

Different minds. One Scotland.

Stage One
Stakeholder
Toolkit

March 2023



Fairer
Scotland
Scottish
Government

Introduction

Different Minds. One Scotland. is aimed at non autistic adults and looks to deliver a clearer and deeper understanding of autism.

Working with autistic adults, stage one of the campaign aims to dispel the myths surrounding autism. Creating a solid foundation of knowledge on which to build upon.



Stage One

Create a clearer understanding of autism and dispel the myths that surround it

Stage Two

Create a depth of understanding around autism leading to greater acceptability and support

Stage Three

Increase the perceived value of autism in Scottish society.

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.

The campaign and associated materials were created in partnership with autistic people living in Scotland.



The campaign

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

This stage of the campaign first ran in October 2020 and then again in January 2022.

All of the content within this toolkit is up to date as of February 2023.

If you have received this you should also have the Stage Two Stakeholder Toolkit which outlines the next stage of the campaign running in March 2023 for Autism Acceptance Week.

How you can get involved

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

You can show your support on social media, display posters in your workplace or even mention us in any newsletter content. We would be more than happy to work together to see how we can spread the campaign far and wide across the country.



Key messages

If you are writing about stage one of 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 neurodevelopmental 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.
- ★ Autism is not a mental health condition, it is a neurodevelopmental difference.
- ★ 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



Myth busting information

With so many myths surrounding autism, it's not surprising that many autistic people describe feeling misunderstood.

We have created a film with autistic people living in Scotland, to address those barriers and present the facts which can be downloaded on the Get Involved page of the differentminds.scot website.

There is also a leaflet based on the myths in the film. [Download the myth busting leaflet](#). There are a limited supply of printed copies available on request via autism@smarts.agency.



Social media



All Stage One campaign assets can be found on the Get Involved 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 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 website URL is <https://bit.ly/36enxa4>
- A shortened URL which links to the ad is <https://youtu.be/6lp09wSMPeM>

Example posts

- ✎ 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** – find out more here: <https://bit.ly/3ckh52B>
- ✎ Autism is a neurodevelopmental difference; put simply, autistic brains work differently to non-autistic brains. **#DifferentMinds** <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**
- ✎ The world needs people who think differently. In a world where everyone thinks the same, nothing would ever change. **#DifferentMinds** <https://bit.ly/3ckh52B>
- ✎ 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>

Advertising

Stage one of the campaign comprised of TV, outdoor posters, digital and social media advertising.


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


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



Different minds. One Scotland.

If you want to get involved or have any questions, suggestions or comments, please contact the team.

 Lee-Anne Chapman
Scottish Government
leeanne.chapman@gov.scot

 **PR**
Katrina Muir
Smarts
autism@smarts.agency

