

#InvestInNeuroResearch Impact report 2025

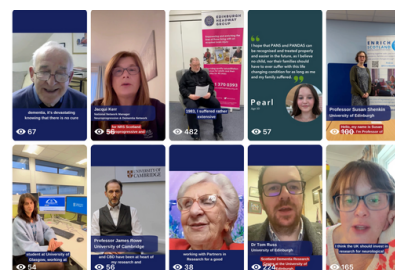
44 member charities

took part
across the UK



We shared **22 videos**

from people impacted by neurological conditions and researchers from across the UK on **why research is important to them.**



Our videos
were viewed
over **16.8k**
times



The campaign was developed by **charity members**, a **lived experience advisory group** and the **four UK Neurological Alliances.**

We created an **engagement pack**, with **adaptable infographics** and **social media copy** for members to use on their own pages.



#InvestInNeuroResearch

We submitted a representation to the UK Government Spending Review 2025 with **five recommendations**

for improving research into neurological conditions

and sent an **open letter** to the Secretary of State for Science, Innovation and Technology, **signed by 74 members**

calling for greater investment into neurological research.



The infographics were shared across:



Hashtag performance: #InvestInNeuroResearch

Collectively the **four UK
Neurological Alliance pages** had

Mentions
161

Likes
2.3k

Views
20.1k

Reactions
1.3k

Reach
556k

across Facebook,
Instagram and X

Across Facebook, Instagram, X, TikTok, YouTube
and LinkedIn

We **launched a
new TikTok**
account achieving

Views
4.8k

The campaign was shared by **8 external organisations**

- North Lanarkshire Disability Forum
- Fair Treatment for the Women of Wales
- ANCR
- NRS Neuro Progressive and Dementia Network
- Scottish Dementia Research Consortium
- Brain Health Arc
- ME Advocates Ireland
- Brain Health Alliance for Research Challenges



The Advances in Clinical
Neuroscience and
Rehabilitation journal
**published an article on
the campaign on their
website.**

Thank you for taking part!

