

[#RoyalBlueForAutismAwareness](#)

Success Packet 2021

Greetings!

We are so excited to announce the proposed events for [#RoyalBlueForAutismAwareness](#) for

According to the CDC, 1 in 59 children are diagnosed on the Autism Spectrum. According to independent studies, Black and Latino boys & girls across all ethnic landscapes are the most under and misdiagnosed. Although much of this assessment gap is based on preconceived beliefs towards these groups, a major challenge is that there is a lack of information being distributed to the families that are on the Autism Spectrum.

With your assistance, we can utilize our electronic footprint to start the conversation about Autism in underrepresented communities.

[#RoyalBlueForAutismAwareness](#) programs have been designed by the Mocha Autism Network to help close the information gap among all groups so that more identification, assessments and education plans can be made available.

Thank you in advance for your participation in this campaign. Your social influence will effect change! If you have any questions, you can contact us on social media or via the email addresses below.

Monika L. Brooks

Founder/Director
Mocha Autism Network

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Overview

In 2013, the Mocha Autism Network was founded with the goal of increasing Autism Awareness in underrepresented communities.

In 2014, the [#RoyalBlueForAutismAwareness](#) campaign was created to increase this awareness by utilizing Social Media influence individually and collectively.

The Goals of the campaign are:

- Increase awareness regarding the identification, assessment, and working with those on the Autism Spectrum
- Provide the information needed to make communities more aware of Autism
- Remove the stigma associated with living life on the spectrum

This Success Guide has the following components:

- How the campaign will work
- Timeline
- Brief Fact Sheet
- Resources
- Frequently Asked Questions
- Appendix A: Links to follow
- Appendix B: How to publicize the campaign on your website/blog

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The Social Media Campaign Program

1. The first step is to **register** as a participant in the Social Media Campaign. You can register by going to [this link](#).

• During the period between **April 1 -30**, the Mocha Autism Network and their partners will be sending information to the general public regarding Autism Awareness and Autism resources, while including the hashtag **#RoyalBlueForAutismAwareness**. The goal is to have the participants shared as many information items they can during this period on all the major platforms:

- Facebook
- Twitter
- Instagram

2. In addition to sharing the information across your electronic footprint, **we are asking for everyone to participate in our #RoyalBlueForAutismAwareness Picture Day on April 16**. Share with us a picture of you wearing Royal Blue for Autism Awareness!

A few notes:

- The official hashtag for the campaign is **#RoyalBlueForAutismAwareness**. The hashtag for all profiles will be monitored, so if you see a great story or link, you can add that hashtag and we will find it.
- The Twitter posts will consist of links to great stories, sites, and other Autism related profiles.

Instagram Posts will consist of Infographics and pictures. All other posts will be a combination of all of those things.

And that's it! During the first weeks of May, we will be sending certificates of participation to each group that registers along with a survey on how we can make the campaign better.

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Autism Awareness Frequently Asked Questions

Why should I participate in this Campaign?

Black and Latino children are diagnosed on the Autism Spectrum more than 2 years later than other children. One of the major reasons is due to lack of information in underrepresented communities. An informed community will aid in not only increasing awareness, but awareness will also aid in an increase in assessments and diagnoses.

Why are you doing the [#RoyalBlueForAutismAwareness Campaign](#)? *The Mocha Autism Network and the found the need to increase awareness about Autism and Autism Spectrum traits to underrepresented areas. This campaign was birthed from that goal.*

Do I have to support the campaign on ALL platforms?

Absolutely not! You can participate where you can.

Are organizations the only groups eligible to register? *Absolutely not!!!*

Anyone can participate in spreading awareness.

Why are you using the "puzzle piece?" Does that mean you are affiliated with the Autism Speaks organization?

The puzzle piece logo was first created in 1963 by the [National Autistic Society](#). They explain "the symbol of the Society should be the puzzle as this did not look like any other commercial or charitable one as far as they could discover." Since then, the interlocking, multi-colored puzzle piece has become the international symbol of autism. Its significance has become multi-faceted.

How can I participate in the different activities?

Once you register, you will be sent all the information you need regarding sharing information.

Do I have to register online to participate in the campaign?

No. If you are a fan of our Facebook, Instagram, or Twitter pages, you can share the information distributed from the Mocha Autism Network platforms. We do, however, encourage registration to record our progress and success.

Traits

Autism traits are based on a spectrum of traits and just like snowflakes, not one person with autism is like another. Here are some traits that may be indicators (Source: [Wake Up for Autism](#))

- Repetitive behaviors (may want to watch the same program over and over again)
- Unresponsive to commands or questions ("in their own world")
- Delayed speech & language development (non-verbal, especially by age 3)
- Lack of imitation of others or imaginative play
- Indifferent to the feelings of others
- Echolalia (Repetition or echoing of a word or phrase just spoken by another person)

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- Frequent temper tantrums/meltdowns (overstimulation)
- Responds adversely to physical affection, hugs, kisses, etc.
- Shows no interest in making friends
- Does not initiate conversation
- Very poor diet (may eat only starches; finicky or picky eater)
- Socially withdrawn or socially awkward
- Clumsiness (falls or trips often; can't handle scissors)
- Self Injurious Behavior (head banging, scratching/biting self)
- Frequently makes irrelevant remarks
- Difficulty with abstract language and concepts

Data

- About 1 in 59 children has been identified on the Autism Spectrum
- Because boys are primarily the gender mentioned in the news, it is easy to overlook the fact that girls are on the spectrum too. True, boys represent 4/5 of the autism population but that leaves 20% of the affected, female. With the staggering statistics of autism's rise, that is a significant number of people and probably a conservative figure.
- According to The Journal of Special Education (March 2013), students who are Black, Latinx, or American Indian are less likely to be on the Autism Spectrum compared to White and Asian students.

Resources

Websites:

Special Needs Network specialneedsnetwork.org
 Autistic Self Advocacy Network autisticadvocacy.org/
 Wake Up For Autism: wakeupforautism.com
 The HollyRod Foundation: hollyrod.org
 Parents of Children with All Special Needs pocwasn.org/
 My Autistic Muslim Child: myautisticmuslimchild.com/
 Divorcing Autism: divorcingautism.com

Books

[The Reason I Jump: The Inner Voice of a 13 Year Old with Autism](#) by Naoki Higashida,
 Translated by David Mitchell
[Not My Boy: A Father, A Son, and One Family's Journey with Autism](#) by Rodney Peete
[The Everyday Advocate](#) by Areva Martin
[Thinking Person's Guide to Autism](#) edited by Shannon Rosa, Liz Ditz, and others

For kids:

[My Brother Charlie](#) by Ryan and Holly Robinson Peete
[All Cats have Asperger's Syndrome](#) by Kathy Hoppmann
[My Friend has Autism](#) by Amanda Doering Tourville

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Campaign Links:

Mocha Autism Network

- **Website:** mochaautismnetwork.com
- **Facebook** facebook.com/BayAreaMochaAutismNetwork
- **Twitter** [@MochaAutismNTWK](https://twitter.com/MochaAutismNTWK)
- **Instagram:** [@mochaautismntwk](https://www.instagram.com/mochaautismntwk)

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