

Brain Awareness Week 2018 Media Kit

This Brain Awareness Week (12-18 March 2018) The Neurological Alliance and Brain & Spine Foundation are holding a thunderclap campaign to raise awareness of neurological conditions.

Overview

There are more than 350 different conditions of the brain and spine and together they affect more than 12 million people in the UK.

Deaths from neurological conditions have increased by 39%, according to a report released last month by Public Health England. This compares to a falling overall death rate, down 6% over the same period. Even taking the growing and ageing population into account, deaths associated with a neurological condition have increased by 13%.

The rising death rate may reflect a number of factors. We believe it's partly due to the lack of prioritisation of neurological conditions in the NHS.

This year, on **Brain Awareness Week**, the Neurological Alliance and the Brain & Spine Foundation are calling all supporters to raise awareness of neurological conditions via their digital platforms. We are renewing our call to push for neurology to be prioritised within the health system to improve the care provided to patients.

Thunderclap campaign

A Thunderclap campaign is a way of promoting a unified message on social media channels by allowing many people to share a single message at the same time. Participants must therefore sign up in advance.

Please join us in our Thunderclap campaign by signing up with your Twitter, Facebook and/or Tumblr account at: <https://www.thunderclap.it/projects/68726-brain-awareness-week-2018>

Our unified message will be sent out on Friday 16th, 11am. **We need at least 100 supporters by Friday 16th, 11am, for the campaign to go live.**

Both individuals and organisations can sign up.

Wider Social Media Campaign

There are suggested messages below, and six accompanying image files attached, to be posted across your digital channels at your discretion during Brain Awareness Week (12-18 March).

Hashtag suggestions: #BrainAwarenessWeek, #BAW and/or #BAW2018

Campaign link: <http://www.neural.org.uk/updates/287-Brain-Awareness-Week-2018>

Short link: <http://bit.ly/2D4gr67>

- New Public Health England report on deaths associated with neurological conditions reveals shocking increase in mortality rates.
- The Neurological Alliance and partner organisations are calling for neurology to be prioritised in the health system following new report showing a shocking rise in neuro related deaths.
- On Brain Awareness Week we're raising awareness of neurological conditions, which affect 12.5 million people in England.
- More people than ever are dying with a neurological condition in England, at a time when deaths from all causes have decreased.
- There was a 39% increase in neurological deaths in England from 2001-2014, compared to a 6% decrease in all-cause deaths.
- Even after accounting for population changes, the rate of neurological deaths in England increased by 13% from 2001 to 2014, while the overall death rate fell 18%.
- The rising death rate may reflect a number of factors. We believe it is partly due to the lack of prioritisation of neurological conditions in the NHS.
- Deaths associated with a neurological condition are 35% more likely to be early than all-cause deaths.
- Deaths from epilepsy in the most deprived areas are nearly three-times more likely than in the least deprived areas. This is a stark illustration of health inequalities.
- Neurological conditions can kill: of people with a neurological condition who died in 2012-2014, half (50%) died because of the neurological condition.
- Deaths from a neurological condition are much less likely to occur at home (18%) or a hospice (5%) than cancer deaths (29% and 16% respectively).