

Neurodiversity Celebration Week 2025 – Marketing Plan

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 17 - 23 March 2025

Overview

Neurodiversity Celebration Week is a global initiative that challenges misconceptions about neurodivergence and promotes inclusion, acceptance, and understanding. From 17-23 March 2025, we'll celebrate the strengths, talents, and contributions of neurodivergent individuals, fostering a culture where everyone feels valued.

Our campaign will engage students, staff, and the wider community through educational resources, interactive activities, and inspiring stories. Each day will focus on a different type of neurodiversity, featuring an awareness-raising activity, a famous neurodivergent figure, and signposting to further resources.

Marketing Timeline

Pre-Week (March 3 - March 16)

- ◆ Build Awareness:

Launch a teaser campaign on social media, email newsletters, and internal communications.

Create and distribute posters and digital banners.

Publish an introductory blog post explaining the purpose of Neurodiversity Celebration Week.

- ◆ Encourage Participation:

Invite staff and students to get involved in activities.

Share personal stories from neurodivergent individuals in the community.

Promote upcoming events and encourage sign-ups.

Sign Up for Training

24 FREE EVENTS from March 17th to 23rd, 2025. And absolutely everyone is invited to join us for this incredible line-up.

Over 80 inspiring speakers will share their unique perspectives on neurodiversity. You'll hear from experts with lived experience, top professionals, and passionate advocates.

[NCW 2025 Events Schedule v1.0](#)

Daily Themes & Activities

Monday, March 17 – ADHD (Attention Deficit Hyperactivity Disorder)

 Theme: Celebrating energy, creativity, and innovation.

 Famous Figure: Simone Biles (Olympic Gymnast)

 Activity: Interactive ‘Strengths of ADHD’ session – Participants reflect on ADHD-related strengths like hyperfocus, creativity, and resilience.

 Further Reading: Understanding ADHD

 Books:

- Driven to Distraction – Dr. Edward M. Hallowell & Dr. John J. Ratey
- ADHD 2.0 – Dr. Edward M. Hallowell & Dr. John J. Ratey
- The Disorganized Mind – Nancy A. Ratey
- Fast Minds – Craig Surman, Tim Bilkey & Karen Weintraub
- Your Brain’s Not Broken – Tamara Rosier

 Podcasts:

- ADHD Experts Podcast – ADDitude Magazine
- The Faster Than Normal Podcast – Peter Shankman
- I Have ADHD Podcast – Kristen Carder
- ADHD Rewired – Eric Tivers
- Women & ADHD – Katy Weber

 Films & Documentaries:

- The Disruptors (2022) – A documentary on ADHD
- Take Your Pills (2018) – A Netflix documentary on stimulant medication
- ADD & Loving It?! (2009) – An informative documentary on ADHD
- The Reason I Jump (2020) – While primarily about autism, it explores neurodivergence broadly
- Temple Grandin (2010) – A biopic of an autistic woman with ADHD-like traits

 Web Links:

- [ADHD UK](#)
- [CHADD \(Children and Adults with ADHD\)](#)
- [ADDitude Magazine](#)
- [Understood.org – ADHD](#)

- Mind – ADHD Information

Tuesday, March 18 – Autism Spectrum Disorder (ASD)

 Theme: The power of deep focus and unique perspectives.

 Famous Figure: Greta Thunberg (Climate Activist)

 Activity: Sensory Awareness Workshop – Experience a sensory-friendly environment and discuss how different sensory needs can be accommodated.

 Further Reading: What is Autism?

 Books:

- NeuroTribes – Steve Silberman
- Thinking in Pictures – Temple Grandin
- The Reason I Jump – Naoki Higashida
- Uniquely Human – Dr. Barry Prizant
- Different, Not Less – Temple Grandin

 Podcasts:

- 1800 Seconds on Autism – BBC Sounds
- The Autism Podcast – London Autism Group Charity
- Autistic Culture Podcast
- The Thoughty Autistic
- SquarePeg Podcast

 Films & Documentaries:

- The Reason I Jump (2020) – Documentary on nonverbal autism
- Temple Grandin (2010) – Biopic of the autistic scientist
- A Brilliant Young Mind (2014) – Fictional story about an autistic mathematician
- Inside Our Autistic Minds (2023) – BBC Documentary with Chris Packham
- Life, Animated (2016) – Documentary about an autistic young man

 Web Links:

- [National Autistic Society](#)
- [Autism Speaks](#)
- [Ambitious about Autism](#)
- [Thinking Person's Guide to Autism](#)
- [Asperger/Autism Network \(AANE\)](#)

Wednesday, March 19 – Dyslexia

 Theme: Rethinking dyslexia as a strength in problem-solving and storytelling.

 Famous Figure: Richard Branson (Entrepreneur)

 Activity: ‘Flip the Script’ Challenge – Participants read or listen to inspiring stories from successful dyslexic individuals and discuss their impact.

 Further Reading: Dyslexia Basics

 Books:

- The Dyslexic Advantage – Brock L. Eide & Fernette F. Eide
- Fish in a Tree – Lynda Mullaly Hunt
- Overcoming Dyslexia – Sally Shaywitz
- The Gift of Dyslexia – Ronald D. Davis
- Thinking Differently – David Flink

 Podcasts:

- The Dyslexia Life Hacks Show
- Dyslexia Quest – Elisheva Schwartz
- The CodPast – Sean Douglas
- The Dyslexia Mom Life Podcast
- Nesy – Dyslexia Explored

 Films & Documentaries:

- The Big Picture: Rethinking Dyslexia (2012)
- Taare Zameen Par (Like Stars on Earth) (2007)
- Mical (2020) – A short film about dyslexia
- Skavlan (BBC Interview with Richard Branson on Dyslexia)
- Headstrong Nation: Inside the Hidden World of Dyslexia & ADHD

 Web Links:

- [British Dyslexia Association](#)
- [Made By Dyslexia](#)
- [Dyslexia Foundation](#)
- [Understood.org – Dyslexia](#)
- [Nesy – Dyslexia Resources](#)

Thursday, March 20 – Dyspraxia (Developmental Coordination Disorder)

 Theme: Celebrating adaptability and perseverance.

 Famous Figure: Daniel Radcliffe (Actor)

 Activity: Hand-Eye Coordination Challenge – A fun set of exercises that simulate dyspraxia challenges, followed by a discussion on accommodations and strengths.

 Further Reading: What is Dyspraxia?

 Books:

- Dyspraxia: The Facts – Amanda Kirby
- The Dyspraxic Learner – D. J. G. Callis & L. McCabe
- Understanding Dyspraxia – Maureen H. McCluskey
- Living with Dyspraxia – Stephanie M. Johnson
- Children with Dyspraxia – David J. A. Nicolson

 Podcasts:

- The Dyspraxia Podcast
- Living with Dyspraxia
- The Neurodivergent Insights Podcast
- The Learning Differences Podcast
- Succeed with Dyslexia

 Films & Documentaries:

- The Dyspraxia Diaries (2019) – Documentary on navigating life with dyspraxia
- Temple Grandin (2010) – Depicts a neurodivergent character (featuring dyspraxia-related traits)
- Rain Man (1988) – While about autism, it highlights the need for understanding different neurotypes
- A Brilliant Young Mind (2014) – Explores neurodivergence through a mathematician's perspective
- My Brilliant Brain (2005) – Documenting various forms of brain development and neurodiversity

 Web Links:

- [Dyspraxia Foundation](#)
- [National Center for Learning Disabilities \(Dyspraxia\)](#)

- [CDC – Dyspraxia](#)
- [Dyspraxia in Adults](#)
- [Brain in Hand – Dyspraxia Resources](#)

Friday, March 21 – Tourette Syndrome

 Theme: Embracing authenticity and self-expression.

 Famous Figure: Billie Eilish (Singer-Songwriter)

 Activity: ‘Break the Myths’ Quiz – A myth-busting session on Tourette Syndrome to challenge common misconceptions.

 Further Reading: What is Tourette Syndrome?

 Books:

- Twitch and Shout – The National Tourette Syndrome Association
- Defeating Tourette Syndrome – Jim Eisenreich
- The Tourette Syndrome Handbook – Bruce J. Cohen & S. L. H. Rickards
- Tourettes and Me – Matt L. Peters
- Tourette Syndrome: A Handbook for Parents and Professionals – Lorna Wing

 Podcasts:

- Tourette Syndrome Association Podcast
- The Tourette Syndrome Podcast
- Twitching Out Loud
- TS Family Podcast
- Tourette's Talk

 Films & Documentaries:

- GIRL, INTERRUPTED (1999) – Features a character with tics
- Tourette's: I Have Tourettes (2016) – BBC Documentary
- I Have Tourette's But Tourette's Doesn't Have Me (2015) – A documentary exploring life with Tourette Syndrome
- The ADHD & Tourette's Episode (2019) – PBS Documentary
- Tourettes and Me (2017) – Channel 4 documentary featuring a young man's experience with Tourette's

 Web Links:

- [Tourette Association of America](#)

- [Tourette Syndrome Foundation of Canada](#)
- [Tourettes Action](#)
- [UK Tourette Syndrome Association](#)
- [The National Institute of Neurological Disorders and Stroke \(Tourette Syndrome\)](#)

Saturday, March 22 – Dyscalculia

 Theme: Recognising different ways of thinking about numbers.

 Famous Figure: Cher (Singer & Actress)

 Activity: Number-Free Puzzle Challenge – Engage in logic-based puzzles that don't rely on numerical skills to highlight different cognitive strengths.

 Further Reading: Understanding Dyscalculia

Books:

- The Dyscalculia Toolkit – Ronit Bird
- Maths Anxiety – John B. Baird
- Learning Disabilities and Dyslexia – Susan M. W. Hall
- The Dyscalculia Solution – John N. R.
- Dyscalculia: A Handbook for Teachers and Parents – Brian Butterworth

Podcasts:

- The Dyscalculia Podcast
- Math for People with Dyscalculia
- Dyscalculia: Learning to Love Numbers
- Dyscalculia: Overcoming Math Anxiety
- Math Anxiety and Me

Films & Documentaries:

- A Brilliant Mind (2009) – Exploring mathematical genius with a focus on dyscalculia-related experiences
- The Math Myth (2015) – Documentary on challenges around learning math
- Mathematics and Dyscalculia (2016) – Short film on how different learners approach math
- Rising Above: The Power of Math (2020) – Documentary on overcoming math struggles

- Brain on Fire (2017) – Depicts how neurodivergence can impact cognition

Web Links:

- [Dyscalculia.org](https://dyscalculia.org)
- [Dyslexia Action – Dyscalculia](https://dyslexiaaction.org/dyscalculia)
- National Center for Learning Disabilities – Dyscalculia
- Understood.org – Dyscalculia
- [The Dyscalculia Network](https://dyscalculianetwork.org)

Sunday, March 23 – Celebrating Neurodiversity as a Whole

 Theme: Embracing diversity of thought in all aspects of life.

 Famous Figures: Collective look at neurodivergent leaders in different fields.

 Activity: ‘Neurodivergent Voices’ Panel – Invite neurodivergent individuals to share their experiences and insights.

 Further Reading: What is Neurodiversity?

Books:

- Neurodiversity – Steve Silberman
- The Neurodiversity Paradigm – Judy Singer
- Neurodiversity in the Workplace – Karina J. M. R.
- The Power of Neurodiversity – Thomas Armstrong
- The Spectrum – Dr. Dean Beadle

Podcasts:

- The Neurodiversity Podcast
- Neurodiversity at Work
- The Inclusive Leaders Podcast
- Neurodivergent Insights
- Neurodiversity Talk

Films & Documentaries:

- Neurodiversity: The Hidden World (2018) – Documentary about the neurodiversity movement
- The Big Picture: Rethinking Dyslexia (2012) – A broader take on learning differences
- Inside the Neurodivergent Mind (2021) – A look at various neurodivergent experiences

- The Pursuit of Happyness (2006) – Inspirational, featuring themes of overcoming neurodivergence challenges
- Temple Grandin (2010) – Biopic that explores neurodiversity

Web Links:

- [Neurodiversity Hub](#)
- [Neurodiversity in the Workplace](#)
- [Neurodiversity Initiative](#)
- [The Neurodiversity Movement](#)
- [World Health Organization – Neurodiversity](#)

During the Week (March 17 - 23)

◆ Daily Social Media Posts:

Share infographics, quotes, and videos related to the neurodiversity theme of the day.

Feature testimonials from neurodivergent individuals.

Encourage participation in daily activities.

◆ Workshops & Events:

Invite guest speakers and experts to provide deeper insights.

Facilitate interactive discussions and storytelling sessions.

Provide resources and toolkits for educators and workplaces.

◆ Encourage Storytelling:

Invite students, staff, and community members to share their experiences with neurodiversity.

Publish blog posts highlighting success stories.

Post-Week (March 24 - March 31)

◆ Celebrate & Reflect:

Share a summary of the week's highlights and key takeaways.

Publish testimonials and feedback from participants.

Encourage ongoing discussions and continued learning.

◆ Next Steps for Inclusion:

Provide long-term resources for supporting neurodivergent individuals.

Develop ongoing initiatives to promote neurodiversity in education and the workplace.

Encourage commitment to inclusive practices beyond the celebration week.

Get Involved!

-  Follow along, share, and participate using the hashtag #NeurodiversityWeek2025
-  Join the conversation and help build a more inclusive world for neurodivergent individuals!

Blog Posts

Unleashing the Power of ADHD

 Neurodiversity Celebration Week – Day 1: ADHD

Neurodiversity Celebration Week 2025 kicks off today with a focus on ADHD (Attention Deficit Hyperactivity Disorder)—a condition often misunderstood, yet full of strengths. People with ADHD are known for their creativity, energy, hyperfocus, and problem-solving abilities. Rather than seeing ADHD as a deficit, we should celebrate the unique ways it allows individuals to thrive in different environments.

What is ADHD?

ADHD is a neurodevelopmental condition that affects attention, impulse control, and activity levels. While many associate ADHD with restlessness or distractibility, it's also linked to incredible strengths:

-  **Hyperfocus** – When deeply interested, people with ADHD can immerse themselves in a task for hours, producing high-quality work.
-  **Creativity & Innovation** – ADHD minds often think outside the box, making connections others may not see.
-  **Resilience & Adaptability** – Facing challenges from an early age fosters determination and perseverance.

Famous ADHD Trailblazers

One incredible example is Simone Biles, the most decorated gymnast in history. Despite living with ADHD, she has shattered records, proving that neurodivergence can be a superpower. Similarly, Michael Phelps, the most successful Olympian of all time, credits his ADHD-driven energy and hyperfocus for his swimming achievements.

Breaking the Stigma

Many people with ADHD struggle with misconceptions, such as being "lazy" or "disorganized." In reality, traditional learning and working environments often fail to accommodate neurodivergent needs. Small changes—such as flexible work styles, movement-friendly classrooms, and clear communication—can help ADHD individuals thrive.

Today's Activity: Strengths of ADHD Session

To embrace the positives of ADHD, reflect on your own strengths (or those of someone you know with ADHD). Ask yourself:

- 🧠 How does my brain process information uniquely?
- 🎯 What situations bring out my best focus and creativity?
- 💡 How can workplaces and schools better support neurodivergent individuals?

Want to Learn More?

📖 Understanding ADHD – Myths & Facts

🎥 Watch: *The Disruptors* (2022) – A documentary exploring the realities of ADHD.

🗣️ Join the conversation online using #NeurodiversityWeek2025! Let's celebrate ADHD for what it truly is—an incredible way of thinking that enriches our world.

Day 2 (March 18) – Autism Spectrum Disorder (ASD)

Seeing the World Differently: The Power of Autism

Autism Spectrum Disorder (ASD) is a neurodevelopmental condition that affects how people communicate, interact, and process information. While autism is often framed around its challenges, today we celebrate the strengths and unique perspectives autistic individuals bring to the world.

Strengths of Autism

- ✅ Deep focus & expertise – Many autistic individuals develop intense interests and deep knowledge in specific topics.
- ✅ Logical thinking – Strong analytical skills make many autistic thinkers excellent problem-solvers.
- ✅ Honesty & Integrity – Autistic individuals are often refreshingly direct, loyal, and principled.

Famous Autistic Figures

🌍 Greta Thunberg, the climate activist, has credited her autism for giving her the ability to hyperfocus on climate change, saying it helps her “see things in black and white.”

🐄 Temple Grandin, a scientist and author, transformed the livestock industry with her innovative designs, inspired by her unique way of thinking.

Breaking the Stigma

Autism is often misunderstood, leading to stereotypes. Not all autistic people are the same—some may be nonverbal, while others are highly articulate. The key is understanding and acceptance. Schools and workplaces can better support autistic individuals through clear communication, structured environments, and sensory-friendly spaces.

Today's Activity: Sensory Awareness Challenge

Try spending 10 minutes in a busy, noisy environment while wearing headphones or sunglasses. How does it feel? Many autistic people experience sensory overload in everyday situations. This activity helps us understand the importance of creating sensory-inclusive spaces.

Want to Learn More?

 What is Autism?

 Watch: Temple Grandin (2010) – A biopic of the famous scientist.

 Join the conversation with #NeurodiversityWeek2025!

Day 3 (March 19) – Dyslexia

Dyslexia: A Different Way of Thinking

Dyslexia is a learning difference that affects reading, writing, and spelling. However, it's not about intelligence—many dyslexic individuals excel in creative, strategic, and problem-solving fields.

Strengths of Dyslexia

- Big-picture thinking – Dyslexic individuals often excel at seeing connections others miss.
- Creativity & storytelling – Many famous authors and filmmakers are dyslexic.
- Strong verbal & visual skills – Dyslexic individuals often communicate ideas powerfully.

Famous Dyslexic Figures

 Agatha Christie, the world's best-selling novelist, struggled with spelling but created timeless mystery stories.

 Richard Branson, founder of Virgin, describes his dyslexia as a business strength, helping him simplify complex ideas.

Breaking the Stigma

Dyslexia is still misunderstood, often labeled as a disability rather than a different way of learning. Schools and workplaces can help by using audiobooks, speech-to-text tools, and project-based learning.

Today's Activity: Dyslexia Simulation

Try reading a passage where some letters are scrambled or missing. This simulates what reading can feel like for someone with dyslexia. How does it change your perspective?

Want to Learn More?

 Dyslexia Basics

 Watch: The Big Picture: Rethinking Dyslexia (2012).

 Celebrate strengths with #NeurodiversityWeek2025!

Day 4 (March 20) – Dyspraxia

Embracing Dyspraxia: Coordination, Creativity, and Resilience

Dyspraxia (also known as Developmental Coordination Disorder) affects movement, coordination, and motor skills, but it's much more than just clumsiness. Today, we celebrate the creativity and determination of dyspraxic individuals.

Strengths of Dyspraxia

- ✅ Creative problem-solving – Many dyspraxic people think in unique and innovative ways.
- ✅ Resilience & determination – Overcoming daily challenges builds strong work ethics.
- ✅ Empathy & emotional intelligence – Many dyspraxic individuals are highly empathetic.

Famous Dyspraxic Figures

 Daniel Radcliffe, the actor best known as Harry Potter, has openly spoken about his dyspraxia, crediting it for his unique approach to acting.

 Florence Welch (of Florence + the Machine) embraces her neurodivergence as part of her artistic process.

Breaking the Stigma

Dyspraxia is often dismissed as “just being clumsy,” but it’s a real neurological difference. Schools and workplaces can help by allowing extra time, offering speech-to-text tools, and recognizing non-traditional strengths.

Today's Activity: Fine Motor Challenge

Try buttoning a shirt with gloves on or writing with your non-dominant hand. This simulates some of the coordination challenges faced by dyspraxic individuals.

Want to Learn More?

 What is Dyspraxia?

 Read: *Odd Girl Out* by Laura James – A memoir on dyspraxia & autism.

 Celebrate neurodivergence with #NeurodiversityWeek2025!

Day 5 (March 21) – Tourette Syndrome

Tourette Syndrome: Beyond the Stereotypes

Tourette Syndrome (TS) is a neurological condition that causes involuntary movements and vocalizations known as tics. While often misunderstood, TS comes with incredible creativity, intelligence, and resilience.

Strengths of Tourette Syndrome

- ✅ Creativity & artistic talent – Many people with TS excel in music, art, and writing.
- ✅ Resilience & adaptability – Living with TS builds mental strength.
- ✅ Fast thinking & humor – Many individuals with TS develop strong communication skills.

Famous Figures with Tourette Syndrome

🎤 Billie Eilish, the Grammy-winning singer, has spoken openly about her tics and how they don't define her.

📖 Samuel Johnson, the creator of the first English dictionary, is believed to have had TS.

Breaking the Stigma

Many people assume TS is just about swearing (coprolalia), but only 10-15% of people with TS have this symptom. Understanding and accepting neurodivergence is key.

Today's Activity: Tic Awareness Exercise

Try suppressing a natural urge, like blinking or scratching an itch, for 2 minutes. This helps simulate the effort required to suppress tics.

Want to Learn More?

📖 What is Tourette Syndrome?

🎥 Watch: I Have Tourette's But Tourette's Doesn't Have Me (2005).

🗣️ Let's break misconceptions! #NeurodiversityWeek2025

Day 6 (March 22) – Dyscalculia

Dyscalculia: More Than Just "Being Bad at Math"

Dyscalculia affects number sense, time management, and math-related tasks, but it also brings strengths in creativity, empathy, and problem-solving.

Famous Figures: Cher, Mary Tyler Moore

Today's Activity: Try estimating prices without a calculator.

📖 Understanding Dyscalculia

Day 7 (March 23) – Celebrating Neurodiversity

A recap of the week's highlights! Diversity of thought is our strength.

🎥 Watch: Neurodivergent Voices podcast.

🗣️ Join us with #NeurodiversityWeek2025!