

# Impact Report

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The ADHD Foundation  
Neurodiversity Charity  
**April 2022 - March 2023**



# The Neurodiversity Umbrella Project



Over 1000 education settings and businesses with installations



Training, assemblies, and lesson plans for participating schools



4.8 billion media impressions



£84 million advertising value equivalency (AVE)

"Each child across the school has drawn their face and signed their name inside one of the umbrellas. We spoke about this in assembly last week and I have been amazed at how much the children have remembered, understood, and embraced. The assembly presentation which you shared with school was really useful and perfectly pitched for primary age children – thank you!"

**Hilltop First School**

"We are very proud to be part of the umbrella project this year. They look amazing. Thank you for the opportunity to show awareness of neurodiversity within our school community. Diolch yn fawr."

**Ysgol Gyfun Gymraeg Glantaf**

## Previous locations





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**'The Neurodiversity Umbrella Project is a celebration of human potential and endeavour.'**

**Tom Howcroft**

**ADHD Foundation The Neurodiversity Charity**

The Neurodiversity Umbrella Project is a celebration of human potential and endeavour. Our aim is to promote the fact that our brains are as unique as our fingerprints. Whatever your age, race, sexuality, faith, nationality, 1 in 5 of you will be neurodiverse and many will not even know. Many will have more than one of these learning differences, affecting how they process information from the world they live in and how they interact with the people in that world.

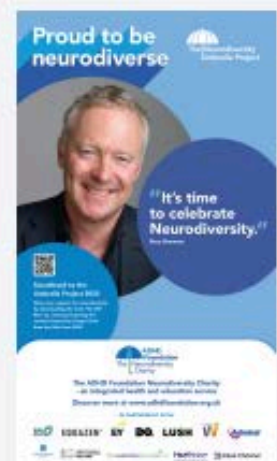






# Clear Channel

The 'Proud to be neurodiverse' campaign saw a stellar line-up of personalities on advertising boards around the UK, including Rory Bremner, Alison Moyet, Chelcee Grimes and Angela Barnes, as well as singer/songwriter and rapper, J Grange; his original track 'We Will Rise' was the official soundtrack of the 2022 project.



# Neurodiversity Early Years Service

**The Neurodiversity Early Years Service at the ADHD Foundation Neurodiversity Charity is dedicated to promoting early identification and intervention for young children presenting with emerging characteristics of Neurodevelopmental Conditions. Our expert team build confidence, knowledge and skills within the Early Years workforce through training, coaching and play based therapeutic intervention.**

Between April 2022 and March 2023 the Early Years Team at the Foundation have provided support to the PVI settings across Liverpool. The service delivery model included:

## **Setting visits, including opportunities to access:**

Individual Observations



Staff Coaching



Environmental Audit



1:1 Parent/Carer Support



Tailored Feedback



## **Training for the Early Years Workforce including:**

- Neurodiversity in the Early Years and KS1
- Sensory Sensitivity
- Emotion Regulation
- Attachment and Trauma
- Early Identification of SEND
- Supporting a Neurodiverse-Friendly environment in the Early Years
- English as an Additional Language and Neurodiversity
- The Adult: The Most Important Resource in the Room
- Tips and Tricks for the Early Years SENCO

## **Parent/Carer skills building sessions to support the development of strategies at home, with topics including:**

- Understanding my child's early development
- Sensory sensitivity
- Emotion Regulation



## The Data: Setting Visits



**75 settings  
accessed support**



**113 referrals received  
for individual child  
observation**



**225 sessions  
delivered**



**1:1 Parent/carer support  
14%**

**Child observation  
26%**

**Environmental audit  
28%**

**Staff coaching  
32%**

Goal based outcome measures are used across the service to inform the impact of support. This year, the average goal increase was 5 points.

Likert scales are used to assess Practitioners' experiences of the service. On a scale of 0 - 10 the average response was 9.81.

## What Practitioners are Saying

220

Practitioners  
attended training



“The Practitioner was very approachable from the minute she supported us in the setting. I found it useful that she sat down and explained everything thoroughly, including what I need to do next in order to support the child further. She was able to break down the activities in small steps so I could understand the benefit of doing them, and supported conversations between the setting and parent.”

“Thank you so much, this was so supportive and has given me the confidence to realise I am providing the children with sensory support. I absolutely love the sensory circuits and will be adding this to our daily routine.”

“First time used and wow amazing, could do with this on a regular basis or a review in 4 months to see if ideas/ plans are working.”

“Just the right amount of the ‘topic’ covered in the time we had, so that I could still follow and understand after a full 10hr day at work.”

“The practitioner was very attentive with our setting and took her time to understand our needs and what our setting required from the service”

“It was the most informative course I've attended for ages. Looking forward to the other ones”





# Skills Building Training



**24,143 parents and carers received support from us this year!**

We offer a range of courses aimed at parents and carers on understanding and supporting their neurodiverse child or young person. The programmes consist of live streamed online sessions, each lasting approximately 1 hour 15 mins including Q&A.

Session 1 - Neurodevelopmental Conditions

Session 2 - Sensory Perceptions and Lifestyle

Session 3 - Stress Response and Emotional Regulation

"Done all 3 [sessions] today, best use of a day off ever for me."

"Brilliant session, looking forward to the next one. The opportunity for questions and answers at the end of session is really helpful."

"Excellent presentations and resources. They should be rolled out to all - schools, health, emergency services etc."

"This was a first class webinar. Fantastic presenter - very clear."

"Amazing workshop. Thank you. So much easier to take in through the webinar rather than all the books I keep ordering!"

"Thank you so much.. your course has been immensely helpful. Life changing!"

"I wanted to say how useful this course has been for me and it has greatly improved my understanding of my son's reactions and behaviours."

"Attending the webinars has given me simple language like 'time blindness', 'chunking down the steps' etc to talk to professionals about my son's challenges. It feels like a much more positive way of discussing the issues he faces rather than focusing on the 'problems with behaviour' other people perceive in his actions."

## Time 1 and Time 2 Data

Goal based outcome measures (scored 0-10) are used across the service to inform the impact of support.

Average time 1 score: 2

Average time 2 score: 6.5

**Average goal/poll score increase: 4.5 points**

(UK NHS IAPT average score increase: 2.5)



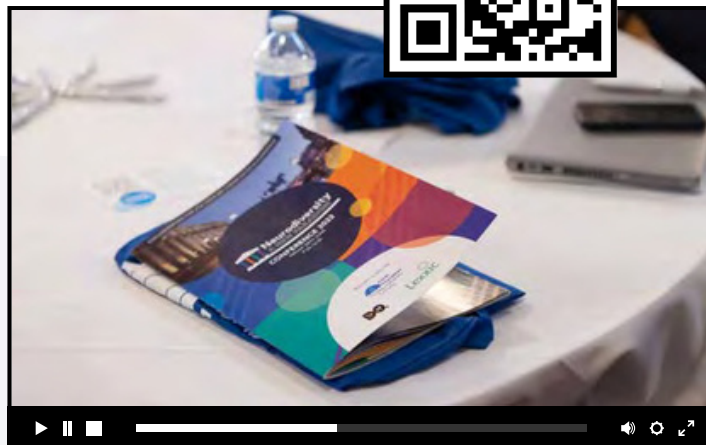


Scan to see  
event highlights



# Annual Conference and Ball

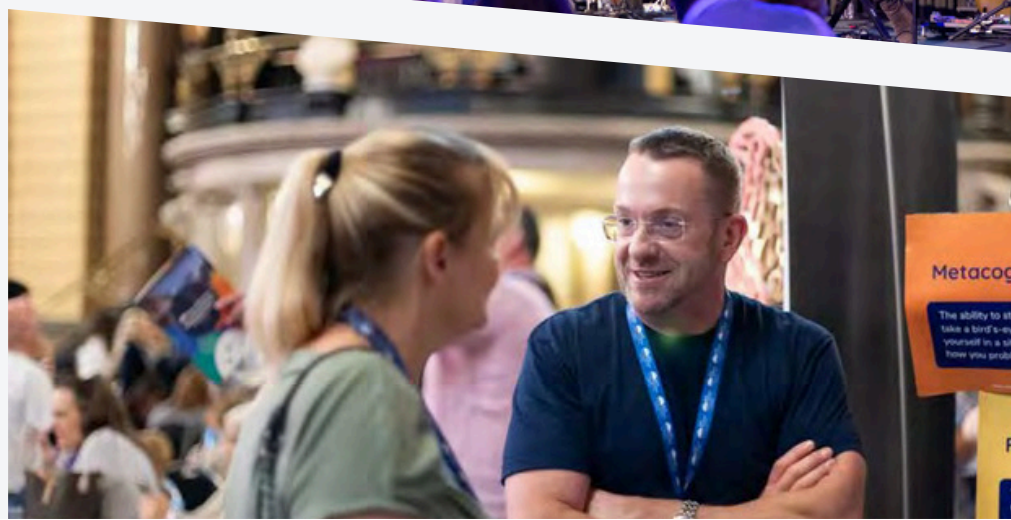
Our flagship conference takes place at the iconic St. George's Hall in Liverpool. Aimed at professionals from business, health, education and justice sectors, this event explores the 'dynamic eco system' in the workplace to optimise the opportunities created by the paradigm shift in 'thinking differently' about neurodiversity.



**434 in-person  
delegates**



**47 speakers and  
presenters**





# Therapeutic Services

We offer therapeutic services to those who are on a pathway to diagnosis of a neuro-developmental condition, or have had a supportive screening already.

This year, we worked with:



**Over 1500 children and young people**



**Over 200 adults online**

## Outcome scores for children and young people

Average Time 1 score: 3.3  
Average Time 2 score: 6.9

Average score difference: 3.6

% of CYP whose ORS (outcome rating scale) score improved: 71%

## CSRS (child session rating scale) score breakdown

Average CSRS score for:

- Relationship: 9.89
- Goals and topics: 9.52
- Approach or method: 9.79
- Overall: 9.83

Average CSRS scores combined: 9.76

"Very personalised and pragmatic, based on holding myself accountable while not blaming myself. (The therapist) was also really well organized and helped me remember my own goals, which was very helpful for best making use of the time."

"(The therapist) always took my thoughts into account and was patient and encouraging. I especially appreciated guidance on ADHD issues and in facilitating tangential discussions."

"Very clear and useful, explored things in a different way to how I had thought about things previously"

"I felt truly understood for the first time in my life. (The therapist) really listens, helps me to see things in a different light, and makes useful and practical suggestions for how to deal with difficult situations and/or emotions. I like that she relates some of her own experiences; I feel more connected and not judged."





# Training

The ADHD Foundation Neurodiversity Charity is the largest provider of training in ADHD and neuro-developmental conditions for professionals in the UK.

All our courses are interactive, full of practical strategies and informed by up to date research. We can offer a wide range of expert led courses across a wide range of subject areas. These courses can be tailored to your needs, which offers the opportunity to focus on a specific area/need or a selection of topics.



**Over 30,000 health and education professionals**



**Over 23,000 business and private sector professionals**

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**"One of the best training experiences I have ever had."**

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**"I have come away with so many strategies to share with my school."**

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Topics can include:

**Introduction to ADHD for NQTs**

**Introcuction to Neurodiversity in the Early Years**

**Leading a Neurodiverse Classroom**

**Planning the New Term for SENDCos**

**Supporting Memory in the Classroom**

**Mental Health and Neurodiversity**

**Multi-Sensory Approaches to Learning in EY and KS1**

**Supporting Executive Functioning in the Classroom**

**Exploring the Effective Use of Sensory Circuits**

**Reading and Writing Interventions for Neurodiverse Learners**



# National Neurodiversity Youth Council

## Impact Report November 2022 - March 2023

The National Neurodiversity Youth Council was launched by the ADHD Foundation. It is a council of 20 neurodiverse young people aged 16-24, representing a range of charities. The charities represented across the council are The ADHD Foundation the Neurodiversity Charity, Dyslexia Scotland, the Dyspraxia Foundation, Tourette's Action, Autistica, Dyscalculia Network and SEHHAT.

Between November 2022 and August 2023 at the ADHD Foundation have provided support, training and skill building opportunities to these 20 young people from all over the UK.

### Liverpool residential included:

Individual stories shared



Shared goals discussed and planned actions



Training regarding their responsibilities



Small changes, big differences



Team building activities

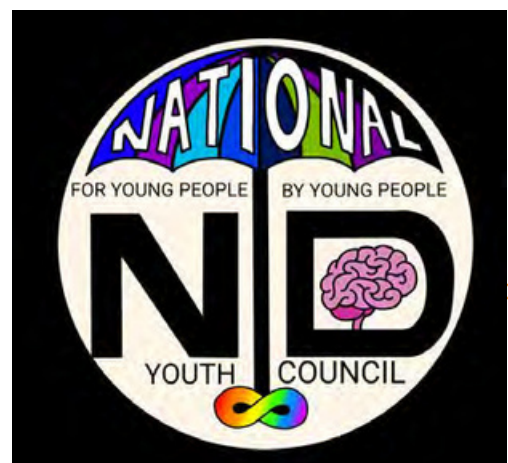


### Training provided for the young people

- Training on participation rights, looking at culture and the perception of neurodiversity in society.
- Professional Media Training delivered.
- Young people attended our annual conference.
- Plans to visit Auschwitz, Poland to learn about discrimination and how this was used against children and adults with neurodiversity.
- A visit to the United Nations European HQ in Geneva to meet with UN officials to advocate for understanding, inclusion and opportunities for young people with differences.

### Other Skills and Accomplishments

- Logo designed by young people and trade marked. Manifesto has
- been designed and agreed by all young people. Shared agreement process agreed MP letters have been designed and drafted by young people to be distributed in September 2023. Media coverage
- on BBC NEWSBEAT.





The young people were asked how confident they felt advocating for themselves and others before joining the National Neurodiversity Youth Council. On average the young people scored their confidence as 6.08 out of 10. Since the February residential, online meetings and media training this has increased to 8.69 out of 10.

The young people were also asked if being involved in the NNDYC has had a positive impact on their overall wellbeing and confidence. 92 % of the young people that responded to the anonymous questionnaire agreed that they had seen a positive impact.

The overall rating of the training provided online and during the residential was scored as an 8 out of 10.



Ambassadors from all over the UK



9 Neurodiversity Charities Collaborating to support young people's voice



Monthly meetings discussing plans, social media, fundraising and governance.





## What are the young people saying?



## What do you like most about being an NNDYC ambassador?

"Knowing that I am part of group that is the same as me. It makes me feel like I'm not alone and I'm part of something that will do good. It will change and help other people's lives in the future. It's amazing that I can be within the first group of young people changing the world."

"Having the chance to fight for Neurodiverse opportunity and change and the opportunity to make a difference."

"I enjoy being a part of the organisation and spreading awareness about neurodiversity."



## What are you most looking forward to doing in the future as a NNDYC ambassador?

"Seeing what changes the youth council can make to those affected by ND in the UK."

"I'm looking forward to more residencies and opportunities to meet up with fellow ambassadors"

"Co-producing policies to help the neurodivergent youth."

