

## Autism Awareness

**Campaign Sponsor:** Autism Speaks  
**Volunteer Advertising Agencies:** BBDO New York, LatinWorks

### BACKGROUND:

Autism is one of the fastest-growing serious developmental disorders in the United States. Today, 1 in 68 children is diagnosed, a nearly 30% increase in two years. Despite this high prevalence, research shows that many parents of young children have very little knowledge about the signs of autism and are not seeking help early enough. While there is currently no cure for autism, early detection and intervention can result in critical improvements across the lifespan.

### CAMPAIGN OBJECTIVE:

This campaign aims to raise awareness and increase parental knowledge of the signs of autism, and to empower parents to take action if their child is not meeting certain developmental milestones.

### CAMPAIGN DESCRIPTION:

Told from the perspective of a child, the new PSAs take audiences through an imaginative world to illustrate the signs of autism. Ultimately, the PSAs encourage parents to learn the signs of autism early because seeking help can lead to better lifelong outcomes.

### TARGET AUDIENCE:

Parents of children ages 0-6, inclusive of low-income African Americans and Hispanic parents.



### DID YOU KNOW?

- **1 in 68** children is diagnosed with an autism spectrum disorder.
- Boys are nearly five times more likely to be diagnosed with autism than girls (**1 in 42 boys**).
- A reliable autism diagnosis can be made as early as 18 months.
- Research shows that early intervention services improve learning, communication and social skills in young children with autism.

*Source: Centers for Disease Control and Prevention (CDC), 2014.*