AUTISM AWARENESS SOCIETY

An Awareness Campaign for Autism
(Case Study)

ABSTRACT

Autism is a neurodevelopmental disorder. According to the researches conducted in the U.S, 1 out of every 58 children is autistic. Although the exact statistics are not known, cases of autistics are increasing as per day. In Pakistan, there is zero to none awareness about autism. A lot of misconceptions, fear, and stigma are attached to autism in the society. In community, it makes the life of an autistic individual more struggle when not understood and accepted. My project "AUTISM AWARENESS SOCIETY" aims at creating awareness, fostering awareness across Pakistan as well as breaking the stigma. To make this community understood and accepted.

Research | Insights | Ideation | Campaign

DESK RESEARCH

What is Autism?

Autism is a Neuro Development Disorder that affects a person's ability to form relations in life and affects a person's ability to communicate and interact with others. It is defined by a certain set of behaviors and a wide range of symptoms that affects individuals differently and to varying degrees.

Issues of Autism

1. Communication
2. Sensory Sensory
3. Processing
4. Repetitive behavior
5. Information processing

1 out of 58 children is autistic according to a Research in the U.S

PAKISTAN BASED RESEARCH

Autism Point (Website)

According to the latest statistics, a hundred million people in Pakistan are autistic. The number increasing day by day due to many reasons. People with ASD need help and support to develop their skills, knowledge and awareness about Autism are too among Pakistani healthcare professionals & the general population. Lack of awareness regarding this disorder may compromise early detection and timely referral for interventions.

Autism Awareness (Tribune.pk)

Autism is a growing concern in Pakistan, there is no reliable data to estimate the prevalence of autism in Pakistan, but by some estimates there may be 350,000 children with autism in Pakistan.

Autism in Pakistan (Tribune.pk)

many children remain undiagnosed due to lack of education, awareness, or the stigma attached to autism. Even those who are diagnosed and receive therapies have no access to a healing set which is tailored to the needs of Pakistan and the love of people who are supporting them.

Community affairs are required as this will be the only viable solution through which we can help and prevent factors that cause autism.
Abida Haqbaat

Dawn News Article

A recent survey in Lahore by Kinnaird College students showed that 90 percent of the students at the college had even heard of autism. Similar have been the results of such surveys in other academic institutions in Pakistan. Autism is the fastest growing neurological disorder in the world with the ratio of 60 children being diagnosed with this condition last year.

ASDRC (Website)

Autism is a developmental disorder about which very little is known in Pakistan. Its prevalence rate appears to be increasing worldwide, with recent estimates in the United States showing one person out of 68 falls on the autism spectrum. The situation is alarming, especially since there is very little awareness about autism spectrum disorders in Pakistan.

Most children with ASD were labeled as "mentally retarded" and were turned in crazy rooms of the mental institutions. Some were hidden according to their perceived 'mental age'. Even psychologists were not aware of this disorder and its ria. There were no trained teachers, and parents were without any help, or information about the Disorder.

INSIGHTS AND OBSERVATIONS

Insights

- A third world country with lack of resources.
- A stigma attached to the word autism.
- Misconceptions about autism.
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Observations

- In Pakistan, there are only a few institutions working towards autism.
- Only the prestiges can afford them.
- No reliable source of data about Autism.
- None awareness in the rural areas.

Institutes in Pakistan

These are a few institutions working in Pakistan.

LAC Learn Autism

Autism Society Pakistan

Impact For Kids

Pakistan Centre for Autism
A PROJECT OF PESHAW

ASDRC
AUTISM SPECTRUM DISORDERS RESOURCE CENTRE

OASIS
UNLOCK THE POTENTIAL

PERSONA

Mother

"My son Armin was diagnosed with Autism at the age of two while my husband Suhaib was posted at Karachi. We hardly noticed any problem in Armin's development during the first 22 months. He was a happy baby, responsive, playful and very attached to his parents. Everything changed just before his second birthday. I observed that Armin, who was quite playful and responsive, started to become blank and was not responding to any commands. From there onwards I noticed that he was not responding to his name, he was not responsive to any commands, he was not playful, he had become hyperactive, his sleep was disturbed and he would cry excessively. We took him to a pediatric neurologist at Aga Khan University Hospital, Karachi. Armin was diagnosed with autism." The doctor suggested that Armin probably has "autism", a term that was new to us.

INSIGHTS AND OBSERVATIONS

Insights

- Parents hardly noticed any problem
- Non-Verbal
- Responsive issues
- Hyperactive

Observations

- Parents didn't know what autism was until they heard it from the neurologist.
- Armin got Diagnosed at an early stage. Which will be less frustrating for him.

IDEATION

How to change perceptions of the general community to be more accepting towards the autistic?

WHY NOT PERCEIVE AUTISM AS A DIFFERENT ABILITY RATHER THAN A DISABILITY?

To form an agency working towards the awareness anc acceptance of autism

To create an awareness campaign

LOGO

AUTISM AWARENESS SOCIETY

AUTISM
AWARENESS
SOCIETY

A person on the spectrum is a star who will shine one day. Living on the spectrum can be very tough. A person who goes through all of this is a star. The gradient represents the diversity of the spectrum. Blue is considered the color of the world, relating it with the spectrum of over and here.

The soft edges and curves depict the affection and care for the autistics. The star represents their in-born talents.

#FFC00L

#GORRF

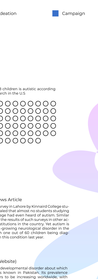
CAMPAIGN

While working on this campaign, a lot of directions came into play. The first step towards the well-being of the autistics is to create awareness among the masses. Breaking the stigma attached, understood and accepted. Keeping in mind the target audience, which in general is Pakistan, the biggest hindrance towards the well-being of the teachers and therapists. Language barrier is a very major issue as there is diversity among Pakistan. Hence, a combination of Urdu/English or Urdu/English to cater the masses.

Breaking the stigma attached to the autistics as they are perceived as mentally retarded. Translating what the autistic feels when cornered.

Autism has many upsides to it. The IQ of autistics is comparable to the average. They lack due to their sensory issues and social skills.

Metaphorically picturing the diversity of the spectrum and how two individuals with the same diagnosis aren't actually the same.



This explains how misunderstood this community is. A child trying to communicate but lack of understanding others might because of the negligence of others.