BRAIN AWARENESS WEEK • Facts and Figures

What is BAW?
Brain Awareness Week (BAW) is the global campaign to increase public awareness about the progress and benefits of brain research. During BAW campaign partners around the world organize activities to educate their communities about the brain and brain research.

BAW takes place each year during the third week of March. Upcoming dates: March 11-17, 2013.

The campaign was founded and is coordinated by the Dana Alliance for Brain Initiatives (DABI) and the European Dana Alliance for the Brain (EDAB).

When did BAW start?
DABI organized the first BAW in 1996 to unite diverse groups from academia, government, and professional and advocacy organizations with the common theme that brain research is the hope for treatments, preventions, and possible cures for brain diseases and disorders.

That initial effort brought together 160 organizations in the United States. In 1998, the campaign was introduced internationally, and by the year 2000, BAW had truly become a global effort, with partners in 41 countries. Today, participation in the campaign spans 51 countries and six continents, and the effort continues to grow.

Who participates?
BAW partners are all over the world. They include universities and colleges, hospitals, K-12 schools, advocacy groups, outreach and educational organizations, medical research facilities, professional organizations, senior centers, libraries, local chapters of national organizations, government agencies, corporations, and more.

Individual partners bring to the campaign their own unique perspectives and messages about the brain: an interest in a specific disease or disorder, a concern for early childhood development, an interest in successful aging, or a commitment to maximizing human potential, for example.

How many organizations? How many events?
300-500 organizations submit events to the official BAW calendar each year. For the 2012 campaign, 473 partner organizations in 51 countries and 42 U.S. states posted a total of 916 events on the calendar.

What are the events?
BAW events are limited only by the organizers’ imagination! They range from a BAW announcement in an organization’s newsletter to national multi-city lecture tours with audiences in the thousands. Examples of popular BAW events include open days at neuroscience laboratories; museum exhibitions about the brain; lectures on brain-related topics; displays at malls, libraries, and community centers; and classroom workshops.

Contact us:
Brain Awareness Week Campaign Headquarters
The Dana Alliance for Brain Initiatives • 505 Fifth Avenue, Sixth Floor, New York, New York 10017 / Tel: +1 212 401-1689 / Fax: +1 212 317 8721 / bawinfo@dana.org / www.dana.org/BAW