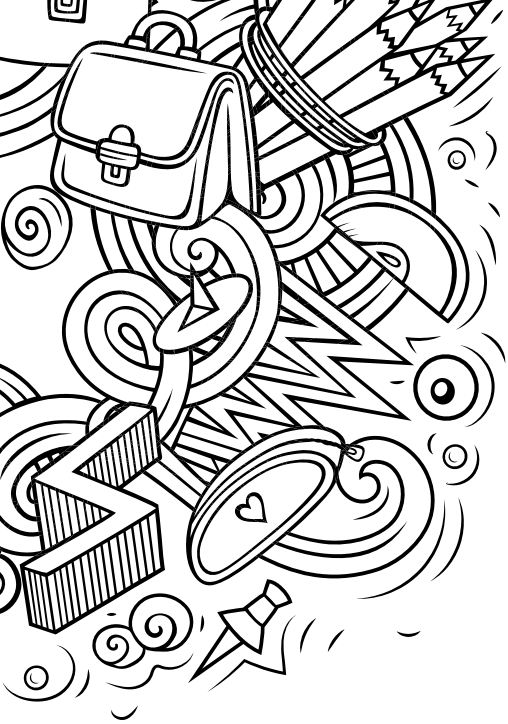




**Written  
OFF?**

## **Campaign toolkit**

Ambitious about Autism's campaign to protect rights  
and funding for children with SEND and their families.



## About this campaign toolkit

As key organisations working to improve the SEND system, we have created this campaign toolkit to help you support our campaign to protect existing rights and funding for children with SEND and their families. This toolkit contains information about the campaign, sample social media posts and shareable graphics for you to use.

If you have any questions about our campaign, or how to use this toolkit – please contact our Campaigns and Policy Manager, Mariam Kazem-Malaki at [mkazem-malaki@ambitiousaboutautism.org.uk](mailto:mkazem-malaki@ambitiousaboutautism.org.uk).

# What does the campaign involve?

## We launched our campaign on Tuesday 29 November 2022.

We published our new policy report: “Written Off? Tackling problems in the SEND system that hold back autistic children and young people”. It includes the findings of our survey of nearly 2,000 parents and autistic young people and our recommendations in light of the SEND Green Paper.

Alongside the report, we launched a petition, calling on the government to protect SEND funding and families legal rights to get support for their children.

## The objectives of our campaign are to:

- Protect current SEND rights and funding through the SEND review to avoid making things worse and causing active harm to autistic children and families.
- Support young people with SEND and their families to have an active and direct opportunity to engage in policy influencing.
- Encourage people to **sign our petition** to show the strength of feeling in the SEND community and wider education sector and demonstrate support to protect the rights contained in the Children and Families Act 2014.

## The key messages we want to promote are as follows:

- Parents and young people with SEND tell us the system is broken. Many can’t access the support they need, face long waiting lists, exclusions, long periods out of education, expensive tribunals and schools which do not understand or cannot meet their needs.
- We’re concerned that some of the solutions proposed by the government in its SEND Green Paper risk making things worse and writing off young people with SEND before they’ve even left school – undermining rights and failing to address a lack of accountability in the system.
- We also want a public commitment from the government to fund support for children with SEND. The additional £2bn for education announced in the Autumn Statement only restores education funding per pupil back to 2010 levels. There are twice as many children with SEND in schools and colleges now than there were in 2010, but the government has not set out what funding will be available to pay for the additional support they need.
- The government’s broader education agenda, with its focus on narrow attainment targets and punitive attendance policies, will not reflect the challenges or goals for many children with SEND. Inclusion will only be achieved when it becomes a central consideration to all education policy.

## Our key recommendations for the government are:

- Uphold current laws that help children with SEND get the assessments, support, and school place they need, and protect their funding, to avoid making things worse and causing active harm to children and families.
- Make all education policy work for SEND pupils so they can achieve their potential, with a clear expectation that every school is a SEND school, every teacher is a SEND teacher, and every policy is a SEND policy.
- Publish a plan to develop a valued, skilled, sufficient SEND workforce, backed by resources, with clear timescales.
- Ask Ofsted to make the quality of SEND support a greater priority in inspections.
- Gather and share evidence on how mainstream education and special schools and colleges can work together to get children the right support, at the right time, in the right place.



# Sample social media message

## Shareable graphics for social media

We have created graphics to help you spread the word about our campaign. You can download versions to use on various social media platforms.

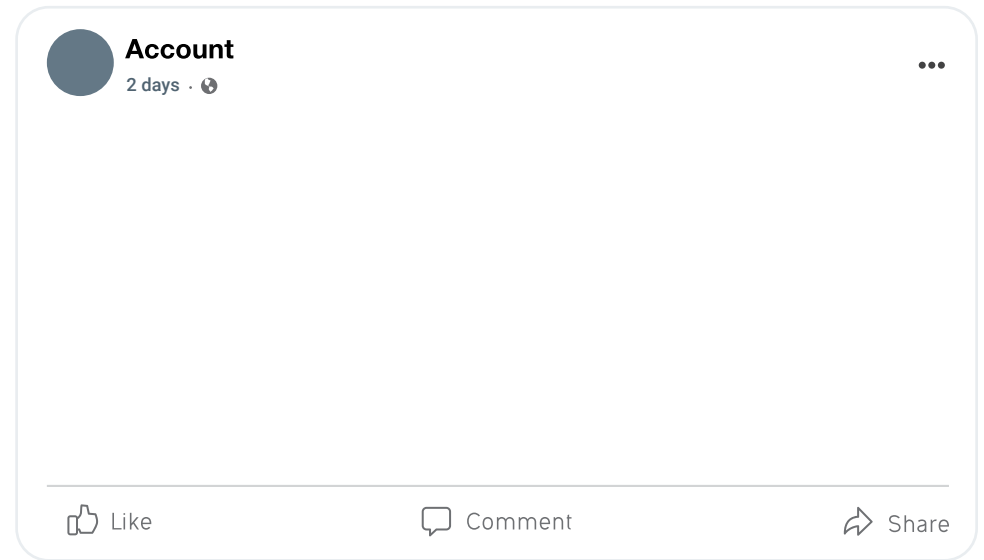
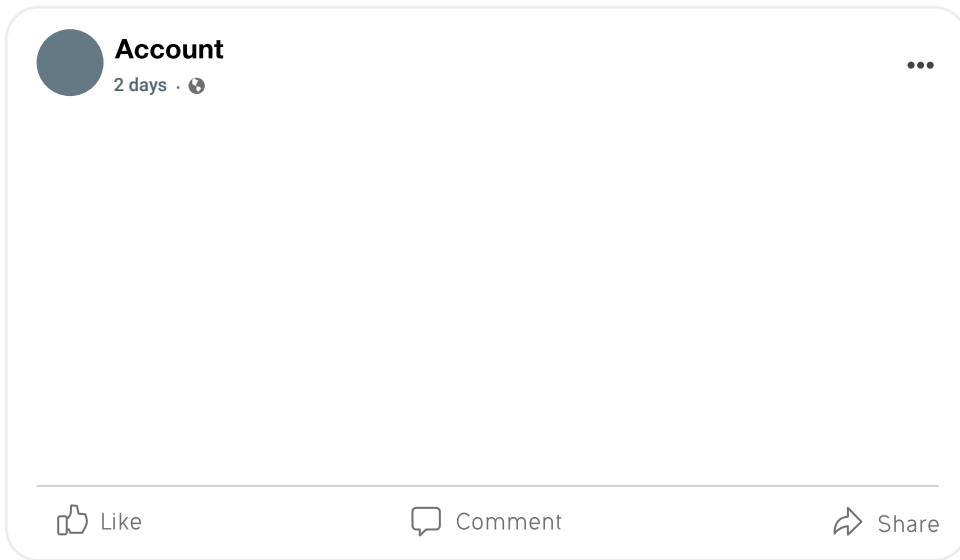
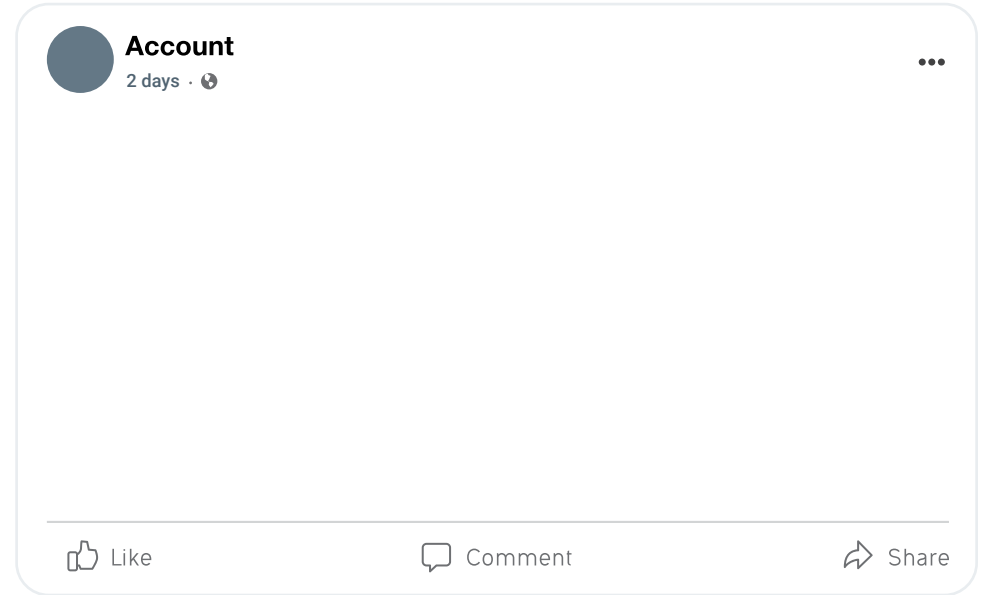
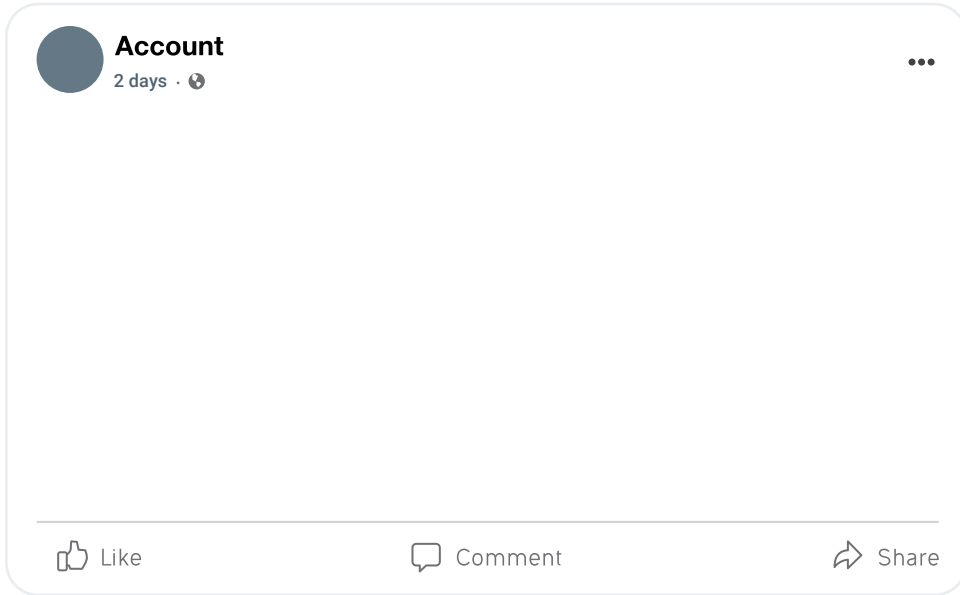
Download social media assets




## Suggested tweets




## Suggested Facebook posts









## Suggested LinkedIn posts




**Username**  
Title  
2 days · 






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  Like  Comment  Repost  Send



**Username**  
Title  
2 days · 



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  Like  Comment  Repost  Send




**Username**  
Title  
2 days · 






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  Like  Comment  Repost  Send



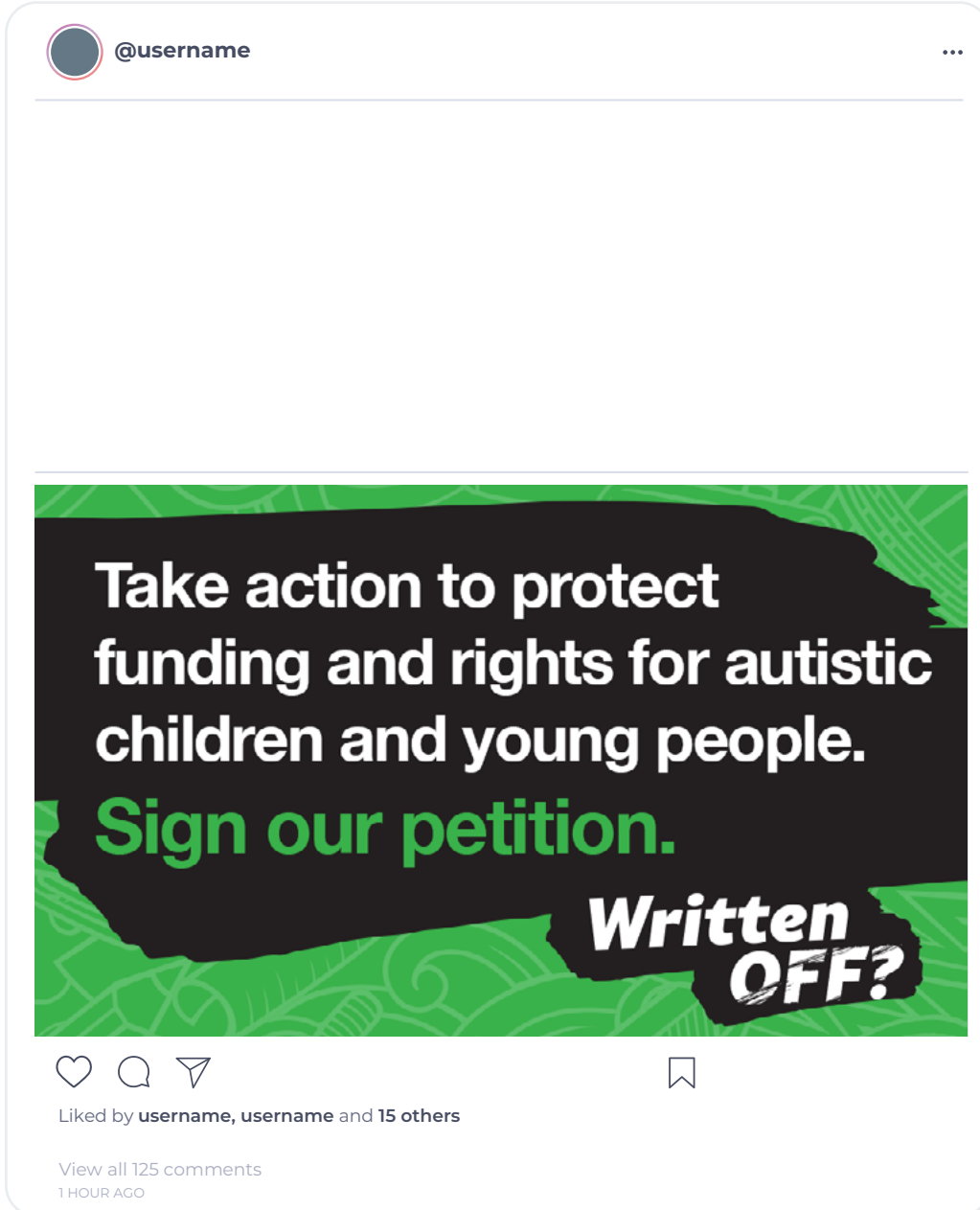
**Username**  
Title  
2 days · 

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  Like  Comment  Repost  Send



## Suggested Instagram post



The image shows a screenshot of an Instagram post. At the top left, there is a circular profile picture placeholder and the text "@username". To the right of the profile picture is a three-dot menu icon. The main content of the post is a graphic with a green background featuring a pattern of white lines and shapes. A large black brushstroke-like shape is overlaid on the graphic, containing the text "Take action to protect funding and rights for autistic children and young people." in white, and "Sign our petition." in green. In the bottom right corner of the black shape, the text "Written OFF?" is written in white, with "OFF?" in a larger, bold font. Below the graphic, there are icons for liking, commenting, and sharing, and a bookmark icon. Below these icons, it says "Liked by username, username and 15 others". At the bottom, it says "View all 125 comments" and "1 HOUR AGO".

@username

Take action to protect funding and rights for autistic children and young people.  
Sign our petition.

Written OFF?

Liked by username, username and 15 others

View all 125 comments  
1 HOUR AGO



## Suggested tweets for parents



## Suggested tweets for young people



# Follow us on social media

Please follow Ambitious about Autism's social media account to share our campaign posts and tag us in your own posts!

 [twitter.com/ambitiousautism](https://twitter.com/ambitiousautism)

 [facebook.com/ambitiousaboutautism](https://facebook.com/ambitiousaboutautism)

 [instagram.com/ambitiousaboutautism](https://instagram.com/ambitiousaboutautism)

 [linkedin.com/company/ambitious-about-autism](https://linkedin.com/company/ambitious-about-autism)

# Thank you for supporting our campaign.



# We are Ambitious about Autism

Ambitious about Autism is the national charity standing with autistic children and young people.

We believe every autistic child and young person has the right to be themselves and realise their ambitions.

We started as one school and have become a movement for change. We champion rights, campaign for change and create opportunities.



## Contact us

The Pears National Centre for Autism Education  
Woodside Avenue, London N10 3JA

☎ 020 8815 5444

✉ [info@ambitiousaboutautism.org.uk](mailto:info@ambitiousaboutautism.org.uk)

🌐 [ambitiousaboutautism.org.uk](http://ambitiousaboutautism.org.uk)

## Follow us

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Ambitious about Autism Schools Trust is an exempt charity in England and Wales and a registered company: 08335297.