



Not invisible. Campaign Toolkit

2026

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Co-funded by the European Union.

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1. Introduction

Autism-Europe's long-running awareness campaigns

[Autism-Europe](#) (AE) is an international organisation based in Brussels representing over **90 national autism associations in 40 countries**. Together, we are working to advance the rights and improve the rights of an estimated **7 million autistic people and their families in Europe**.

Working closely with our members, our activities aim to influence policy, increase public awareness, and address barriers faced by autistic people in society. Self-advocates and parents play a crucial role in ensuring that our work reflects the views and interests of autistic people across Europe.

Every year, around **World Autism Awareness Day**, AE works alongside its member organisations to carry out a campaign to **build understanding and acceptance about autism and the rights of autistic people across Europe**.

Our campaign toolkit is designed to support you in developing your WAAD 2026 activities, with tips and resources to create powerful campaign messages and social media communications to maximise engagement with World Autism Day this year.

With your help, we can have a real impact on World Autism Day and throughout the month.

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.](#)

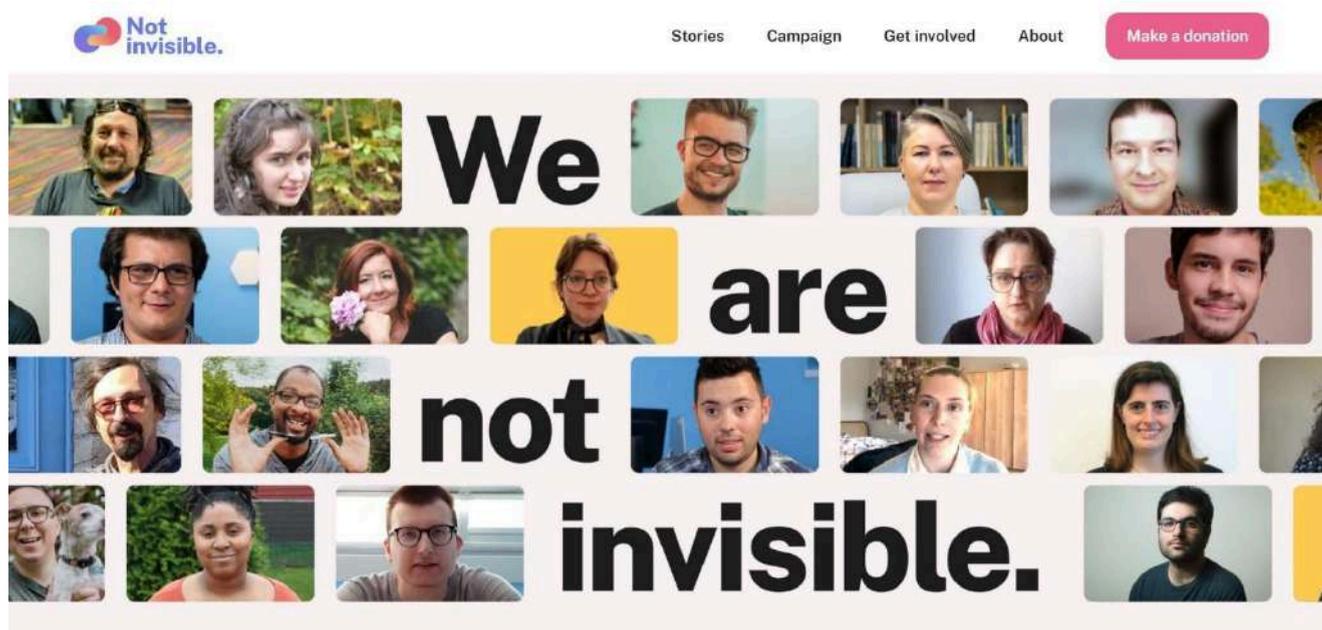
2. The ‘Not invisible’ multi-annual campaign

Campaign overview

Ahead of the **2024 European elections**, Autism-Europe launched the ‘Not invisible’ campaign to draw attention to the fact that autistic people’s needs are often ignored and made invisible. While autism is often described as an “invisible” disability, autistic people, their representative organisations, and their support networks, must be empowered and visible in all spaces and matters that concern them. In line with the United Nations Convention on the Rights of Persons with Disabilities ([UN CRPD](#)), we advocate for their human rights to be upheld and supported in all areas of life.

Campaign website

In 2025, we launched the campaign website, [not-invisible.org](#). This platform allows the autism community to share their experiences through videos, essays, pictures, or audio. These stories help foster a deeper understanding of autism and guide our future advocacy work at the Europe level. You can already explore stories from community members on our [website](#). **This toolkit explains how you can share your own story.**



2026: A new phase of the campaign

In 2026, the Not invisible campaign is entering a new phase, with a renewed focus on ensuring that autistic people and their families have a platform to express their views, concerns, and aspirations in their own words and formats, *and* influence European decision-making.

Why now?

The European Commission is expected to launch the second phase of its [Strategy for the rights of persons with disabilities 2021-2030](#) in the coming months. This updated strategy is expected to include more ambitious objectives and actions to address persistent inequalities in education, employment, independent living and community-based support services, accessibility, and freedom of movement.

Our goal: The Not invisible campaign acts as a vehicle for policy change. We are collecting community stories and quality data to show the tangible impact of policy and service gaps on autistic people and their families. The campaign seeks to raise awareness within the wider community and inform policymakers, sending a clear signal that concrete changes are necessary to protect the rights of autistic people and their families.

What are our key demands?

Autism-Europe advocates for more ambitious actions at both the EU and national levels to support the full rights of autistic people and their families. The core priorities are as follows:

- **Awareness and training:** Initiatives across the EU to combat stigma, along with mandatory autism and disability-rights training for professionals in education, healthcare, employment, and public services.
- **Independent living and community support:** Promotion of deinstitutionalisation and investment in person-centred community services, with enhanced monitoring of EU funds to ensure inclusion rather than segregation.
- **Supported decision-making:** EU-level assistance for Member States to transition from guardianship regimes to systems that respect autonomy, will, and preferences.
- **Freedom of movement and mutual recognition:** Harmonised disability assessments and mutual recognition of autism diagnoses across EU countries to ensure full mobility rights.
- **Inclusive education and employment:** EU efforts to promote inclusive education, reduce regional disparities and address the extremely low employment rates among autistic adults.
- **Wider enforcement of accessibility:** Mainstreaming cognitive, sensory, and communication accessibility, and establishing a permanent EU Accessibility Agency.
- **Participation and accountability:** Meaningful involvement of autistic people in policy-making and research (design, implementation, and evaluation), supported by transparent monitoring and data collection.

For more information, read [Autism-Europe's position paper](#).

Get involved in the campaign

● Support the campaign on social media

Autism-Europe will be posting regularly to maximise engagement with Autism Month. We will be releasing new videos on our campaign website and social media - including on our new TikTok channel! We encourage you to repost and share the website [link as much as possible](#).

With your help, we can have a real impact on World Autism Day and throughout April to ensure autistic people and their families are visible.

- **Follow us on social media** to stay up-to-date!
- **Reshare our messages to amplify our campaign!** Engaging with the posts (comments, likes, shares, saved) really helps with the algorithms.
- **Download and share our social media visuals.**
- **Post your own content** - share your activities and stories.
- **Record a video explaining what 'Autism Not invisible' means to you.**
- **Use the hashtags #AutismNotinvisible and #AutismDay2026** in all your posts.
- **Tag us in your posts** to help us amplify our reach.
- **Add the campaign's logo and visual identity** to your materials to show your support. Please follow our guidelines to help us maintain a unified voice.

Connect with us: on [Facebook](#) ; [Instagram](#) ; [LinkedIn](#) ; [Bluesky](#) ; [TikTok](#)

Download our social media visuals [here](#)

Download our key messages [here](#)

Download the campaign logo [here](#)

**Use the
campaign
fonts and
colours:**



Public Sans -Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!"#\$%&'()*=?

Public Sans - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!"#\$%&'()*=?

Public Sans - ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!"#\$%&'()*=?

● **Share your personal autism story with us!**

We are encouraging community members to openly share their experiences, perspectives, and challenges to create an inclusive European community and advocate for better policies, public services, and practices that support the rights and quality of life of autistic people. **Tell us about the challenges you have faced and the support you have received.**

Read **how to share your story** [here](#).

Access **the Easy-to-read call for stories** [here](#)

Find **inspiration and video instructions** [here](#)

Once your material is ready:

- Please fill out this [consent form](#)
- Send your materials to communication@autismeurope.org.

● **Join our call to action to policymakers!**

Use our template to send a letter to your European, national and local policymakers calling for them **to sign our pledge** and accelerate actions to advance the rights of autistic people and help build a strong European Strategy for the Rights of Persons with Disabilities. Keep us informed about new signatories, as we can highlight them on our [website](#).

Download our letter to policymakers [here](#) (PDF)

Access the editable version and translate it [here](#) (Word)

Download our pledge for 2026 [here](#) (PDF)

Access the editable version and translate it [here](#) (Word)

Download our manifesto for 2026 [here](#) (PDF)

Access the editable version and translate it [here](#)

(Google doc: click “File” > “Make a copy”)

● Share your activities with us!

Are you planning an activity to mark World Autism Day? Whether you're organising an activity in your local community, workplace, school or online, we want to hear about it.

● Engage with public figures through events

Reach out to politicians to organise a campaign event. Bring together autism stakeholders in your country to create a photo opportunity where national policymakers show their support for the Not invisible campaign and sign the official pledge. Share these photos with media outlets and across your social channels to build momentum.

Pro tip: The same approach works wonders with celebrities and public figures!

3. How to write about autism

Autism-Europe respects diversity and encourages the use of appropriate language. As preferences vary by context and region, materials should be adapted accordingly. If you want to write your own posts for the Not invisible campaign/WAAD in English, please use the following respectful, community-preferred language:

- **Use** identify-first: "Autistic person/people." (Community-preferred language).
- **Use** "disability" or "condition": Autism is not a "disease" or "illness".
- **Avoid:** Medical terms or outdated labels (e.g., Asperger's, mild/severe, "suffers" from).

4. Your campaign checklist

Now that you're familiar with the 2026 toolkit, let's make some noise! The 2026 campaign is our chance **to put the narratives back in the hands of the autism community**. Let's make this year's campaign our most impactful yet:

- ✓ **Share your personal autism story with us!** Visit the Not invisible website to submit your own video or testimony.
- ✓ **Contact your local, regional, and European policy-makers and urge them to sign the 2026 Campaign Pledge** and commit to upholding the rights of the autism community in every legislative decision.
- ✓ **Mobilise your networks**, share this 2026 toolkit with your colleagues, friends, and community.
- ✓ **Flood social media with your stories, photos, and messages.** Use the official hashtags #AutismDay2026 and #AutismNotInvisible to ensure our message trends across Europe.