



 **Not
invisible.**
**Campaign
Toolkit**

2025

Table of contents

| | |
|--|---|
| Table of contents | 1 |
| 1. Introduction | 2 |
| Autism-Europe's long-running awareness campaigns | 2 |
| What is World Autism Awareness Day? | 2 |
| 2. The 'Not invisible' multi-annual campaign..... | 3 |
| Campaign objectives..... | 3 |
| Campaign website..... | 3 |
| Campaign pledge | 4 |
| How to share your story | 4 |
| How to support the campaign online? | 5 |
| Photos with the infinity symbol gesture | 5 |
| Social media storm | 5 |
| Engage with public figures through events | 6 |
| Visual identity..... | 6 |
| 3. Acceptable language | 8 |
| 4. Checklist..... | 9 |



Co-funded by the European Union.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European commission. Neither the European Union nor the European commission can be held responsible for them.

1. Introduction

Autism-Europe's long-running awareness campaigns

[Autism-Europe](#) (AE) is an international organisation based in Brussels focused on advancing the rights of autistic people and their families as well as helping them improve their quality of life. It ensures effective cooperation among almost 90 member autism organisations from 40 European countries, including 26 Member States of the European Union, governments and European and international institutions.

AE plays a key role in raising public awareness and in influencing European decision-makers on all issues relating to the rights of autistic people. Every year, around **World Autism Awareness Day**, AE works alongside its member organisations to carry out a campaign raising awareness about autism and the rights of autistic people across Europe.

This campaign toolkit brings together materials, strategies and recommendations on how you too can contribute to build momentum by conducting a successful awareness raising campaign.

We hope that this year you will join us in spreading the word and that together we will foster positive and inclusive actions to build an inclusive society for autistic people.

What is World Autism Awareness Day?

On 18 December 2007, the United Nations General Assembly unanimously adopted resolution 62/139, which declares that every **2 April** will mark World Autism Awareness Day (WAAD). This Day aims to highlight the need to help improve the quality of life of autistic people, so they can lead full and meaningful lives as an integral part of society.

[More information here.](#)

2. The ‘Not invisible’ multi-annual campaign

Campaign objectives

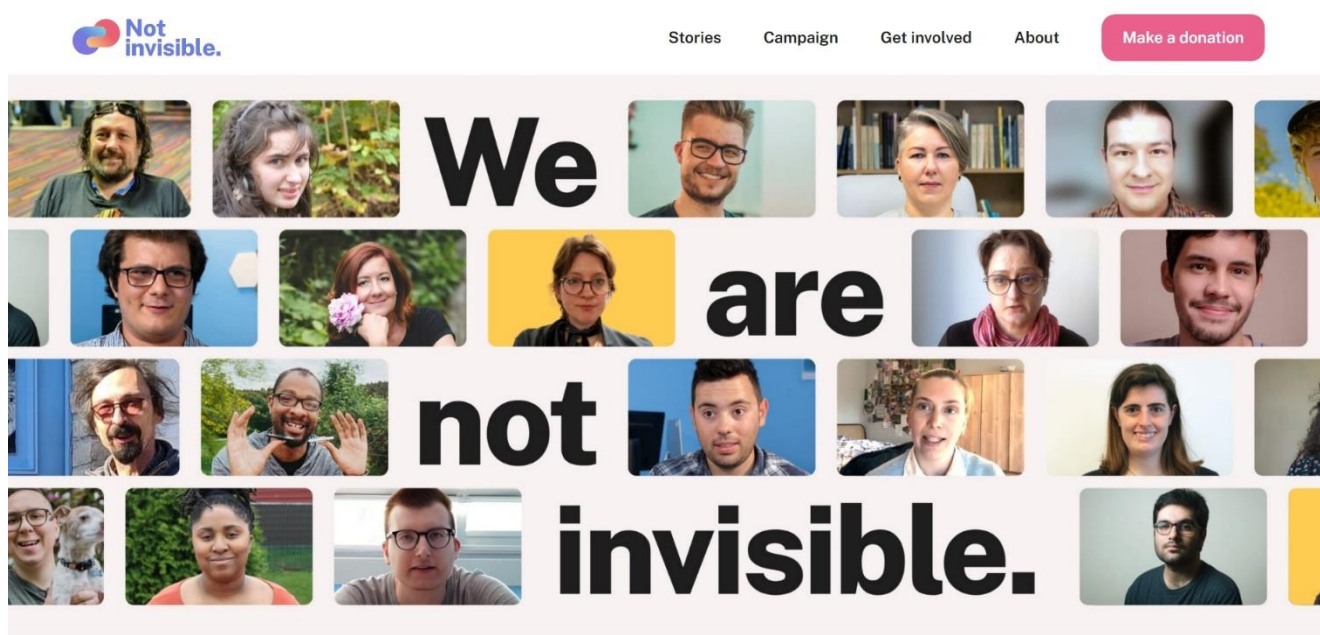
Started in April 2024, Autism-Europe is running a multi-annual awareness-raising campaign under the motto “**Not invisible**”. This theme has a double objective:

1. It seeks to draw attention to the fact that autistic people’s needs are often made invisible in many areas. We want to raise awareness of the barriers and discrimination that autistic people face to advocate for their human rights to be upheld and supported in all areas of life, in line with the UN CRPD. We call for a society where autistic people are fully recognised and get the understanding, acceptance, and full enjoyment of their rights they deserve.
2. It aims to highlight that while autism is often described as an “invisible” disability, autistic people, their representative organisations and their support networks should be empowered and visible in all spaces and matters that concern them. Nothing about autistic people should be done without autistic people.

Campaign website

In 2025, the campaign website, [Not.invisible.org](https://notinvisible.org) gives autistic people a chance to share their experiences. By submitting videos, essays, pictures, or audio recordings to the website, they will help promote a deeper understanding of autism, advocate for autistic people’s rights, and ensure that autistic people are recognised, valued, and included. Through these messages, we aim to raise awareness of autistic people’s struggles and strengths, which remain often invisible in most parts of our societies.

Some of these stories are already available on the campaign website: [not-invisible.org](https://notinvisible.org). Go through this toolkit to learn how to add yours today.



Campaign pledge

The campaign pledge has been opened to signature since the European elections 2024.

We encourage you to **reach out to your policy-makers at the European, national, regional and local level to pledge support for the rights of autistic people**, as well as support the campaign by sharing the stories.

If they wish to support our campaign, ask them to take a photo signing the pledge or making the infinity gesture (see section “Photos with the infinity symbol gesture” on page 5).

[DOWNLOAD PLEDGE 2025 IN PDF HERE](#)

You can translate the pledge in Word available here in your own language:

[DOWNLOAD PLEDGE IN WORD & TRANSLATE IN ANOTHER LANGUAGE HERE](#)

How to share your story

In the context of the campaign, it is critical to share the lived experiences, concerns and expectations of the autism community. We will share these stories via the campaign website to illustrate our call for a society that values autistic people.

Please note that, in order to protect minors’ privacy, we will blur the faces of all children under 18 in any pictures or videos submitted.

Aside from videos, all sorts of expressions and means of transmission are welcome and will be featured. Ideas and inspirations:

- You are welcome to record a short video, [consult the call for stories here](#);
- You may send us one or multiple pictures/photographs; they can be a portrait or a self-portrait or a different type of representation depending on what you want to express and represent. These pictures can be supported by a caption.
- You record a vocal message, telling your story. Please find the questions for inspiration on the following pages.
- You write a blog/text, based on the same questions as mentioned above.
- You create or help someone create an artwork. We need to digitize this for the website, so a picture would be great.

Once your material is ready, please send it to communication@autismeurope.org

Please fill out and sign this consent form: [Social Media Photo/Video Release Form](#)

Please find some questions to inspire your story and video instructions at this link: [Questions & Video Instructions](#)

[READ THE CALL FOR STORIES IN EASY-TO-READ HERE.](#)

How to support the campaign online?

For this **#AutismDay2025**, we encourage the autism community and its stakeholders to join us online to support the **#AutismNotInvisible** campaign throughout April and beyond.

Photos with the infinity symbol gesture

We want to amplify the voice of autistic people to share their experiences and vision to continue building a society where autistic people are visible and empowered! We would particularly like to highlight the day-to-day experiences of autistic people and their families/support networks.

So, we invite the autism community to share their pictures and messages on social media photos throughout April 2025, using our “Not Invisible” logo.



In these pictures, members and supporters could reproduce the infinity symbol using one’s hands, or for example, by forming the infinity sign with a group of people. There are multiple ways to recreate it in a creative and artistic manner!

The infinity symbol is a popular symbol among autistic people and autism rights advocates, symbolising a broad and varied spectrum of experiences. This symbol also represents the unity and strength of the autistic community.

This campaign gesture enhances the visibility of the campaign and encourages everyone to participate. To gain visibility, please use the hashtags **#AutismDay2025** and **#AutismNotInvisible**.

Social media storm

Please use the hashtag **#AutismDay2025** and **#AutismNotInvisible**, and tag us in any post related to our campaign you’ll create.

Here’s the list of our social media handles:

Facebook – [@autismeurope.AE](https://www.facebook.com/autismeurope.AE)

Instagram – [@autismeurope](https://www.instagram.com/autismeurope)

LinkedIn – [@Autism-Europe aisbl](https://www.linkedin.com/company/Autism-Europe-aisbl)

Bluesky – [@autismeurope.bsky.social](https://bsky.app/profile/autismeurope.bsky.social)

If you don’t have time or resources to create your own social media posts, reshares from AE’s channels are always appreciated!

Engage with public figures through events

To raise awareness, why not reach out to politicians to organise an event?

You can involve a range of autism stakeholders in your country – and create a photo opportunity where national policy-makers could show their support for our 2025 campaign (as well as the pledge, more information above).

Photos could then be sent to media outlets in your country (or region) and shared on online communications channels, such as social media.

A similar approach could be taken with well-known public figures to spread the campaign messages.

Visual identity

The “Not Invisible” campaign visual identity was developed by an external creative agency using [Canva](#), a free online design platform. While the focus of the campaign will still change each year, the visual identity (as well as the “Not Invisible” overarching theme and logo) is meant to stay for years to come, so our campaign can be visually impactful and easy to recognise.

Therefore, to maintain consistency, please use these features for any visuals associated with the campaign.



Public Sans - Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789!"£\$%&/()=?'

Public Sans - Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789!"£\$%&/()=?'**

Public Sans - ExtraBold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789!"£\$%&/()=?'**

To show your support to our campaign, please feel free to use the “Not Invisible” logo (available in various colours to suit your needs and preferences) on your communications outputs.

[DOWNLOAD THE CAMPAIGN LOGO HERE](#)

3. Acceptable language

Autism-Europe operates on the principle of respect for diversity. We feel that it is important to use language that people are comfortable with. However, there are some terms that are likely to cause offense and that it is advisable to avoid using.

In 2016 the National Autistic Society (NAS), the Royal College of GPs and the UCL Institute of Education conducted a survey within the United Kingdom (UK) of people connected to autism, to enquire about preferences regarding the use of language. Amongst British autistic adults, **the term 'autistic person/people' was the most commonly preferred term.** The most preferred term amongst autistic adults, families and professionals was 'people on the autism spectrum'.

Some people refer to themselves and one another as an autist / autie / aspie. Whilst we accept that people may wish to refer to themselves and each other in this way, it is often less acceptable when used by a neurotypical person.

We urge all who are considering using the campaign materials to think about what language is acceptable and appropriate to use within their own context and geographical area, particularly from the perspective of autistic people, and to adapt the materials accordingly.

Here, some terms or expressions that are likely to cause offence:

1. Suffers from autism or victim of autism

Use the following terms instead:

- Autistic
 - On the autism spectrum

2. Kanner's autism

3. Asperger's syndrome is a rare / mild form of autism.

4. Autism is a disease / illness.

Use the following instead:

- Autism is a disability.
- Autism is a condition.

5. Retarded / mentally handicapped / backward

These terms are derogatory and offensive. Consider using the following terms instead (where it is appropriate to do so):

- People with a learning disability.
- People with a developmental disability.
- People with an intellectual disability.

6. Normally developing children / adults

Consider using the following terms instead:

- Neurotypical or typically developing children / adults

4. Checklist

Now that you have read the WAAD 2025 campaign toolkit, we hope you are ready to engage with us and make this year's campaign a great success!

- ✓ Reach out to your policy-makers at local, regional, national and European level to ask them to pledge for autistic people's rights.
- ✓ Disseminate the 2025 campaign toolkit among your network, spread the word about the campaign and encourage supporters to join in.
- ✓ Share the 2025 social media messages and stories the hashtags #AutismDay2025 and #AutismNotInvisible from 2 April 2025 onwards.