

WHY WE GO
#REDINSTEAD
IN APRIL FOR
AUTISTIC
ACCEPTANCE

swipe

AUTISM SPEAKS

“Light it up Blue” is an “awareness campaign” from Autism Speaks. It is a marketing gimmick to attract attention to the organization, not to Autistic people. Autism Speaks has consistently caused harm to the Autistic community since it was formed.

FEAR CULTURE

Autism Speaks has aired horrifying campaigns wherein parents of autistic kids normalize thinking about murder-suicide. They had a commercial with a poem called, "I Am Autism." Here are a few lines from that poem: "I am autism. I have no interest in right or wrong. I derive great pleasure out of your loneliness. I will fight to take away your hope. I will plot to rob you of your children and your dreams."

FUNDRAISING FOR WHAT?

Autism Speaks raises around 50 million per year, almost none of which actually goes to helping families or Autistic individuals. Autism Speaks is an "awareness org" that raises awareness about itself, not Autistic people. They have a monopoly on autism that keeps its destructive power in place by being a perpetual and robustly-funded PR campaign.

Autism Speaks uses "Light It Up Blue" to sell branded products. The puzzle piece is part of their brand. Advertising "lighting it up blue" is advertising an organization most autistic adults strongly oppose. It is a corporate jingle that directs people to Autism Speaks, not to the Autistic community.

RED INSTEAD

#RedInstead is a hashtag the Autistic community and many of our allies use during April to actively protest the monopoly Autism Speaks has on the narrative about Autism. It starts conversations and gives people an opportunity to learn.

Autism Speaks pushes for the dehumanizing compliance-based over-therapizing of autistic people to get them to assimilate. #RedInstead is an intentional act of noncompliance with Autism Speaks and their agenda.



While complying can be an effective strategy for physical survival, it's a lousy one for personal fulfillment. Living a satisfying life requires more than simply meeting the demands of those in control. Yet in our offices and our classrooms we have way too much compliance and way too little engagement.

-Daniel H. Pink

THIS APRIL, USE HASHTAG #REDINSTEAD TO SHOW YOUR SOLIDARITY WITH AUTISTIC PEOPLE.

The name, "Autism Speaks," is enough to see the intention is to speak as the voice of a "disease" over the voices of autistic people who can communicate for themselves (whether or not they can speak).

Let us know how you feel about Autism Speaks and the "light it up blue" campaign in the comments.

8/8



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