



Introduction

This pack contains everything you need to know about the National Autism Team Wales' relaunch of the "Can You See Me?" campaign which goes live on 10th March 2021.

Here, you'll find background information about the campaign, as well as example social media posts and hints and tips for how you and your local stakeholders can get involved and help us change the way autism is seen.

Together, we can amplify the voices of autistic people and help create a fairer, more inclusive Wales, particularly for autistic people and their families.

Our partnership with you is key to delivering messages across the whole of Wales.

Thank you for your support.

Key messages

Whether you are writing about the campaign on your website or on social media, here are some key messages that will be useful to include:

- Autism is a lifelong developmental condition which affects how people communicate and interact with the world.
 - Autism is a part of everyday life. At least 1 in 100 people in Wales are autistic, which means that one per cent of our population sees and experiences the world around them differently. If you'd like to understand more visit autismwales.org/ awtistiaethcymru.org
 - Autistic people see fresh perspectives and new possibilities. When you see their potential, you will help them find a meaningful career.
 - Autistic brains work differently to non-autistic brains. Autistic people experience the world around them differently to neurotypical people. It is important that we all learn to understand more about autism by completing the Autism Aware Certification Scheme, and therefore create a better environment and greater understanding for everybody.
- 77% of unemployed autistic adults stated that they want a meaningful career. But they face huge barriers in getting there, holding the unenviable position of having the lowest employment rates of all disability groups at just 15%. We want to change this by showing business and organisations across Wales their potential.
 - We want businesses and organisations to join us to make sure that autistic people's voices are heard by becoming Autism Aware.
 - We have completed the Autism Aware Certification Scheme and joined 43,000 people who want to change the way that autism is seen in Wales.
 - By completing the Autism Aware Certification Scheme, we have made the pledge to change the way we see autism and make sure all voices are heard in our organisation.
 - There are many ways that an organisation can become more aware of the different needs of different people. One way is to complete the Autism Aware Certification Scheme to become an Autism Aware Organisation.
 - As an organisation, we've taken part in the Autism Aware Certification Scheme. Join us in becoming Autism Aware. Find out more: autismwales.org

What is the 'Can you see me' campaign?

Can you see me? is a campaign led by the National Autism Team, hosted by the WLGA and funded by the Welsh Government. The campaign wants to change the way that autism is seen and help improve the lives of autistic people and their families. It will do this by providing resources, training and advice to individuals, communities, professionals and organisations across Wales.

Autism affects 1 in 100 people, but it is often described as a hidden disability. Can you see me? shines a light on the experiences of autistic people and the different ways in which they see and interact with the world by focusing on the unique skills and talents of autistic people in the workplace.

We want to show businesses and organisations across Wales autistic's people's potential. We are keen that anybody with a neurodevelopmental condition should be treated equally and fairly.

By working with a larger number of organisations and businesses, we hope to

- change the way autism is seen
- create a Wales that works for all autistic people
- break down the barriers which prevent autistic people from participating fully in society.

Together, we can inspire individuals, employers and organisations throughout Wales to commit to equality, diversity and inclusion by pledging to complete the Autism Awareness Certification Scheme.

About the Autism Aware Certificate scheme

The Autism Awareness Certification Scheme helps organisations and community spaces become more autism aware. It increases understanding and awareness of neurodiversity i.e. being different and thinking differently. It also educates businesses and organisations about how they can provide autism-friendly services that can enhance the lives of autistic people and their families.

The National Autism Team is asking organisations and community venues to commit to provide autism-aware services and for their staff to undergo autism awareness and understanding training.

Any organisation, community venue, shop or public-facing business can become a recognised Autism Aware organisation and the National Autism Team, funded by Welsh Government, especially encourage those who provide a direct service to the public to complete the scheme.

How do we do this?

In order to get to become an Autism Aware organisation, all you need to do is follow the steps below:

1. Visit the website at <https://autismwales.org/en/education/autism-aware-certification>
2. Watch an informative 10-minute video.
3. Fill in your details.
4. Answer a short series of questions to demonstrate your new autism awareness skills.
5. Once completed, you can download or print your certificate and display it on social media or in your workplace to show your community or customers that your business is a safe, inclusive environment for autistic people.

Why should we get involved?

- All activity will support National Autism Team's and its partners' mission to change the way that autism is seen and create a fairer, more inclusive and diverse Wales.
- National Autism Team will publicise the name of every organisation, business and community that completes the Autism Awareness Certification Scheme, meaning your network will be made aware of your commitments to diversity and inclusion.
- National Autism Team will share updates from businesses and organisations involved in the campaign through their social media channels to increase visibility and promote these businesses.
- All organisations will have access to example social media posts and assets to raise awareness and show their support for the Can You See Me? campaign online.
- Most importantly, our experience to date confirms that those organisations who are committed to autism awareness can see the benefits across the organisation.

What else can we do to support the campaign?

With your valued experience of working with organisations and businesses throughout Wales, you can help us reach a wider audience. By speaking directly to organisations and businesses, you can help to form our campaign content as well as encouraging organisations to gain the Autism Awareness Certification.

Help us with case studies

If you know of any Autism Aware organisations or autistic employees that would make a great campaign spokesperson, please let us know. Our details are at the end of this document.

Support us on social media

As the campaign progresses, we will regularly share visuals, films and updates on social media. By sharing and interacting with our posts, you can support us.

We have created a bank of assets that you can use to show your support and encourage others to get involved. We will be sharing assets and stories on social media from 10th March should you wish to share to your own feeds or download [here](#).

Example social media posts

We're proud to support @AutismWales in their mission to make a fairer, more inclusive and diverse Wales. The more people who are talking about autism, the more we will inspire organisations across Wales to be Autism Aware. #CanYouSeeMe 

Rydym yn falch o gefnogi @AutismWales yn eu cenhadaeth i wneud Cymru tecach, fwy cynhwysol ac amrywiol. Po fwyaf o bobl sy'n siarad am awtistiaeth, y mwyaf y byddwn yn ysbrydoli sefydliadau ledled Cymru i fod yn Ymwybodol o Awtistiaeth. #WeliDiFi 

 @AutismWales and partners have launched the #CanYouSeeMe campaign. As an organisation, we've signed up to be an Autism Aware Organisation and you can too. Find out more: <https://autismwales.org/en/education/autism-aware-certification>

 Mae @AutismWales a phartneriaid wedi lansio ymgyrch #WeliDiFi. Fel sefydliad, rydyn ni wedi cofrestru i fod yn Sefydliad Ymwybodol o Awtistiaeth a gallwch chi hefyd. Darganfyddwch fwy: <https://autismwales.org/cy/education/autism-aware-certification>

We commit to making a fairer, more inclusive and diverse Wales by taking part in the #CanYouSeeMe campaign. Will you join us and 43,000 others to become more Autism Aware? <https://autismwales.org/en/education/autism-aware-certification>

#CanYouSeeMe 

Rydym yn ymrwymo i wneud Cymru tecach, fwy cynhwysol ac amrywiol trwy gymryd rhan yn yr ymgyrch #WeliDiFi. Wnewch chi ymuno â ni a 43,000 o bobl eraill i ddod yn fwy Ymwybodol o Awtistiaeth? <https://autismwales.org/cy/education/autism-aware-certification> #WeliDiFi 

Businesses and organisations can make a big difference to autistic people and their carers by becoming an Autism Aware Organisation. Join us and celebrate a diverse, inclusive Wales. <https://autismwales.org/en/education/autism-aware-certification> #CanYouSeeMe 

Gall busnesau a sefydliadau wneud gwahaniaeth mawr i bobl awtistig a'u gofalwyr trwy ddod yn Sefydliad Ymwybodol o Awtistiaeth.

Ymunwch â ni i ddathlu Cymru amrywiol, gynhwysol. <https://autismwales.org/cy/education/autism-aware-certification> #WeliDiFi 

Example social media posts

We're proud to support @AutismWales in their mission to make a fairer, more inclusive and diverse Wales. The more people who are talking about autism, the more we will inspire organisations across Wales to be Autism Aware. #CanYouSeeMe



Like

Comment



Write a comment...



@AutismWales and partners have launched the #CanYouSeeMe campaign.

As an organisation, we've signed up to be an Autism Aware Organisation and you can too.

Find out more: autismwales.org/en/education/a...



Where you can find us

- Facebook: @AutismWales
- Twitter: @AutismWales
- Hashtag: #CanYouSeeMe
- Website: <https://autismwales.org/en/i-am-autistic/resources-for-you/can-you-see-me/>

Contact us

We're looking forward to working with you during the Can You See Me? campaign.

If you want to get involved or have any questions, suggestions, or comments, please contact the team at AutismWales@WLGA.gov.uk