

Different minds. One Scotland.

Stage Two
Campaign Toolkit

March 2023



#DifferentMinds
differentminds.scot



**Fairer
Scotland**
Scottish
Government

Introduction

Different minds. One Scotland. has been co-created with autistic people to deliver a clearer and deeper understanding of autism.

Stage two of the campaign aims to increase understanding of the differences in communication styles between autistic and non-autistic people.



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 campaign

Whether you realise it or not, we all follow a social rulebook. All these unwritten rules that shape the way we navigate the world and our everyday social interactions.

However, there is more than one social rulebook. Autistic people have their own social rulebook.

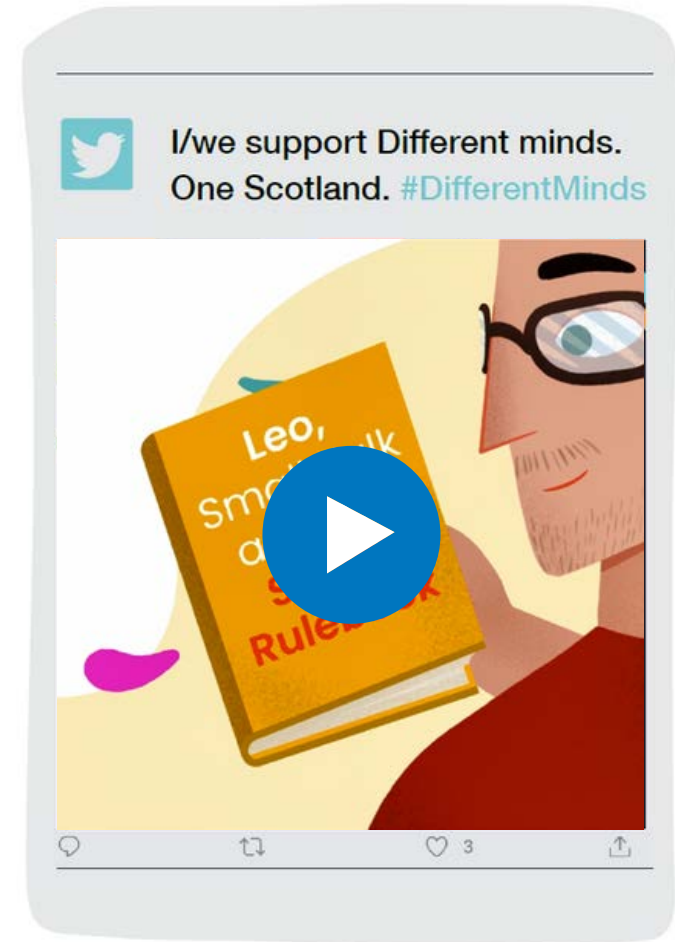
A social rulebook where eye contact is not an indication of interest or engagement and where small talk is unnecessary.

It is important that we all understand how we each communicate in order to make interactions comfortable and beneficial for all.

How you can get involved








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

During **Autism Acceptance Week** (27 March to 2 April 2023) we are asking our partners to share the campaign materials across your own social media and internal communication channels using the hashtag **#DifferentMinds**.



Key messages

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

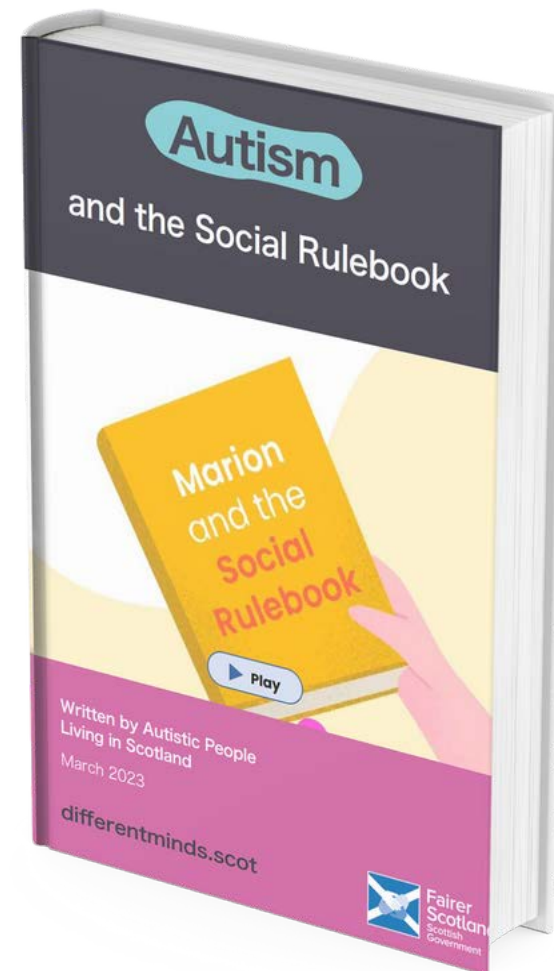
-  Autistic people have their own social rulebook.
-  Autistic communication differs to non-autistic communication; we all communicate differently and that's ok.
-  People who aren't autistic expect small talk, but it feels unnecessary to some autistic people.
-  There is more than one social rule book; there is nothing 'wrong' with autistic communication - it's simply different.
-  Body language can be hard to read for some autistic people, similarly an autistic person's body language might not seem to match their words.
-  Eye contact can be distressing to some autistic people, this can often be misinterpreted as being rude when this isn't the case.
-  Around 1 in 100 people in Scotland are autistic. Think differently about thinking differently.

eBook

We have created an eBook to raise understanding of the differences in communication styles between autistic and non-autistic people. Co-created with autistic people living in Scotland, the Social Rulebook eBook gives a glimpse into the differences in communication styles and how we can communicate better together.

Download the eBook to learn more about the following topics:

- Differences in communication
- Eye contact
- Small talk
- Body language
- Processing
- Resources



Social media



Download all stage two campaign assets on the **Scottish Government Marketing Resource Centre**.

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

- Our Facebook page is **[facebook.com/Fairer.Scot](https://www.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/3ckh52B>**
- Link to the main ad is **<https://youtu.be/PUEYVumuQAY>**

Example social posts

✍ At least 1 in 100 people in Scotland are autistic. Think differently about thinking differently. **#DifferentMinds**
<https://bit.ly/3ckh52B>

✍ Autistic people can find small talk unnecessary. We all communicate differently and that's ok.
#DifferentMinds <https://bit.ly/3ckh52B>

✍ Being autistic means my body language might not seem to match my words. Learn more about autism and communication here:
<https://bit.ly/3ckh52B> **#DifferentMinds**

Campaign assets

All of the content from the stage 2 of the Different minds. One Scotland campaign is available for you to use and share to help raise awareness and understanding of the differences in communication.

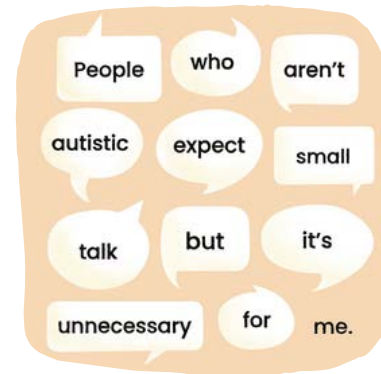
Main advert



Social videos



Posters



Summary sheets



Lived experience videos



Newsletter images



eBook



Differentminds.scot



Website

For more information on autism or to find out more about the campaign visit the differentminds.scot website.

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

You can also download posters, digital assets and the eBook 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.



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Should you wish to use any of campaign materials after January 2024 please get in touch.

