

Respect, Acceptance, Inclusion



**Take it, share it,
and spread awareness
of autism for more
acceptance and inclusion!**



World Autism Awareness Day | 2 April

www.autismeurope.org #AutismDay2016



Introduction

As part of a long-running awareness campaign to be launched on World Autism Awareness Day 2016 (April 2nd), Autism-Europe will be focusing on the theme "Respect, Acceptance, Inclusion". This slogan has been selected by its members for a number of reasons which will be outlined in the sections below.

Aims of the campaign

The 2016 campaign would like to shift the focus from mere "awareness" to "acceptance" of autism, and convey a positive and optimistic message about autism. The campaign will also be based on the social model of disability and have a strong rights-based approach, recalling the principles of the UN Convention on the Rights of People with Disabilities to trigger the conditions for an inclusive society.

The theme: "Respect, Acceptance, Inclusion"

One of the biggest barriers faced by people on the autism spectrum often proves to be the discrimination they face. It often stems from a lack of understanding of what it really means to be autistic. Attitudinal barriers, stereotypes and prejudices hamper the participation of autistic people in society. It is time that society gain a better understanding of autism to start removing the barriers that they face to be included.

Key messages of the campaign

⇒ **1% of the population has autism. Nowadays, many people are aware of autism, but very few actually know what living with autism mean.**

One of the greatest barriers faced by persons with autism is the discrimination and lack of understanding they experience in their day-to-day lives.

⇒ **Understanding people with autism is the first step towards making society more inclusive and accessible.**

Knowing what poses particular difficulties for autistic people when taking part in activities within the community can help people go some way to removing the barriers that isolate them;

⇒ **People with autism or Asperger syndrome may appear to behave unusually.**

There will generally be a reason for this: it can be an attempt to communicate, or a way of coping with a particular situation. For example, many autistic people have difficulty processing everyday sensory information such as sounds, sights and smells. This is usually called having sensory integration difficulties, or sensory sensitivity. It can have a profound effect on a person's life and trigger unusual reactions.

⇒ **People with autism can harbour many skills and talents, the key is knowing how to harness this to allow an autistic person to reach her/his full potential.**

People with autism are statistically far more likely to be unemployed than those without autism. However, they have a lot to offer to businesses and to society at large. Some companies are already actively seeking out autistic employees, but the practice is still rare.

⇒ **Think about how you can make your community/workplace/school more autism-friendly, and give people with autism the chance to show their true potential.**

It often only takes small changes to better accommodate for an autistic person's needs. For more information on this, see [Autism-Europe's publication "Autism and Work"](#).

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1. Dates for your diary

Below are some key dates for your diary when you can get involved and help the campaign.

March

- * To start with, **support the Thunderclap campaign** and encourage your social media friends, members and partners to do so too (see page 8 for explanation of the Thunderclap in social media).
- * **Translate the resources**, if necessary. (Contact us if you need support to modify the graphic files in your language).
- * **Inform your members and partners** of the upcoming campaign and give them the information they need to get involved in the launch (April 2).
- * **Plan a campaign event** or include reference to the campaign in your pre-planned activities and let us know so that we can promote it on the campaign calendar (see page 10 for ideas).
- * You will **receive the Press Release on 18 March**. You can **translate it and adapt it** to your national / local context or include reference to the campaign in your own media releases, events and advocacy activities. Send it on March 31 to the press.
- * **Identify a wide range of stakeholders** and public figures as well as people from the world of sport, and in particular athletes taking part in the Olympic and Paralympic games taking place in Rio de Janeiro to be a campaign ambassador and ask them to participate in our promotional activity in advance of the launch.

April and Beyond

- * **Launch of the campaign on April 2**
- * **Encourage the general public to get involved** in posting pictures and information on your social media channel.
- * Post regularly, monitor and share the **social media activity**.
- * **Keep in touch** – Autism-Europe is happy to support your activities in any way we can so let us know if you need help or advice. Contact communication@autismeurope.org.



September

- * **Conclusion of the campaign** to coincide with Autism-Europe's International Congress taking place at the same time as the Paralympic games.



2. Engaging with the campaign online

A. The Social Media Strategy

For the campaign we will be asking the autism community (followed by general public, including high profile figures) to do one of two things:

- 1) take a picture of themselves passing a relay baton with friends/family or colleagues using the **#AutismDay2016** hashtag **and/or**
- 2) Download and print off our logo for World Autism Awareness day and take a picture of yourself holding it, again including the **#AutismDay2016** hashtag.

Download the Campaign Logo

You are invited to promote the campaign alongside your own areas of interest with messages such as: "On **#AutismDay2016**, we are passing the baton for inclusion and acceptance of people with **#autism #ASD @AutismEurope**".

The hashtag is the same for all platforms:

#AutismDay2016



We would encourage you and your national colleagues to have a version of the tag in your own language but please always include the tag above on any post and ensure your followers do the same.

B. The Online Hub

Autism-Europe's website features general information, social media feeds and downloadable resources (brand guidelines, banners, flyers, logos, photographs, etc.), as well as editable templates for localisation (poster, press release) and ideas on ways to get involved (fundraising and awareness raising ideas). The website will feature selected posts from the general public and campaign ambassadors, reposted by the Autism-Europe team from other Social Media platforms.



We are calling on everyone to promote respect, acceptance and inclusion of people with autism

Show your support by passing the baton for autism!



The infographic above has been designed as a visual representation of the campaign's Call to Action. Sharing the infographic with your members and the wider public through social and traditional media will be a great way of spreading understanding of how people can get involved with the campaign.

Download the infographic from our resources



Remember that, if you do not have a baton, you can print the logo of the campaign and take a picture of yourself holding it:





C. Twitter use Strategy

Start by following the [@AutismEurope](#) Twitter account and search for [#AutismDay2016](#) to view campaign activity so far. We have some sample tweets below to get you started but if you need more help please refer to the Twitter User Guide .

Download the Twitter User Guide

I. Sample Tweets

Tweet ideas – please copy, paste, edit and use!



D. Engaging with a Thunderclap

Social media can be a powerful instrument if people engage with you, mention you and spread your message. It becomes even more powerful when many people do this at the same time. This is where Thunderclap comes in: Instead of having your campaign mentioned now and then on Facebook or Twitter the Thunderclap app collects authorised posts and tweets and publishes them at the very same moment. It is an effective way to get your message out to as many people as possible, breaking through the "noise" of general news and potentially becoming a 'trending' (most discussed) item on social media.

Respect, Acceptance, Inclusion World Autism Awareness Day 2 April
www.autismeurope.org #AutismDay2016

We are calling on everyone to promote respect, acceptance and inclusion of people with autism

Show your support by passing the baton for autism!

- Grab a baton and gather your group
- Grab your phone or camera
- Take a photo or a video of your group passing the baton
- Share your story and image with the hashtag #AutismDay2016

Goal: 100 supporters by Apr 2nd

Please follow the link below and agree to support the « Respect, Acceptance, Inclusion » Thunderclap campaign on whichever social media networks you use. This means you will authorise Thunderclap to share our pre-composed message on your behalf on Autism-Europe. Support and share the Thunderclap and help give the campaign the best possible chance of success!

Copy and paste this code into your HTML to embed the Thunderclap in your website:

```
<iframe frameborder='0' height='540px' src='https://www.thunderclap.it/projects/38886-respect-acceptance-inclusion/embed' width='250px'></iframe>
```

We need 100 supporters by April 2 to reach our goal! If you don't recruit enough supporters by your campaign's end date and time, your messages will not blast out. Be sure to actively promote the campaign to build support!

[Click here to support the Thunderclap campaign](#)

E. Facebook use Strategy

The campaign is available also on Facebook at [Autism-Europe page](#).

Facebook will function as a campaign hub where organisations can share details of upcoming events, share images and stories. The page will be able to post (audiovisual) content, respond to comments and share updates. The public are also invited to post their photos and brief messages of support for the campaign (for example the key messages of the campaign on page 2), tagged with the **#AutismDay2016** hashtag. We would ask that member organisations add posts to their own Facebook pages as well as sharing them with the campaign page, for maximum exposure.

[Download the Facebook User Guide](#)



3. Engaging with the campaign offline

Online activity will need to be supplemented by offline events/initiatives to give the campaign momentum. Some flagship events will be organised by Autism-Europe but much will depend on the engagement of organisations at the national level.

A. Sample press release

We have put together a sample press release that can be adapted for your organisation's needs and shared with local media at the time of campaign launch or when organising a campaign related event.

The press release will be made **available to you on March 18**.

[Download the sample press release](#)

B. Examples of activities linked to the campaign

1. Video launch by the National Autistic Society (NAS)

On the 2nd of April, the NAS (UK) will launch a video to kick off an awareness-raising campaign entitled **"Too much information"**. The video explores the scenario of an autistic child displaying what can be perceived as disruptive behaviour from onlookers, but reframed in the context of autism. It aims to raise awareness of the fact that sometimes such behaviour can be symptomatic of having autism, as opposed to an individual being voluntarily disruptive.



The video will focus particularly on the reactions of passers-by and how these reactions can cause anxiety and undermine the confidence of people with autism.

The video will therefore fall in line with the theme "Respect, Acceptance, Inclusion", in that the wellbeing of people with autism and their families can be greatly improved just by the simple fact of people being able to recognise autism and understand it a bit better. This will free autistic people and their families from a fear of unfair judgment and help others in their community take a different approach, accepting people with autism them as they are, with all their autistic traits included.

II. Autism and disability in sport (Paralympic communication campaign)



Visual for the campaign lends itself to a continuation of the campaign well after World Autism Awareness Day. The Paralympic Games will take place in Rio de Janeiro this September (7-18 September 2016) during our International Congress. Ahead of this Autism-Europe would like to prepare a communication campaign featuring athletes from different European countries as examples of fulfilling potential, leading a healthy life, and achieving happiness and empowerment through sport.

Involvement in sporting groups is a brilliant way for people with autism of all ages to make friends and get involved in their community. Autism-Europe will also be involved in a fund-raising run on 12 March 2016 in Brussels where we will disseminate information about autism and our campaign.



III. International Congress in September – 16-18 September 2016

"Healthy, Happy and Empowered" will be the theme of [Autism-Europe's 11th International Congress](#) in Edinburgh this September. Presentations will be given by self-advocates, autism specialists, parents and other relevant stakeholders on the subjects of empowerment and inclusion, among others. It will be a long-running campaign that will continue up until AE's International Congress, to ensure the highest visibility for the campaign.





C. Promotional Events and Fundraising Ideas

I. Be a good sport

Does your organisation run an annual race or is it something you might consider planning with some partner groups? If so, why not ask runners to pass the baton and take a picture of them? Or could you approach some well-known athletes in your country and ask them to support the campaign by passing the baton on tour! You may think of other supporting events where the baton relay is a key piece of equipment or used by the spectators and participants.



Ionel LUNGU, Laura VĂLEANU, and Mihăiță PAPANĂ, members of the Romanian Winter Paralympic team

II. Advocacy

To raise awareness why not reach out to politicians? Politicians are familiar with public speaking and love publicity. In many countries it is surprisingly easy to organise an information day/event at your national or federal parliament. Once again you can involve a range of autism stakeholders – and combine this with a photo opportunity where national policy-makers would be photographed 'passing the baton'. Our team is happy to talk to you and send guidelines to help. Photos could then be sent to the traditional media. Similarly, this approach could be taken with well-known public figures/ people from the world of sport, and in particular athletes taking part in the Paralympic games – taking the message offline!

4. Resources

Download all the resources in .zip format

Logo Pack
(+ editable file)

Banner Pack
(+ editable file)

Imagery
(+ editable file)

Flyer
(+ editable file)

Poster
(+ editable file)

Infographic
(+ editable file)

Social Media Pack
(+ editable file)

Sample
Press Release

Twitter
User Guide

Facebook
User Guide



A. Logotype identity

The logo for our World Autism Awareness Day campaign is centred around a simple image of a relay baton being passed between two hands.

The imagery evokes a number of key ideas central to the campaign:

- The idea of **working together**: People with autism can achieve great things and be included, but need support and reasonable accommodation;
- At the same time a theme of **autonomy**: early diagnosis and timely support can give autistic people the head-start they need in living the most autonomous life possible;
- **Happiness**: an image of people taking part in a fun, social activity;
- An image of **reaching out** to someone: the idea of a need for non-autistic people to reach out to the autistic community to understand them and get to know what being autistic entails;
- An image of **empowerment**: a portrayal of autistic people that does not focus on the “deficit” model of disability but instead portrays them in a positive light.
- **Moving forward**: an idea of progression, moving towards a new era in which autistic people are fully accepted and recognised in the society
- **Sport**: Although not crucial to awareness raising itself, it allows us to link the campaign to the follow-up activity surrounding the Paralympic Games.

I . Logotype standars and corporate type face

Like any brand we want to remain coherent in all our communication. Using the “Respect, Acceptance, Inclusion ” logo provides credibility, so to assist you we’ve established a few simple guidelines to be followed in all communications work.

Blue colour:

If using print production in
CMYK:

C: 99% M: 80% Y: 28% K: 13%

If producing for web in RGB:

R: 22 G: 68 B: 117

Orange colour

If using print production in
CMYK:

C: 0% M: 61% Y: 100% K: 0%

If producing for web in RGB:

R: 245 G: 128 B: 32

Type face:

Gadugi:

Campaign visuals

Corbel:

Toolkit body text

II. Official use of the campaign visuals

Autism-Europe members and other interested parties are invited to include the “Respect, Acceptance, Inclusion ” logo on their websites, newsletters, letterheads, annual reports, and other informative materials to show their participation in the campaign. Appropriate text should be included when using the logo. The ‘Respect, Acceptance, Inclusion’ visual can also be used for fundraising activities, events or other activities. The campaign materials may not be used for activities that would not be in line with Autism-Europe’s aims and objectives.

5. Campaign CHECKLIST

Now you've read the Toolkit we hope you're ready to launch and promote this initiative with us and make this campaign a great success over the coming months!

Here's a summary of the next steps you should take:

- I have signed up for the campaign on Thunderclap, and encouraged others do so
- I have translated the resources (including the visuals)
- I have informed my friends, members and partners about the campaign and invited them to join
- I have mobilised ambassadors to join the campaign and help spread the message
- I have organised events in line with the campaign
- I have translated or adapted the press-release for my local context
- I am taking pictures passing the baton, or holding the campaign visual and invite all my friends and colleagues to do the same in order to share them on social media

Thank you!

Thank you for your support in previous years, it's your participation that makes the difference!

Let's make it happen together!





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