

Different minds. One Scotland.



Stakeholder
Toolkit



Fairer
Scotland
Scottish
Government

The world needs people who think differently. In a world where everyone thinks the same, nothing would ever change.

Different minds. One Scotland. is the first national campaign on autism and was created in response to The Scottish Government Consultation on [The Scottish Strategy for Autism](#), which highlighted the stigma and discrimination that autistic people face.

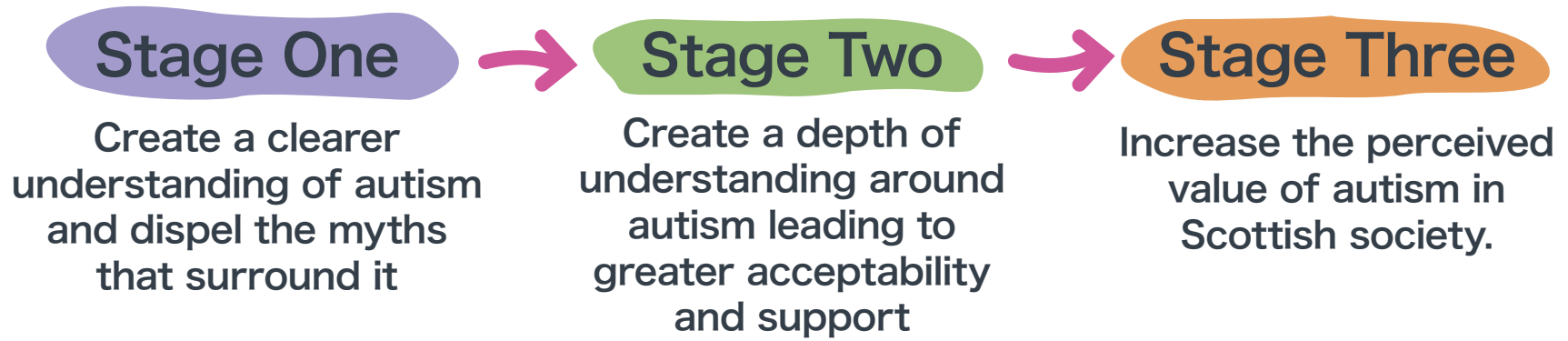


Introduction

The campaign has been developed to deliver a clearer understanding of autism to the non-autistic population.

Currently at stage one of a three stage approach, **Different minds. One Scotland.** aims to dispel the myths surrounding autism and build solid knowledge foundations to build upon.

A three stage strategic approach has been developed:



The campaign

As 1 in 100 people in Scotland are autistic, it is vital that we work towards creating a fair society where difference is understood and accepted.

Stage one of this campaign aims to address the misconceptions surrounding autism and will have a focus on delivering the following messages:

- 1 in 100 people in Scotland are autistic
- Autism is **not** something that you grow out of
- Autism is **not** a mental health condition
- Autism is a **neurological difference** that you are born with.

How you can get involved

There are lots of ways you can get involved with Different minds. One Scotland.

Firstly, by showing your support on social media. The campaign goes live on **Monday 5th October** we'd love for everyone to come together and share the following message and campaign visual on your social media channels on Monday 5th October:



Social media








As the campaign progresses we will share visuals, films and updates on social media on a regular basis. These can also be found on the campaign assets page of the differentminds.scot website.

Please follow our social media channels and feel free to share our content with your followers:

- Our Facebook page is here facebook.com/Fairer.Scot
- Our Twitter handle is [@ScotGovFairer](https://twitter.com/ScotGovFairer)
- The campaign hashtag is [#DifferentMinds](https://twitter.com/hashtag/DifferentMinds)
- A shortened URL which links to the website is <https://bit.ly/36enxa4>
- A shortened URL which links to the ad is <https://youtu.be/6lp09wSMPeM>

Example posts

-  At least 1 in 100 people in Scotland are autistic, which means that 1% of our population thinks in a different way. [#DifferentMinds](https://bit.ly/3ckh52B) <https://bit.ly/3ckh52B>
-  Autism is a neurological difference; put simply, autistic brains work differently to non-autistic brains. [#DifferentMinds](https://bit.ly/3ckh52B) <https://bit.ly/3ckh52B>
-  Many people don't understand autism. There are a lot of myths and negative perceptions. Find out more here <https://bit.ly/3ckh52B> [#DifferentMinds](https://bit.ly/3ckh52B)
-  The world needs people who think differently. In a world where everyone thinks the same, nothing would ever change. [#DifferentMinds](https://bit.ly/3ckh52B) <https://bit.ly/3ckh52B>
-  One of the best ways to understand more about autism is to understand what it is not and to listen to the experiences of autistic people themselves. [#DifferentMinds](https://bit.ly/3ckh52B) – find out more here <https://bit.ly/3ckh52B>

Advertising

Stage one of the campaign goes live on **Monday 5th October 2020** and includes advertising on TV, radio, outdoor posters and digital media channels.

View the ad here: <https://youtu.be/6lp09wSMPeM> and please feel free to share it with your followers from Monday 5th October.

You can also download posters, digital assets and short myth films on the campaign assets page of the differentminds.scot website.*



*Please don't share website content until 5th October.





PR

PR and social media activity is also running alongside the advertising campaign to help dispel the myths that surround autism.

Real stories featuring real people have a greater impact in terms of communicating campaign messages in the media and we are always on the lookout for people to be involved.

If you would like to contribute to the PR campaign as a spokesperson or to tell your story, want to update us about local initiatives, or just need some advice about getting local publicity, please contact autism@smarts.agency

Website

It is important that we gather as many real life stories as possible for the website differentminds.scot* and we will continue to update this throughout the campaign.

There are a number of ways to do this, some people have written a poem, some may want to do a drawing with a supporting narrative – however you wish to express your story is fine by us.

Please get in touch if you'd like to discuss this further.

*Please don't share website content until 5th October.

Key messages

If you are writing about the campaign to your followers or on your website, here are some campaign key messages that might be useful to include:

- ★ **Autism is a part of everyday life.** At least 1 in 100 people in Scotland are autistic, which means that one per cent of our population sees and experiences the world around them differently.
- ★ **Autism is a neurological difference,** from birth; put simply, autistic brains work differently to non-autistic brains.
- ★ The best way to understand more about autism is to **understand what it is not** and to listen to the experiences of autistic people themselves.
- ★ **Every autistic person is unique.** If you've met one autistic person, you've met one autistic person! Each experiences the world in a way that's completely unique to them.
- ★ Whilst many people may be aware of autism it is usually known and spoken about in the context of children, **not many relate it to adults.**



The facts

- ★ **People do not develop autism**, they are born autistic, some may not get diagnosed or realise until later in life.

- ★ **Many autistic people see autism as an integral part of who they are.** They are not a person with autism, but an autistic person, they cannot leave autism at the door should they want to, many wouldn't. Autism affects the way they experience the world around them, in both positive and negative ways.

- ★ **Autism is often thought of as a mental health condition, it is not**, however it is true to say that many autistic people experience anxiety and depression. We all need to look after our mental wellbeing

- ★ **You can't tell if someone is autistic just by looking at them**, autism doesn't have a look, autistic people can be of any race, gender, age. It's often an invisible difference with many autistic people feeling they need to hide or 'mask' their autistic characteristics.

- ★ **Autism is not caused by vaccines nor is it curable.** Many autistic people would neither want or need a 'cure' as being autistic is who they are.

- ★ If you'd like to understand more visit **differentminds.scot**



Different minds. One Scotland.

We're looking forward to working with you during the Different minds. One Scotland. campaign. If you want to get involved or have any questions, suggestions or comments, please contact the team.



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PR

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