



## EVERYDAY HERO

The group or individual to be inspired to do things differently

Those ready to celebrate neurodiversity and learning differences.

Those living with learning differences, students with special educational needs (SEN) and neurodivergent adults.

Brand's championing neurodiversity - ITV, Cambridge Press, auticon.

"We are the dreamers. future business leaders... We are the trailblazers. We are the Einsteins and Bransons of tomorrow."



## ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

Society and neurotypicals pathologize natural neurological differences. In fact, 75% of autistic students and 70% of students with learning differences reported being bullied at school.



## CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

Hearing about Neurodiversity Celebration Week.

It provides the opportunity to move from passive awareness to active celebration of neurological difference.



## BETTER WORLD

The positive change to the hero and the difference the hero has made

Inclusive education systems and school environments that focus on the strengths and talents of SEN students, not just what they find difficult, and supporting neurodiverse students to develop social skills. We "deserve to be accepted for who we are."

Changing perception and policy - decreasing unemployment of the neurodiverse population from where it currently stands - 80%.

Neurodiversity Celebration Week reminds every of the importance of being kind, tolerant and accepting of differences.



## CROSSING THE THRESHOLD

The first step and point of no return

Signing up and taking part in Neurodiversity Celebration Week - moving towards active celebration.



## ALLIES AND GIFTS

The people and help that is needed for change to happen

1,000+ schools and 870,000 students already taking part. Endorsements from organisations such as the ADHD foundation, UN Youth, Stanford Medicine and more.



## MENTORS AND GIFTS

Giver of wisdom and support

UN Youth Ambassador Siena Castellon, the founder of Neurodiversity Celebration Week and Quantum Leap Mentoring, and author of The Spectrum Girl's Survival Guide.

Siena was diagnosed with autism as a child - "by sharing my experiences and the knowledge I have gained along the way, I hope to help kids like me have a smoother school experience."

A passionate advocate for autism acceptance and neurodiversity in schools and the work place.



## COMPELLING VILLAIN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

The perception that different equals worse.

There is a prevailing stigma that it is negative to be neurologically divergent and those that are, are disadvantaged. This damages the self esteem of individuals and coupled with bullying and ignorance leads to social isolation.



## THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

1. Raising awareness of neurodiversity - there is ignorance and stigma around neurodivergence. People need to be educated. 1 in 7 people have some form of condition linked to neurodiversity. E.g. inviting neurodivergent parents or a neurodivergent member of the local community to speak.
2. Moving beyond awareness to acceptance - people accepting that it is not something to fix or shun. E.g. encourage neurodivergent students to share their talents.
3. Moving beyond acceptance to celebration of neurodiversity - wider society acknowledging that it needs the differences', and they make our schools, workplaces and world better; that's worth celebrating. E.g. put up posters of successful neurodivergent individuals.

# NEURODIVERSITY CELEBRATION WEEK

Who is this story for? Diversity Champions.

**NEURODIVERSITY  
CHAMPIONS.**

Everyday heroes.



**WE PATHOLOGIZE  
DIFFERENCE.**

Ordinary world.



**DIFFERENT MEANS  
WORSE.**

Compelling villain.



**DISCOVER NCW.**

Call to adventure.



**JOIN NCW.**

Crossing the threshold.



**SIENA CASTELLON.**

Mentor, allies and gifts.



**AWARENESS.**

Challenge.



**ACCEPTANCE.**

Challenge.



**CELEBRATION.**

Challenge.



**DIFFERENT IS  
CELEBRATED.**

Better world.

