Contents

1. Introduction
2. Using this pack
3. Materials
 - a. Infographics
 - b. Social media copy
 - c. Email/Website copy
 - d. Contacts

Introduction

This Brain Awareness Week (10-16th March) we are collaborating with the neurological alliances across the UK to call for greater investment into neurological condition research.

We are using the week to showcase the different voices, lives and work impacted by research and to call on the UK Government to #InvestInNeuroResearch.

We hope that you will join us throughout the week to raise awareness about the critical need for more research on neurological conditions.

Key ask

The key ask for this campaign is to raise awareness of the need for more investment in neurological research, using the hashtags #InvestInNeuroResearch.

Launch date

Brain Awareness Week is running from the 10th – 16th of March.

We have developed a 'coming soon' graphic, which we invite you to post prior to the week to let your audiences know Brain Awareness Week is coming.

Apart from the 'coming soon' infographic, please do not post any materials before the 10th March.

Using this pack

This pack is designed to help you to get involved in the #InvestInNeuroResearch campaign we have developed for Brain Awareness Week. The pack contains infographics and suggested social media copy for you to use throughout the week.

We actively encourage you to adapt the wording, and/or use your own words, videos and hashtags to suit your organisation's needs and support and spread the campaign.

Questions?

For more information about the campaign, or if you have any questions, please get in touch with Hester at hester@scottishneurological.org.uk.

Thank you

Thank you for taking part in our Brain Awareness Week campaign. Your support helps us create a future where millions of people affected by neurological conditions have better treatments, better care, and better lives.

Materials

Infographics

We have developed three sets of infographics, each with a different theme: **a brain, a neurone, or a head**.

You are invited to use the theme which best suits your audience.

1. Brain theme



10 - 16th March

#InvestinNeuroResearch

2. Neurone theme



10 - 16th March

#InvestinNeuroResearch

3. Head theme



10 - 16th March

#InvestInNeuroResearch

Key messages – each theme has five infographics:

1. 'Coming Soon'
2. Brain Awareness Week #InvestInNeuroResearch (as pictured).
3. Did you know, 1 in 6 people live with a neurological condition?
4. Neurological conditions don't discriminate. They can happen to anyone, at any time.
5. There is not enough research on neurological conditions. This has to change.

Ready to download

Infographics can be downloaded here: [Infographics- CLICK HERE](#)

Please remember to use alternative text (Alt Text) when uploading any graphics to social media to ensure all content is accessible. If you are unsure on what alt text is or how to write it, [click here for some helpful tips](#).

Social media copy

We have created some suggested copy for you to use to accompany the videos and infographics.

Please feel free to edit these posts to suit your audiences, or to add in further detail about the need for research in the condition/s you represent.

We ask that you please remember to use the hashtags **#InvestInNeuroResearch** and **#BrainAwarenessWeek**, and tag the neurological alliances where you can.

Social media post - Coming soon

Infographic – ‘Coming Soon’

1 in 6 people live with a neurological condition, impacting millions of people across the UK. Despite this, investment into research on neurological conditions is disproportionately low.

This needs to change.

This #BrainAwarenessWeek we are joining the [tag neurological alliances] to call for greater investment into research investigating neurological conditions.

Keep an eye out for our posts. #InvestInNeuroResearch.

Social media post 1

Infographic – ‘1 in 6 people’

Did you know that neurological conditions affect at least 1 in 6 people across the UK and are the leading cause of ill health in the world?

Despite this, there is still so much we don't know about what causes neurological conditions, and how we might develop better treatment, care and support for those who experience them.

This needs to change.

On #BrainAwarenessWeek, we are joining the [tag neurological alliances] to call for greater investment into research.

#InvestInNeuroResearch

Social media post 2

Infographic- ‘Neurological conditions don't discriminate’

Neurological conditions don't discriminate. They can affect anyone, at any age and at any time.

There are over 600 known neurological conditions - any condition that affects the brain, spinal cord or nervous system. It is likely that you, or someone you know, will be impacted by a neurological condition within your lifetime.

Despite this, there is still so much we don't know about how these conditions affect those who experience them.

This #BrainAwarenessWeek, we are joining the [tag neurological alliances] to call for greater investment into research investigating neurological conditions.

#InvestInNeuroResearch

Social media post 3

Infographic- 'There is not enough research'

An estimated 600,000 people are diagnosed each year with a neurological condition in the UK. Despite this, funding for neurological research is disproportionately low.

This #BrainAwarenessWeek help us call for greater investment into neurological research by sharing why research is so important to you.

#InvestInNeuroResearch

Social media post 4

Infographic- 'There is not enough research'

Despite there being over 600 types of neurological conditions, neurological research only constituted to 8.9% of the UK's total Health Research expenditure in 2022.

Neurologists and researchers doing crucial work in their field are facing the threat of having to leave due to unsustainable funding.

This #BrainAwarenessWeek help us call for greater investment into research.

#InvestInNeuroResearch

Text for emails, newsletters and webpages

Join Us This Brain Awareness Week (10-16th March) to Transform Neurological Research

Around one in six people in the UK have at least one neurological condition with an estimated 600,000 people diagnosed each year. A recent study found that neurological conditions are now the leading cause of ill health world wide. These conditions do not discriminate; they can affect anyone, at any age, at any time. It is likely that you or a loved one will be impacted by a neurological condition in your lifetime.

Yet despite touching so many lives, neurological research receives just 8.9% of the total health research expenditure in the UK. Researchers working in the field of

neurological conditions face the prospect of losing their jobs due to insecure funding, and clinical trials are severely limited in their number. We believe this needs to change – and we need your help to make it happen.

This Brain Awareness Week, the Neurological Alliance of **[insert name of your alliance]** is uniting with their partners across Scotland, England, Wales, and Northern Ireland to urge the UK Government to commit to meaningful, long term and sustained funding for research on neurological conditions.

Here's how you can help:

- Share powerful videos throughout Brain Awareness Week from researchers, organisations, and people living with neurological conditions.
- Join the conversation on social media using #InvestInNeuroResearch
- Support us to help create a future where millions of people affected by neurological conditions have better treatments, better care, and better lives.

Thank you.

Tag us

Tag us in your posts to let us know you are supporting the campaign.

Organisation/ handle

Neurological Alliance of Scotland

| | |
|-----------|---|
| Facebook | @NeuroAIScotland |
| Instagram | |
| TikTok | @neuro_alliance_scotland |
| BlueSky | @neuroalscotland.bsky.social |
| X/Twitter | @NeuroAIScotland |
| LinkedIn | https://www.linkedin.com/company/neuroalliance-scotland/ |

Neurological Alliance of Wales

| | |
|-----------|---|
| Facebook | @WalesNeuroAlliance |
| Instagram | @WalesNeuro |
| TikTok | |
| BlueSky | |
| X/Twitter | @NeuroWales |
| LinkedIn | https://www.linkedin.com/company/walesneurological-alliance/ |

Neurological Alliance

| | |
|-----------|------------------------|
| Facebook | @neurologicalalliance |
| Instagram | @neurological_alliance |



TikTok
BlueSky
X/Twitter @NeuroAlliance
LinkedIn www.linkedin.com/company/neurological-alliance

Neurological Charities Alliance Northern Ireland

Facebook
Instagram
TikTok
X/Twitter @NINCA_NI
BlueSky