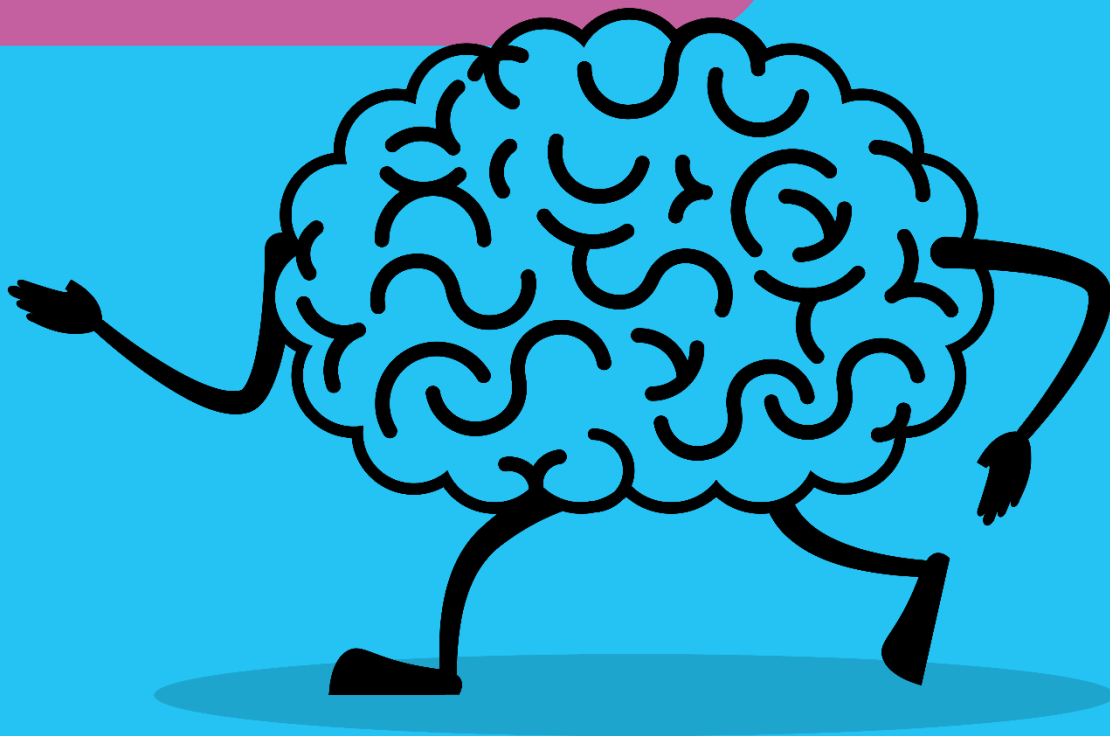


# National Brain Awareness Week



## #LoveYourBrain

Partner Pack for  
Organisations and Community Champions



THE ALZHEIMER  
SOCIETY of IRELAND



dementia  
understand together



# National Brain Awareness Week

takes place from March 14th to 20th, 2022

The **Dementia: Understand Together** campaign, led by the HSE in partnership with the Alzheimer Society of Ireland, Age Friendly Ireland, Age & Opportunity, Healthy Ireland and the Dementia Services Information and Development Centre, is encouraging everyone to make simple changes to help maintain brain health and reduce the risk of developing some types of dementia.

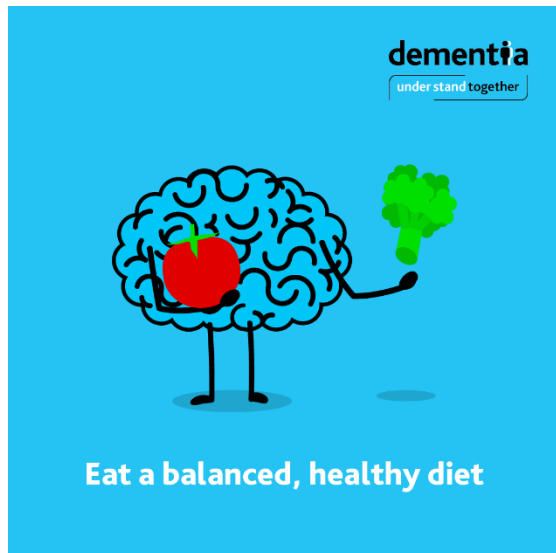
A [Lancet study](#) in 2020 identified 12 modifiable risk factors that could account for 40% of dementia worldwide and we are highlighting a number of these factors, creating awareness of the link with dementia and how people in their midlife can reduce their risk.

Proactive steps people can take include

- being physically active
- eating a healthy balanced diet
- quitting smoking
- managing blood pressure
- making time for social connection and interaction

It's always a good time to improve brain health and reduce your risk of Dementia and adopting these habits in adulthood can play an important part in reducing risk, as well as developing good routines for life.

## Here are 4 simple ways to keep your brain healthy and help reduce your risk of dementia:



Eating a wide variety of nourishing foods provides the energy and nutrients you need to keep your brain healthy and may help reduce your risk of dementia. A balanced diet that is rich in vegetables, fruit, wholegrains, and fish, and is low in salt and sugar, is a good starting point. Achieving or maintaining a healthy weight during your lifetime, particularly in mid-life is also important; being more active and following a healthy diet can help this.



Physical activity is very important for brain health and exercise has been shown to reduce the risk of dementia. Every adult should aim to include 150 minutes of physical activity in their week, this equates to a brisk 30-minute walk, five days a week. A brisk walk should raise your heart rate but not leave you breathless.



High blood pressure damages the blood vessels that supply the brain, and this in turn can damage brain cells. By controlling high blood pressure you may be able to reduce your risk of dementia. Healthy adults should check their blood pressure at least once a year.

[www.understandtogether.ie/about-dementia/what-is-dementia/brain-health](http://www.understandtogether.ie/about-dementia/what-is-dementia/brain-health)



Quitting smoking may reduce your risk of developing dementia (as well as reducing your risk of developing cancers and heart disease). It can be hard to quit, but if you stop smoking for 28 days, you're five times more likely to stop for good. If you're ready to quit, the HSE QUIT team are ready to help. For free support call 1800 201 203 or text them for free on 50100 and receive a call back, or visit [www.quit.ie/](http://www.quit.ie/)



# Promotional video



# Support the campaign

We welcome your support in raising awareness for National Brain Awareness Week by posting or sharing key messages.

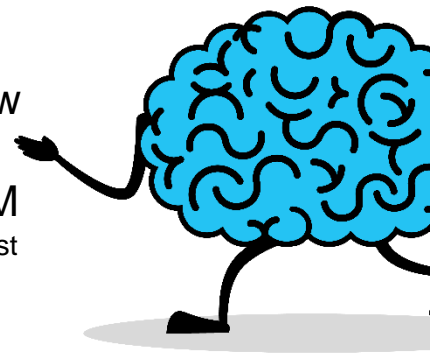
## Facebook:

<https://www.facebook.com/dementiaunderstandtogether/>

**Hashtag:** #UnderstandTogether

## Media Activity

- March 15<sup>th</sup> / 21<sup>st</sup> /28<sup>th</sup>  
RTÉ One Partnership with The Today Show
- March 14<sup>th</sup> – 25<sup>th</sup>  
Radio ads on RTÉ Radio One and Lyric FM
- Advertorial in the RTÉ Guide w/c March 21<sup>st</sup>
- Press Release



Thank you

For more information on the  
Dementia: Understand Together Campaign please visit  
**[www.understandtogether.ie](http://www.understandtogether.ie)**



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**dementia**  
understand together

