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INCL'AUTISM

Communication guide



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Communication guide for the professional integration of people with ASD

as part of the Incl'autism project

Context and challenges

The development of a company communication kit is part of a more global project called INCL'AUTISM. This one, supported and financed by the Erasmus+ programme, brings together 4 partners from Portugal, Italy and France. The general objective is to promote through work the social and professional inclusion of young adults and adults with Autistic Sphere Disorder (ASD). These partners operate in different and complementary areas:

- On autism: the Italian association MASSENZIO ETICA E AUTISMO (MEA)
- On the company: a club of companies FACE Grand Toulouse, member of the Foundation Act against exclusion
- On training: A professional training organization in Portugal: PREVIFORM and a higher education establishment in France: Regional Institute for Health and Social Training of the Red Cross in Occitanie

The INCL'AUTISM project offers communication and dissemination tools to mobilize and raise awareness among companies about professional integration

The first corporate communication tool is a promotional film, both for the Incl'Autism project, and for the MOOC (training offered online) in order to raise awareness among managers and employees of the professional inclusion of people with autism or neurodevelopmental.

The Incl'Autism project also offers a solution to make professional integration sustainable, and avoid unwanted breaks in career paths: the creation of an employee-referent mission within the company. To promote the implementation of this mission, a skills reference system. The challenge of this skills benchmark is to define, recognize and develop the skills of this employee-referent, enriching his curriculum vitae, his employability and his professional development.

The Incl'Autism project wishes to offer family associations, professional integration establishments, organizations responsible for supporting people with ASD, or even training organizations tools to encourage commitment to professional integration, and film is the first step in raising awareness.

We propose here some avenues of reflection to feed reflections around the professional integration of people from neurodiversity.

A tool to promote the professional integration of people with autism

A promotional film to encourage sharing

Who can use the promotional film?

- Associations concerned with autism and professional integration
- Companies wishing to offer their employees a reflection on professional integration
- Disability referents, job coaches, integration officers
- Training organizations wishing to educate their learners
- Any person or organization concerned by autism and professional integration

How to use the promotional film, some examples

- Distribution on social networks to illustrate communication operations (World Autism Day, Duoday , operation to promote integration, etc.)
- Introduction to an information operation in business
- Introduction to the training MOOC on autism and professional integration

The objectives of the promotional film

- Reach a large audience
- Promote the promotional insertion of people with ASD

- Draw attention to the benefits of corporate hospitality
- Deconstructing prejudices around autism

Guide to the use of the promotional film

The main themes

Social representations of autism

Disability, health, illness are social representations. Disability refers to notions such as incapacity and lack of competence, but also fragility, vulnerability, dependence and loss of autonomy, and their counterparts the need for help, assistance and compensation.

Autism is not a handicap, but a difference, and nevertheless to benefit from the necessary aid, people with ASD must obtain recognition as a disabled worker.

The WHO's International Classification of Functioning, Disability and Health (ICIDH-2) (2001) defines disability as a restriction in people's social participation resulting from the interaction between individual characteristics and environmental factors. This broadening of the notion of disability is in line with the broadening of the diagnostic criteria for many pathologies classified as mental illnesses, including autism.

- ✓ Use excerpts from interviews with people with autism,
 - Resume the testimony of the father, professionally inserted and whose autism was diagnosed late

The problem of late diagnosis essentially concerns people in whom there is no associated intellectual disability. In autism spectrum disorder without intellectual disability (ASD-SDI), those affected have verbal communication skills and a cognitive level that is at or above the average of people of the same age. It is estimated that these ASD-SDI adults represent at least 50% of the adult population with ASD.



Another topic to discuss:

- Representations of autism in the media
- The place in the collective imagination of high potentials
- Invite not to confuse altered verbal performance with intellectual disability, which is only found in a fraction of ASD diagnoses (see the following testimony)

- Take up the testimony of the young adult who describes the atypical development of an autistic child, and encourage discussion around the difference

This exchange will make it possible to approach the characteristics of autistic people presenting a deficit of the verbal performances, with conservation of the nonverbal performances.

In fact, integration into the workplace then requires special adaptation, when professional skills can be adapted to very specific positions.

Possible reference: [Vivre et Travailler Autrement](#) and their experience of support for professional integration in an ordinary environment.



verbal



Integration and diversity in the company

The interview with a **professional integration officer** makes it possible to address the difficulties of professional integration

- Preparation for employment
- Professional training
- Pre-professional internships

Allow to adapt to each person, remembering that autism is expressed differently from one person to another.

Testimony of an **entrepreneur** and her welcome experience within the company

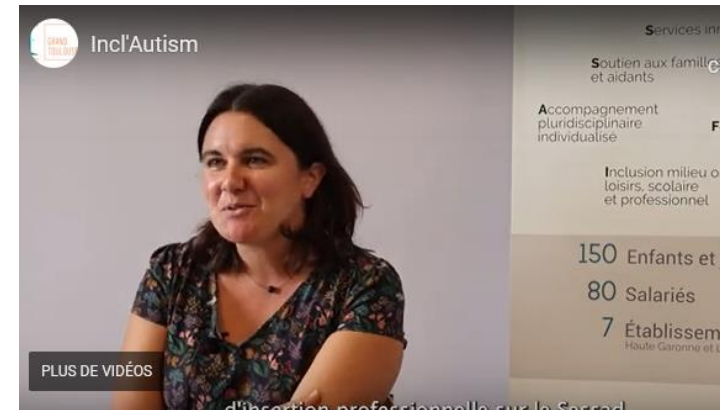
This part of the film makes it possible to approach the theme of integration/integration into a company:

- List the fears and representations of the autistic personality, but also the extent of their professional skills (apart from IT)
- Discuss the reception of difference in the company, its impact on the organization of work for example, enrichment for everyone.
- Discuss the notion of inclusive business, from a legal obligation to a concrete approach

Inclusion is a cultural concept, which aims to transform the way of building society. According to anthropologist Charles Gardou , an inclusive society “fights against social exclusion by creating a broad norm, which takes into account the particularities of each person” ¹.

The culture of inclusion is no longer attached to the norm, but it is the norm that adapts to the singularities of each individual.

¹Inclusive society, let's talk about it! Gardou , C. Eres.2012



The notion of inclusive business covers both:

- The notion of diversified recruitment, of varied profiles which provide skills but also individual qualities (non-discriminatory with regard to disability, age, social origin or culture, gender, sexual orientation, physical appearance or social status)
- The establishment of a framework and an organization that promotes the acceptance of differences, and recognizes them as riches
- Inclusion as an element of the quality of life at work: evolution of working methods, reorganization of workstations, but also reflection on the notion of team and performance

In recent years, employees and job seekers have also been looking for meaning at work². The notion of meaning at work involves three main areas:

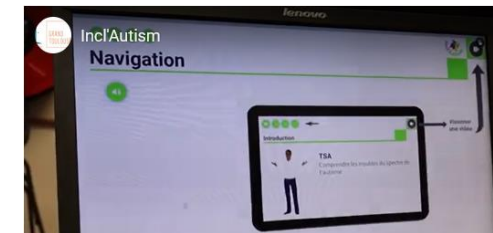
- Emotional: feeling more positive than negative affects at work
- Cognitive: which covers the satisfaction experienced by the content of the missions, the development of skills but also the impact of the actions
- Volition: the feeling of contributing and adhering to a global project within the company

Participating in an inclusive business fulfills this expectation.

Presentation of the MOOC and the concept of referent employee

The last part of the film wishes to promote access to the MOOC because we believe that only a knowledge of autism allows inclusion.

The MOOC also carries the strong idea of support as close as possible to the person, to the colleague whose needs are different



Access the movie

- Link to the film <https://inclautism.eu/home/kit-de-communication/>

² [Opinion Way survey for Anact May 2022](#)

Giving meaning to work: A revolutionary aspiration, Coutrot T, Perezn C, Seuil, 2022

Any request for intervention assistance can be made to the project team on the website <https://inclautism.eu/#contact>
Or by email: inclautism@gmail.com

Access to the other productions of the Incl'Autism project

On the website <https://inclautism.eu/#contact>

- MOOC Autism and professional integration
- MOOC Tutorials
- Referent employee competency framework
- Competency Framework Guide

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This guide was produced as part of the Incl'Autism project.

It summarizes two years of work on the promotion of the professional integration of autistic adults in the mainstream.

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