

Communications Strategy

Society for Neurodiversity (S4Nd) 'Sand'

Sept 2020- March 2022

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Overview

This document sets out the overarching marketing and communications approach for the Society for Neurodiversity (S4Nd) for the 18 months Sept 2020 to March 2022. It should be read in conjunction with the organisation's business plan and communications timeline.

Organisational background

The Society for Neurodiversity (S4Nd) is a Charitable Incorporated Organisation (CIO) (reg no 1191854), that empowers the mutual support of autistic and other neurodiverse (ND) people and campaigns for better understanding and embracing of neurodiversity.

Anyone can join S4Nd who identifies as neurodiverse, is autistic (including Asperger's Syndrome), dyslexic, dyscalculic, dysgraphic, Tourette, dyspraxic (Developmental Coordination Disorder) or ADHD (Attention Deficit Hyperactivity Disorder). Friends, family and allies with lived experience of neurodiversity are also welcome.

S4Nd is a national organisation based in Calderdale, West Yorkshire and has applied for charity registration. It has board of trustees currently comprising chairperson, secretary and treasurer. Funding is by donation and award and staffing is on a voluntary or ad-hoc basis.

S4Nd was founded by the society's current chief executive officer, Angie Balmer, in 2019 following her experiences receiving a diagnosis of autism as an adult. Angie has held roles at South West Yorkshire NHS Trust, the Department of Work and Pensions and Sheffield Adult Autism and Neurodevelopmental Service.

Organisational aims

These are the overall aims of S4ND. They are adapted from the business plan 2020/21.

- Equality for ND people, neurodiversity inclusion and greater understanding and embracing of neurodiversity.
- Engagement, connection and self-empowerment for ND people through membership of a mutually supportive community.
- Development and innovation in neurodiversity-related areas through scientific research and knowledge.

Organisational values

These are the overall values of S4Nd. They are adapted from the business plan.

- Involve as many people as possible.
- Share outputs and learnings.
- Ensure everything is member-led and is wanted or needed.
- Act as a collective and community.
- Lead by example.
- Be the change and make it happen.

Organisational projects and activities

These are the areas of activity that S4ND undertakes.

- Facilitates a mutually supportive member-run community to increase connectivity, and self-empowerment of ND people.
- Runs awareness raising campaigns to highlight inequality and other issues affecting ND people.
- Delivers special projects for third-party bodies on a commissioned or funded basis.
- Provides information and advocacy services to ND members and their families.

Communications messages

These are the messages S4Nd aims to convey through its communications activity.

S4Nd:

- is a member-led organisation
- connects, supports and champions ND people
- campaigns for ND equality
- is a national organisation with a local approach
- offers information and advocacy

Communications objectives

These are the objectives S4Nd aims to achieve through its communications activity during this period.

- Increase new membership by 50%.
- Establish four or more new member-led groups.
- Achieve three or more pieces of national or regional media coverage.
- Run four or more campaigns.
- Increase members' satisfaction rate by 20%.

Communications audiences

These are some the groups of people S4Nd aims to reach and influence with its communications activity. (See separate document for detail.)

- ND people, families, friends and allies
- Funding bodies
- Autism organisations
- Health and care bodies
- Third sector
- Delivery partners
- Media
- ND opinion formers/influencers
- The public
- Academic researchers

Communications channels

These are the channels and platforms by which S4Nd will communicate its messages.

- S4Nd website and members' area
- Social media - Facebook, WhatsApp

- Blog
- Quarterly magazine
- Events
- Printed fliers and posters
- Media coverage
- Email
- Post
- Members survey (twice a year)

Communications outputs

Details of communications outputs and activities are in a separate communications timeline and communications plan documents.

Evaluation and revision

Activity resulting from this document will be assessed at the end of the 2021/22 financial year. A new strategy document will be developed for implementation from April 2022.

Note: Language and imagery used in S4Nd communications is debated and agreed by members on a periodic basis.