



Autism Awareness Case Study

Employer: RML Group

Area: Roundel and Nixons

Theme: Other: (Please specify)



Case Study: RML's Empowering Autism Awareness Week (27th March to 2nd April 2023)

Introduction:

RML, a company dedicated to fostering a culture of diversity and inclusion, organised an exceptional week-long Autism Awareness campaign within its workplace. This initiative was designed to celebrate acceptance, enhance understanding, and offer unwavering support for individuals with autism. The campaign featured an array of enlightening, interactive, and uplifting activities, seamlessly delivered both in a physical and digital format.

Key Activities:

Enlightening Posters: The workplace was adorned with an array of informative posters. These visually captivating posters addressed a spectrum of crucial topics, including an enlightening introduction to autism, the profound purpose of Autism Awareness Week, valuable guidelines on supporting individuals with autism, practical tips for those living with someone on the autism spectrum, strategies for the entire company to rally behind autism, and essential information on where to seek professional support when needed.

Fact Sheets and Flashcards: In conjunction with the posters, fact sheets were thoughtfully distributed. These fact sheets provided invaluable insights into recognising signs of autism in children, teenagers, and adults. Additionally, flashcards spotlighted prominent figures who have made their mark while being on the autism spectrum.

Creative Mini Colouring Books: To engage the creative spirit of every employee and their family members, delightful mini colouring books were crafted and thoughtfully shared with each member of the team. These little treasures not only provided artistic expression but also served as a source of relaxation and connection.

Vibrant Attire Day: On the 31st of March, a wave of colour splashed through the workplace as all employees were encouraged to don something vibrant. This was a beautiful gesture of unity and an embodiment of the company's commitment to celebrating diversity.



Educational Quiz Adventure: An exciting and informative quiz was expertly curated, drawing from all the enlightening sources provided throughout the week. All staff members eagerly joined the quiz, expanding their understanding of autism and its various facets.

Buzz Words of Understanding: The campaign also featured engaging buzz words that were synonymous with autism, promoting awareness and fostering a sense of deep understanding.

Delivery Methods:

These heartwarming activities were physically displayed in various locations across the company, from notice boards to the canteen and offices. To ensure the active involvement of all employees, whether working remotely or from home, the campaign's content was also thoughtfully shared digitally through the accessible and inclusive PeopleHR platform.

Promotion:

The campaign received a warm and enthusiastic reception, thanks to a multi-pronged promotion approach. Employees received cheerful emails, and captivating posters and symptom cards adorned strategic spaces throughout the workplace. The interactive quiz, mini colouring books, the buzz words, and the dazzling attire day all served as cheerful reminders. Employees were not only encouraged to participate actively but also to capture these moments through photographs and share them with the dedicated advocate team, fostering interaction and understanding.

Outcomes:

The results were nothing short of remarkable. Staff eagerly embraced the campaign, actively participating in the enlightening quiz, finding joy in colouring booklets during breaks, and seeking clarifications on various aspects of autism. A multitude of employees expressed their delight at gaining fresh insights and knowledge through the campaign.

The ultimate objectives of the campaign were resoundingly achieved. The campaign successfully dismantled any lingering stigmas surrounding autism, created a robust and enduring awareness, and equipped employees with knowledge on where to find support within the workplace and beyond. To ensure the lasting impact of this positive movement, the information continues to be accessible on the company's intranet/PeopleHR platform and is thoughtfully shared in the seasonal newsletter, allowing employees the opportunity to revisit and perpetuate the spirit of understanding.

Through this uplifting Autism Awareness Week, RML demonstrated its unwavering commitment to inclusivity, ongoing education, and the heartfelt support of individuals with autism, nurturing a profoundly positive and informed workplace culture.

