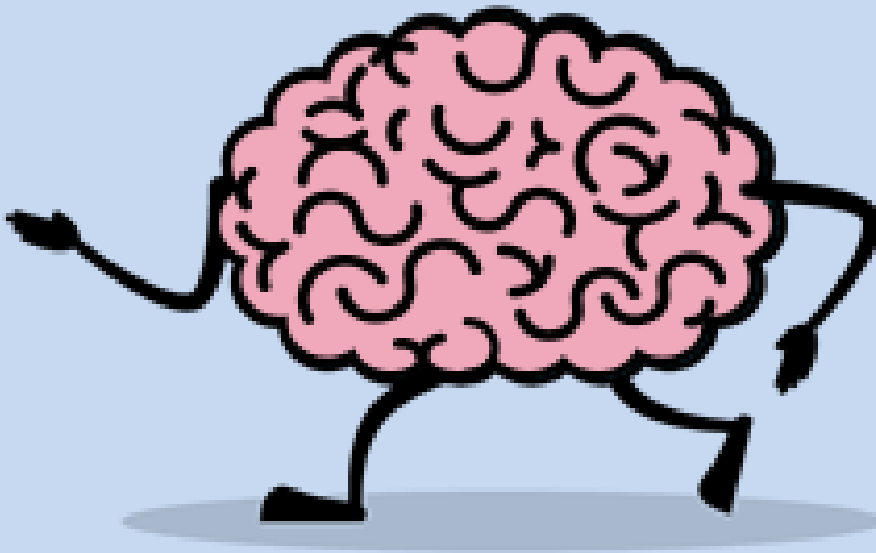


# Brain Awareness Week 2025

dementia  
under stand together



#Focusonthebrain  
#BrainAwarenessWeek2025

Partner Pack for organisations and  
Community Champions



# Brain Awareness Week

takes place from March 10th to 16th 2025

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.

This year's theme is **Focus on the Brain**, a great reminder just how amazing our brains are and how important it is to look after them.

A study by [The Lancet](#) (registration required for free access) in 2024 identified 14 modifiable risk factors that could account for up to 45% of dementia worldwide. We're highlighting a number of these factors, creating awareness of the link with dementia and how people can reduce their risk.

Proactive steps people can take include:

- being physically active
- eating a healthy balanced diet
- quitting smoking
- managing blood pressure
- looking after your hearing and vision
- making time for social connection and interaction.

Adopting these habits in adulthood can play an important part in reducing risk, as well as developing good routines for life.

Here are some social media messages of simple ways to keep your brain healthy, improve your overall wellbeing and help reduce your risk of developing dementia:

Facebook	Twitter	Image
<p>It's #BrainAwarenessWeek2025 and this year's theme is #Focusonthebrain</p> <p>Our brains are amazing, they have the ability to adapt and change so it's never too early or too late to take action to look after your brain health. Join us to raise awareness around the lifestyle changes that can help reduce your chances of developing dementia and improve your overall health and wellbeing.</p> <p>Discover more ways to boost your brain health: <a href="http://www.understandtogether.ie/about-dementia/what-is-dementia/am-i-at-risk/">www.understandtogether.ie/about-dementia/what-is-dementia/am-i-at-risk/</a> #UnderstandTogether</p>	<p>It's #BrainAwarenessWeek2025 and this year's theme is #Focusonthebrain. Our brains are amazing, they have the ability to adapt so it's never too late to look after your brain health. Simple lifestyle changes can make a difference: <a href="http://www.understandtogether.ie/about-dementia/what-is-dementia/am-i-at-risk/">www.understandtogether.ie/about-dementia/what-is-dementia/am-i-at-risk/</a> #UnderstandTogether</p>	<p>BAW25 image</p>
<p>Over 64,000 people are living with dementia in Ireland and at least 63% live in the community.</p> <p>Helping people in your community to stay socially connected and active may help slow the progression of the condition and improve outcomes for people affected by dementia. Keeping up with or developing new hobbies and interests is good for everyone's brain health. Find out more: <a href="http://www.understandtogether.ie/get-involved">www.understandtogether.ie/get-involved</a> #BrainAwarenessWeek2025 #DementiaInclusiveCommunities</p>	<p>Over 64k people have dementia in Ireland. Supporting people to stay connected, keeping up with hobbies and interests may help slow progression and improve brain health outcomes <a href="http://www.understandtogether.ie/get-involved">www.understandtogether.ie/get-involved</a> #BrainAwarenessWeek2025 #DementiaInclusiveCommunities #brainhealth</p>	<p>Champion image</p>
<p>Did you know that people with hearing or vision loss are more at risk of developing dementia? If you or a loved one have noticed changes to your hearing or vision, book a test or visit your GP for advice. If needed, using hearing aids, wearing glasses or contact lenses may help: <a href="http://www.understandtogether.ie/about-dementia/what-is-dementia/am-i-at-risk/">www.understandtogether.ie/about-dementia/what-is-dementia/am-i-at-risk/</a> #UnderstandTogether #BrainAwarenessWeek2025</p>	<p>Did you know that people with hearing or vision loss are more at risk of developing dementia? If you've noticed a change, book a test or visit a GP. If needed, using hearing aids or corrective lenses may help: <a href="http://www.understandtogether.ie/about-dementia/what-is-dementia/am-i-at-risk/">www.understandtogether.ie/about-dementia/what-is-dementia/am-i-at-risk/</a> #UnderstandTogether #BrainAwarenessWeek2025</p>	<p>Hearing aid/glasses image</p>

Facebook	Twitter	Image
<p>A nutritious, balanced diet that's low in salt and sugar and includes vegetables, fruit, wholegrains, lean meat and fish, helps to keep your brain healthy.</p> <p>Achieving or maintaining a healthier weight during your lifetime, particularly in mid-life is also important. Being more active and following a healthy diet can help this.</p> <p>Learn more: <a href="http://www2.hse.ie/living-well/healthy-eating/">www2.hse.ie/living-well/healthy-eating/</a></p> <p>#BrainAwarenessWeek2025 #UnderstandTogether #Focusonthebrain</p>	<p>It's never too late to take action to improve your brain health and reduce your risk of developing dementia. Eating a healthy, nutritious and balanced diet and maintaining a healthy weight can all help. Learn more: <a href="http://www2.hse.ie/living-well/healthy-eating/">www2.hse.ie/living-well/healthy-eating/</a></p> <p>#BrainAwareness2025 #UnderstandTogether</p>	<p>Healthy eating image</p>
<p>Your brain thrives on company and benefits from the stimulation of you being with other people.</p> <p>Keeping connected to the people around us is a good way to give back to our brains. Try a new activity in a group, or with a friend, to keep motivated while also getting that added social benefit. For tips visit <a href="http://www.understandtogether.ie/get-involved/community-activation/support-the-person-to-keep-up-hobbies-and-interests.html">www.understandtogether.ie/get-involved/community-activation/support-the-person-to-keep-up-hobbies-and-interests.html</a></p> <p>#BrainAwarenessWeek2025 #Focusonthebrain</p>	<p>Your brain thrives on company and benefits from the stimulation of you being with other people. Keeping connected to the people around us is a good way to give back to our brains. Learn more <a href="http://www.understandtogether.ie/get-involved/community-activation/support-the-person-to-keep-up-hobbies-and-interests.html">www.understandtogether.ie/get-involved/community-activation/support-the-person-to-keep-up-hobbies-and-interests.html</a></p> <p>#BrainAwarenessWeek2025 #Focusonthebrain</p>	<p>Company image</p>
<p>Quitting smoking may reduce your risk of developing dementia as well as your risk of developing cancers and heart disease. Stop smoking for 28 days and you're five times more likely to stop for good. Find out about free face-to-face support and nicotine replacement therapies. Visit <a href="http://www.quit.ie">www.quit.ie</a>, text Quit to 50100, or call the QUITline on 1800 201 203</p> <p>#BrainAwarenessWeek2025 #UnderstandTogether</p>	<p>Smoking increases your risk of developing dementia. Stopping later in life can still reduce the risk. If you're ready to quit, the HSE QUIT team are ready to help. For free support call 1800 201 203 or visit <a href="http://www.quit.ie">www.quit.ie</a></p> <p>#BrainAwarenessWeek2025 #UnderstandTogether</p>	<p>Smoking image</p>

Facebook	Twitter	Image
<p>Drinking less alcohol or cutting it out completely can improve your brain health and reduce your risk of dementia. For advice and support visit <a href="http://www.hse.ie/alcohol">www.hse.ie/alcohol</a></p> <p>#BrainAwarenessWeek2025 #UnderstandTogether</p>	<p>Drinking less alcohol or cutting it out completely can improve your brain health and reduce your risk of dementia. For advice and support visit <a href="http://www.hse.ie/alcohol">www.hse.ie/alcohol</a></p> <p>#BrainAwarenessWeek2025 #UnderstandTogether</p>	<p>Alcohol image</p>
<p>Physical activity is important for brain health and exercise has been shown to reduce the risk of dementia.</p> <p>Adults should aim to include 150 minutes of physical activity in their week, this equates to a brisk 30-min walk, 5 days a week. A brisk walk should raise your heart rate but not leave you breathless.</p> <p><a href="http://www2.hse.ie/living-well/exercise/increase-activity/">www2.hse.ie/living-well/exercise/increase-activity/</a></p> <p>It's never too early, or too late to focus on getting active.</p> <p>#UnderstandTogether #BrainAwarenessWeek2025</p>	<p>Physical activity is important for brain health and has been shown to reduce the risk of dementia. It's never too early, or too late to get active. Adults should aim for 150mins of exercise a week, this equates to a brisk 30min walk, 5 days a week.</p> <p><a href="http://www2.hse.ie/living-well/exercise/increase-activity/">www2.hse.ie/living-well/exercise/increase-activity/</a></p> <p>#UnderstandTogether #BrainAwarenessWeek2025</p>	<p>Exercise image</p>

If you have any issues accessing the images for these posts or need any other assistance, please email [understandtogether@hse.ie](mailto:understandtogether@hse.ie)

# Additional assets

- **Think Brain Health webinar**

“Discover how healthy behaviours support your incredible brain”. Sarah Mc Cormack, HSE Healthy Ireland Lead, Health & Wellbeing is joined by experts in this area to discuss our brain and the healthy behaviours we can adopt to look after it.

You can watch it back here:

[www.youtube.com/watch?v=VzmUt7PMx9c](https://www.youtube.com/watch?v=VzmUt7PMx9c)

- **Think Brain Health podcast**

As part of the HSE’s Health & Wellbeing podcast series, Dr Sean O’Dowd explains the functions of different brain parts and emphasises the importance of how we can maintain brain health by making informed lifestyle choices:

[www.youtube.com/watch?v=jOVAMeIBi1g](https://www.youtube.com/watch?v=jOVAMeIBi1g)

- **RTE Today Show**

Dr Seán O’Dowd talks about dementia awareness with a strong emphasis on social inclusion. You can watch the episode here:

[www.understandtogether.ie/lets-talk-dementia/](https://www.understandtogether.ie/lets-talk-dementia/)

# Support the campaign

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

## Facebook:

[www.facebook.com/dementiaunderstandtogether/](http://www.facebook.com/dementiaunderstandtogether/)

## Hashtags:

#UnderstandTogether

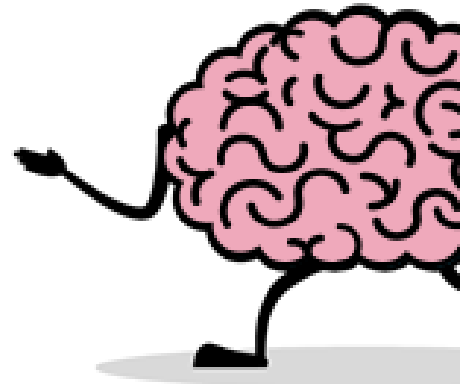
#BrainHealthAwarenessWeek2025

#Focusonthebrain

If you need support, please email:

[understandtogether@hse.ie](mailto:understandtogether@hse.ie)

Thank you.



For more information on the  
Dementia: Understand Together campaign visit:

[www.understandtogether.ie](http://www.understandtogether.ie)

