

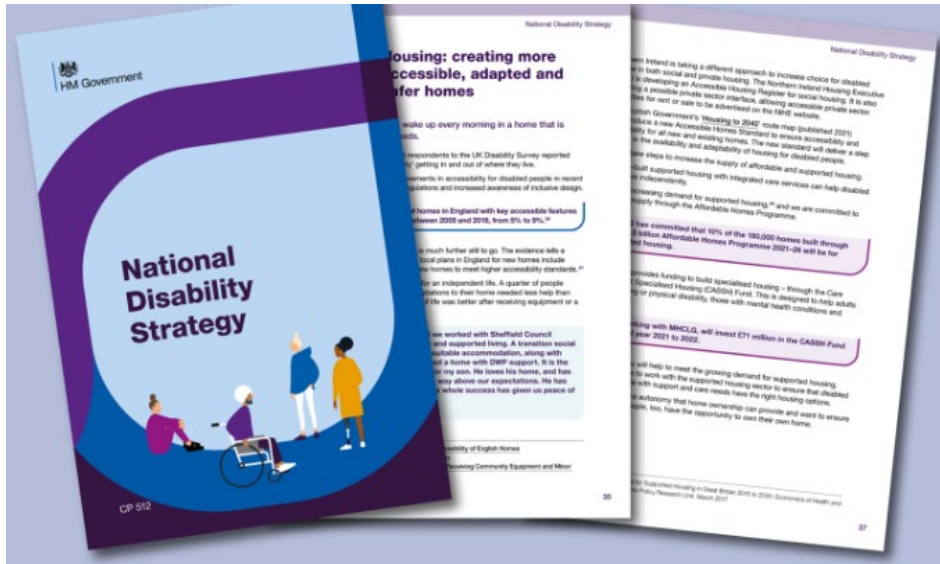
Celebrating Differences



Autism and learning disabilities promotional campaign

April 2022

Background and why national?



“Public awareness campaigns have a major role to play in driving social change.”

“We want our high streets and town centres to be welcoming and accessible for everyone.”



“By 2026, we want to demonstrate that we have significantly improved public understanding and acceptance of autism.”

“We want autistic people feel more included in their communities and less lonely and/or isolated.”

Background and why Staffordshire?



“We will build a healthy Staffordshire, with an environment that improves health and wellbeing for all”

“We will work with local services, employers and others to make ‘reasonable adjustments’ to help people access community facilities and support, training, work and leisure opportunities.”

“I want to be accepted as who I am within my local community. I want people and organisations in my community to have opportunities to raise their awareness and acceptance of Autism.”

“I want everyday services that I come into contact with to know how to make reasonable adjustments to include me and accept me as I am. I want staff who work in them to be aware and accepting of Autism.”

The Celebrating Differences campaign objectives

1. To recognise and celebrate existing examples across Staffordshire where organisations and community venues have made positive changes to become inclusive of people with learning disabilities and/or Autism.
2. To sharing these examples in a promotional campaign where the general public can learn more about Autism and learning disabilities, and where people within these groups can find out about places where other people like them have felt included and valued.
3. To support more organisations make positive changes.
4. To develop 'Safe Places' where vulnerable adults can go if they feel overwhelmed, anxious, or unsafe in the community.

Autism friendly libraries

We like to make our libraries as friendly and accessible as possible.

Autism friendly maps

Since some of our customers need some more help in visiting a library, we have produced some simple visual floorplans of our main libraries, which you can download and print off to bring with you on your visit.

We have listed below all the libraries that have an available floorplan, please click on the one you wish to visit and you will be taken to the library information page where you will find opening time information as well as the floorplan.



*The campaign is funded by
the Staffordshire and Stoke
on Trent Integrated Care
System*



Do we need Safe Places in our communities?

Please watch this video about how a vulnerable adult with learning disabilities used his local safe place

<https://vimeo.com/116264400>

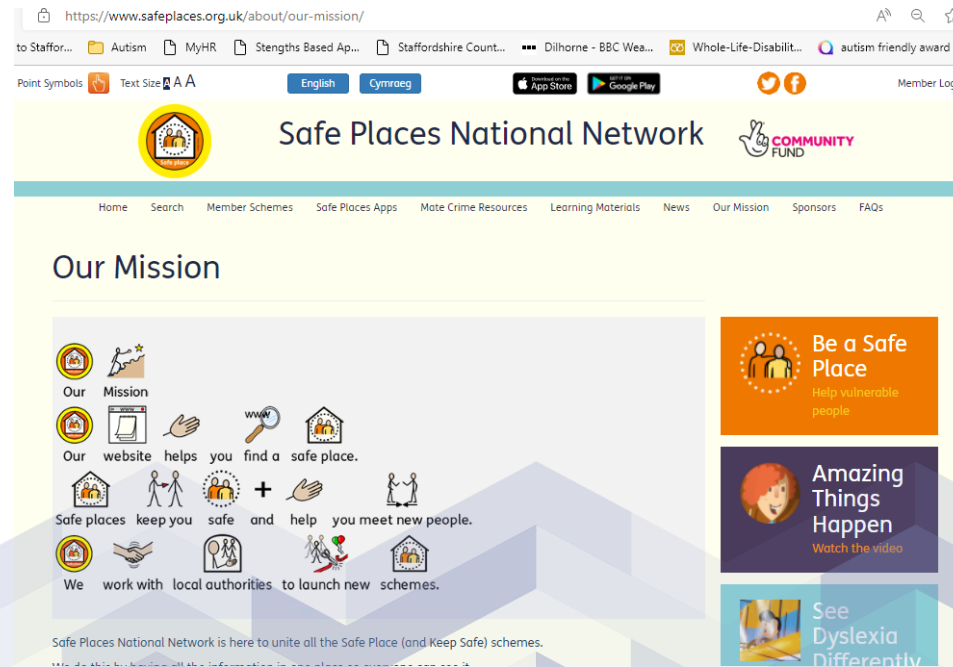


In the past Joe found developing relationships with support workers difficult and was very anxious about accessing the community independently leading him to feeling isolated.

Joe began receiving support from Autism West Midlands in 2011. Over time Joe has increased his confidence and developed positive relationships with staff. Alongside support staff Joe began to develop relationships with local community facilities and shops. Emergency strategies were developed and rehearsed and a designated safety hub, which is a local Café, was also established to provide a place of safety for Joe if he became anxious or distressed.

Joe now accesses the community independently and he is able to confidently use his coping strategies and safety hub if required. Local businesses look out for Joe and will contact his support staff if Joe appears anxious or distressed

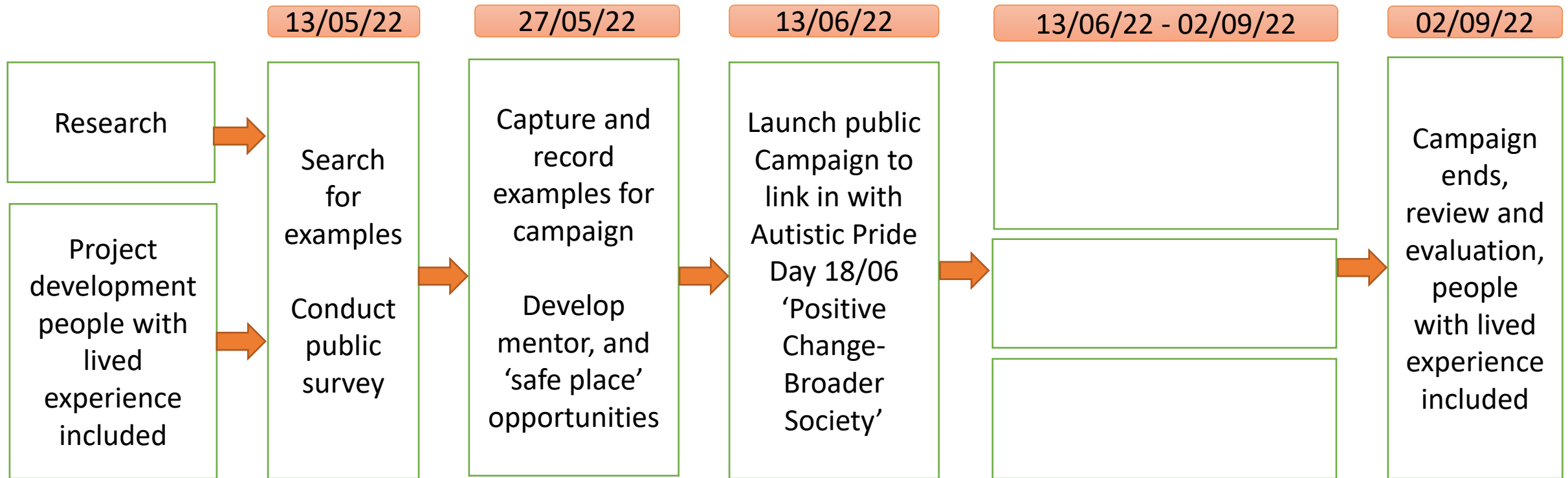
More recently a new shopping complex has opened local to Joe where the staff have supported him to build relationships with the local business and community members. This has enabled Joe to extend his opportunities for community access and have greater independence.



Expected outcomes:

- 1) Raise awareness
- 2) Increase accessibility and inclusivity
- 3) Improve confidence and independence

Timeline:



1

2

3

Contact us

Please let us know if you have a positive story to share where you visited a place that was accessible and supportive to Autistic people, and people with learning disabilities.

Email the details to: healthandcare@staffordshire.gov.uk

For more details about Celebrating Differences contact the project lead, Kate Harrold:
Katherine.Harrold@staffordshire.gov.uk

We are Autism and
learning disability aware

staffordshire.gov.uk/celebratingdifferences

