



“A happy  
journey  
through life”

Europe-wide awareness-raising  
campaign 2022

# Campaign toolkit



An initiative of:



#AutismDay2022

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**Easy-to-Read version  
(coming soon)**

# INTRODUCTION

## A. Autism-Europe's long running awareness campaigns

Autism-Europe (AE) is an international association based in Brussels whose main objective is to advance the rights of autistic people and their families and to help them improve their quality of life.

It ensures effective liaison among almost 90-member autism organisations from 38 European countries, including 25 Member States of the European Union, governments and European and international institutions.

AE plays a key role in raising public awareness, and in influencing the European decision-makers on all issues relating to the rights of autistic people.

Around World Autism Awareness Day (April 2), AE works together with its member organisations to conduct long-running campaigns to raise awareness of 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.

## B. What is World Autism Awareness Day?

On December 18, 2007, the United Nations General Assembly adopted resolution 62/139, which declares that every April 2 will mark World Autism Awareness Day (WAAD).

More information:

<https://www.un.org/en/events/autismday/>



**World Autism  
Awareness Day**

**#AutismDay2022**

# THE CAMPAIGN

## A. Theme 2022 “A Happy Journey Through Life”

For 2022, the council of administration members decided to use the **motto of the 13th Autism-Europe's Congress - “A Happy Journey through life”**- which is at the heart of Autism-Europe's mission to promote quality of life for autistic people. The theme of the congress illustrates the fact that a holistic approach is needed across the lifespan to ensure that autistic people can live happy and fulfilling lives. It conveys a positive message and gives the possibility to address a range of diverse priorities.

The campaign will set the tone and raise awareness about the congress and its objectives.

Throughout the campaign, we will highlight the needs of autistic people in relation to various policy priorities, at the EU, national, regional and local levels. AE and its members will raise awareness of various issues such as access to education, health, employment, social inclusion, community support services, etc. At the EU-level, ensuring that the implementation of the new Strategy for the rights of persons with disabilities 2021-2030 and the European Pillar of Social Rights Action Plan take into account the needs of autistic people will be central to our advocacy.

A key element of the campaign will be sharing the voice and testimonies of autistic people and their families on what constitute a good quality of life- as well as good practices and initiatives to reach this goal.

We will also ensure to have synergies with other relevant campaigns at the EU-level, for example the campaign 2022 of Social Platform that will be centred around “decent life for all”. It will address issues related to minimum wages, minimum social safety nets and empowering services.

## B. The campaign's aim

This year, the AE's campaign will highlight the fact that a holistic approach is needed to ensure that autistic people experience a happy life. Just like anyone else, autistic people have desires and aspirations, concerns, passions, dreams, needs, etc.

AE wants to show what “a happy journey through life” for autistic people and their families is by:

- Collecting and sharing testimonies and experiences from autistic people and their families on what happiness means to them
- Promoting the artistic point of view of autistic people when thinking about their happiness
- Sharing key policy messages through different social media channels to point out 1) important elements that need to change to ensure a happy and fulfilling lives for autistic people and their families and 2) needs and concerns among the autistic community

**Go through this toolkit to know how you can engage in AE's #AutismDay2022 campaign!**





## C. Visuals

The campaign visuals are in line with the AE's International Congress visual identity, as agreed together with AE's members.

**"Salvatore" typography** family is the preferred one for the slogan, titles and social media posters, and the normal "Arial" one for the text body, as used by Autism-Europe in other external documents.

Salvatore typography:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

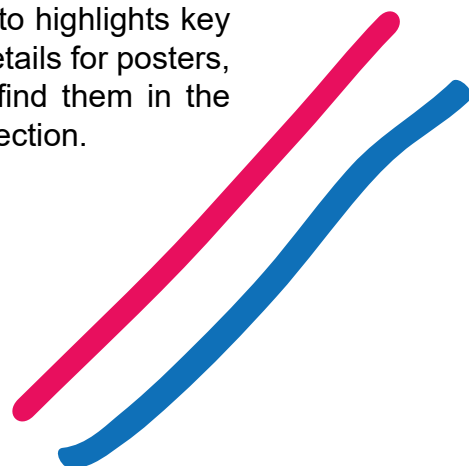
The **campaign's colours** are the following blue and red tones:

|            |            |           |          |
|------------|------------|-----------|----------|
| <b>R</b>   | <b>G</b>   | <b>B</b>  |          |
| <b>232</b> | <b>15</b>  | <b>94</b> |          |
| <b>C</b>   | <b>Y</b>   | <b>M</b>  | <b>K</b> |
| <b>3</b>   | <b>100</b> | <b>46</b> | <b>0</b> |

|    |     |     |   |
|----|-----|-----|---|
| R  | G   | B   |   |
| 15 | 112 | 184 |   |
| C  | Y   | M   | K |
| 88 | 53  | 0   | 0 |

In order to maintain the coherence with the AE's International Congress visual identity. We suggest to our members and stakeholders to use the characteristic lines for this campaign:

They can be used in different positions and combinations (frames, lines to highlights key facts, visual details for posters, etc). You will find them in the "Resources" section.





## D. 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 offence 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 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'.

Within AE itself, to reflect this feedback from the UK, cater for a preference among native speakers of other European languages towards the term 'person with autism' and in order to keep in line with the United Nations Convention on the Rights of Persons with Disabilities that utilises person-first language throughout, all three of the above terms are used interchangeably within our communications.

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.

Autism-Europe urges 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 people with autism, and to adapt the materials accordingly.

## Terms or expressions that are likely to cause offence

### 1- Suffers from or is a victim of autism.

Consider using the following terms instead:

- is autistic
- is on the autism spectrum
- has autism / an autism spectrum disorder (ASD) / an autism spectrum condition (ASC)

\*Note: The term ASD is widely used by many professionals, you may prefer to use the term 'autism spectrum condition' or 'on the autism spectrum' because it avoids the negative connotations of 'disorder'.

### 2- Kanner's autism.

### 3- "Asperger's syndrome is a rare/ mild form of autism

### 4- "Autism is a disease/ illness".

Consider using the following instead:

- autism is a disability
- autism is a condition

### 5- Retarded/ mentally handicapped/ backward.

These terms are considered to be 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  
Note: This term is only used within the autism community so may not be applicable in, for example, the popular press.
- typically developing children/adults

## 4. ENGAGING WITH THE CAMPAIGN OFFLINE

Online activity can be supplemented by offline events/initiatives to give the campaign momentum. We would like to share with you some suggestions that will hopefully help you to develop specific offline actions based on your local/national target audiences for this #AutismDay2022 campaign.

### A. Engaging with policy makers across the EU

To raise awareness why not reach out to politicians? Politicians are familiar with public speaking and love publicity. For instance, you can contact your town hall or regional politicians to organise a meeting or 1-day event. Do not forget to take into account the current COVID measures to ensure a safe event!

Of course you can involve a range of autism stakeholders – and combine this with a photo opportunity where national policy-makers would be photographed supporting the campaign. Our team is happy to talk to you and send guidelines to help. Photos could then be sent to the traditional media outlets (such as newspapers in your country or region). Similarly, this approach could be taken with well-known public figures taking the message offline.

### B. Press release

Autism-Europe has created a manifesto outlining the 2022 campaign's concrete aims. The document outlines the key policy aspects and requests of the campaign. Additionally, AE has put together a sample press-release that can be adapted for your organisation's needs and shared with local media at the time of the campaign's launch, or simply when organising a campaign-related event.

Both documents can be downloaded from the "resources" page of this document".

### C. Promotional events and fundraising ideas

- Events on autism awareness attended by local authorities, service providers and/or business representatives;
- Art exhibitions on the topic of education and/or employment, autism and inclusion;
- Sponsored sport or cultural events/marathons;
- Stands with material to spread the word about autism and autistic needs.



Image: freepik



## 5. ENGAGING WITH THE CAMPAIGN ONLINE

For this #AutismDay2022 campaign, we encourage the autism community and its stakeholders to join us online to celebrate the Autism Month 2022.

### A. Social media messages

AE has prepared visuals to be shared on social media channels, adapted to the standards of Facebook, Instagram and Twitter. As you can see on the Dropbox folders (in the “**Downloadable resources**” section below), the visuals are organised sorted by social media channel and, then, by topic. You are free to share the messages related to the topic you find more relevant.

Also, in order to facilitate the creation of a nice social media post, we share some suggestion of texts to accompany the banner. You will find this document in the Dropbox folders.



**Twitter**

Twitter’s main characteristic is that **the user share thoughts, ideas or information in 280 characters or less**. You can also include links to external sites such as your website or other social media platforms in your tweets.

Start by following the @AutismEurope Twitter account and searching for #AutismDay2022 to view campaign’s tweets. In this way, you may also want to interact with those people who have tweeted messages about the campaign.

Hey! Remember to use **#AutismDay2022** in your posts and **tag @AutismEurope** so we can share your posts!

**In the section “Downloadable resources” in the toolkit, you will have access to the Dropbox folder “Social media/Visuals”. There, you will find sub-folders with visuals adapted to the format of Facebook, Instagram and Twitter!**



**Facebook**

Facebook is an online social networking service where, after registering to use the site, users can create a user profile, add other users as “friends”, exchange messages, post status updates and and photos, share videos and stories, use various apps and receive notifications when others update their profiles. photos, share videos and stories, use various apps and receive notifications when others update their profiles.

Facebook Pages are used to share stories and connect with people. It is possible to customise Pages by publishing stories, hosting events, and more. **The campaign is also available on Autism-Europe’s Facebook page. We encourage you to:**

- 1) Follow AE on Facebook and share the #AutismDay2022 Facebook messages;
- 2) Tag AE’s Facebook page when you publish something related to the #AutismDay2022 campaign. This way, we can see your engagement and monitor the reach of the campaign.
- 3) Use #AutismDay2022 in your posts!



**Instagram**

Instagram is a free photo and video sharing app. People can upload photos, videos and stories, and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram.

**Follow the @AutismEurope account on Instagram and post of your photos, videos, stories and brief messages of support for the campaign, tagged with the #AutismDay2022 hashtag.**

## B. Art competition

As you know, this year's campaign is in line with the theme of the AE's 13th International Congress "**A happy journey through life**". One of the campaign's mission is to give visibility to what a happy life means for autistic people and their family. Therefore, we have launched an art competition: to give autistic people the chance **to show through art what happiness means to you**.

We invite you to send us **artistic visual pieces**, that reflects something you love to do in life, something that makes you happy. You can submit a photography, collage, painting, etc.

Crediting the authors, AE will disseminate the winning image in the context of the #AutismDay2022 campaign and the AE's 13th International Congress, among other AE's activities. It will be used through AE's social media channels and website.



### Prize:

1. The winning **artistic piece will be featured** in the #AutismDay2022 campaign and the AE's 13th International Congress (giving proper credits to the author)
2. The winner will have **1 full online access ticket to the 13th Autism-Europe International Congress**. This ticket includes access to HD online transmissions of all sessions, 6 months of access to presentations, videos and extra materials. Online interactive poster session and networking online sessions during the Congress.

### Practical information:

- Each entrant can submit up to 3 artistic pieces (drawings, photographs, collage, poster, etc)
- Participants have to send their images to [communication@autismeurope.org](mailto:communication@autismeurope.org)
- Deadline: **March, 21 2022 - 23.59 CEST**

### Important:

Please, remember to read the Terms and Conditions of the art competition. You can find there all the conditions and information to correctly participate in the contest.

**[Link to the Terms and Conditions document](#)**

## C. Share your testimony

A key element of the campaign will be **sharing the voice and testimonies of autistic people and their families** on what constitutes a good quality of life to foster positive change in society.

That is why we invite you to answer our survey and share your experiences! Also, it would be great if you can share the survey among your network.

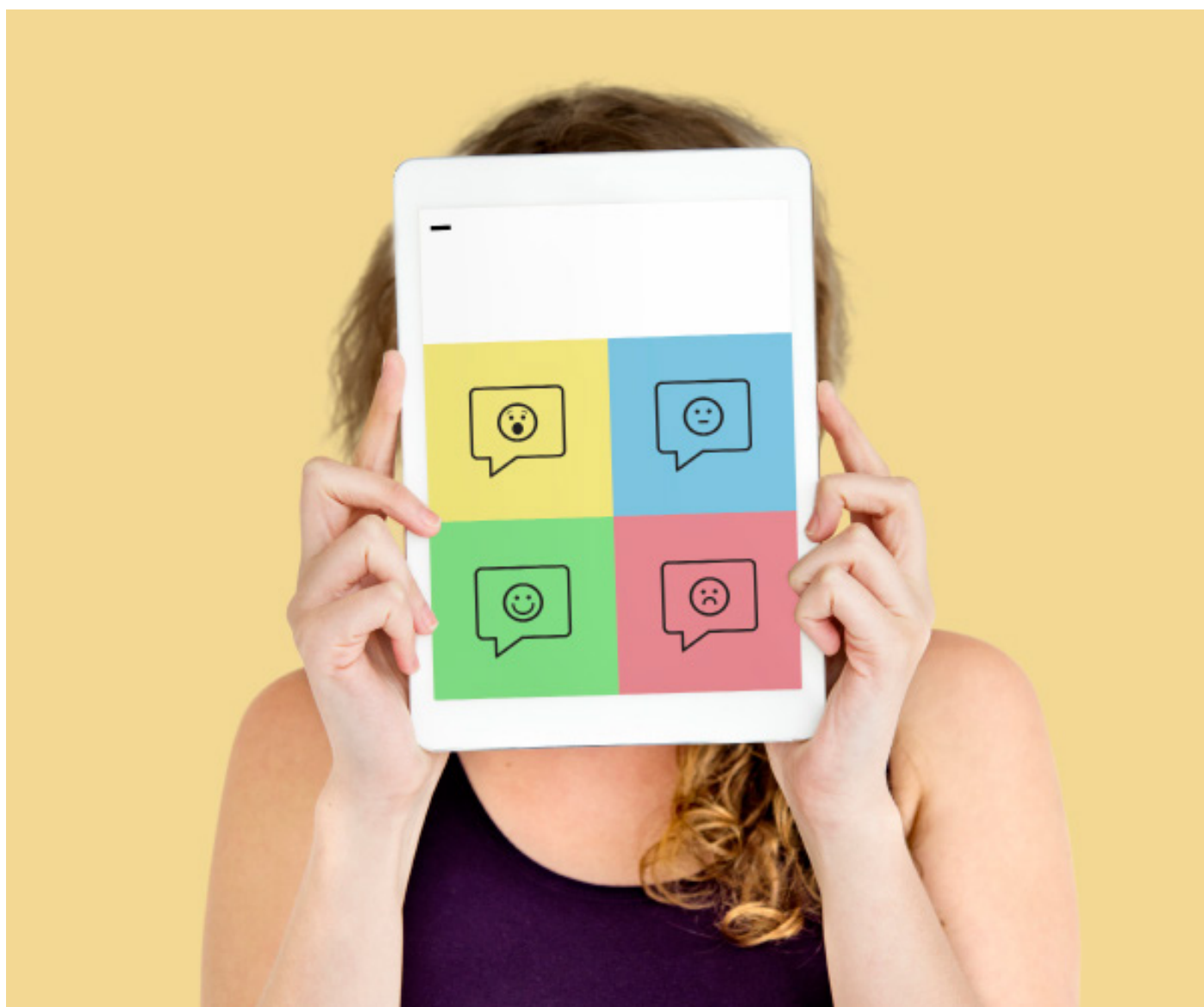
If you would like to translate the survey into your own language, please feel free to contact us at [communication@autismeurope.org](mailto:communication@autismeurope.org)

## Practical information

- If you have any questions, you can contact AE at [communication@autismeurope.org](mailto:communication@autismeurope.org)

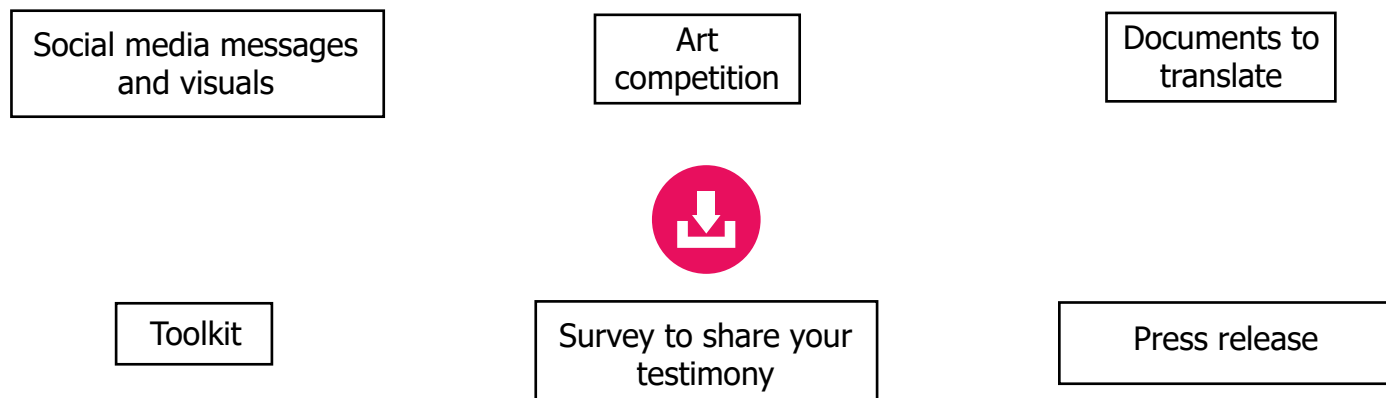
- Deadline: **March, 15 2022 - 23:59 CET**

**[Link to the survey](#)**





## 6. DOWNLOADABLE RESOURCES



### Campaign checklist

Now that you have read the Toolkit, we hope you are ready to engage with us and make this 2022 campaign a great success! In case it helps you to organise and plan your participation in the campaign, here is a checklist:

- ☐ translate the campaign resources (including the visuals) you want to use, contact [communication@autismeurope.org](mailto:communication@autismeurope.org) if you need support to adapt them
- ☐ disseminate the toolkit among my network
- ☐ disseminate the information about the art competition among my network by **March 21**
- ☐ disseminate the AE's survey among my network by **March 14**
- ☐ participate on the online art competition by the deadline: **March 21, 23:59 CET**
- ☐ share my testimony via the AE's Survey by the deadline: **March 15**
- ☐ identify your areas of priorities in the topics covered by the campaign through the key messages, and to contact policy-makers about our key political demands
- ☐ share the social media messages and banners on social media using the hashtag #AutismDay2022
- ☐ inform my friends, members and partners about the campaign and invited them to join
- ☐ organise events in line with the campaign
- ☐ translate or adapt the press-release and the manifesto for my local context

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