

Annex 1

***BRIEFING:***

AWARENESS

CAMPAIGN on people  
with Down syndrome

## 1. Starting point

Social perceptions of people with Down syndrome (DS) remain heavily influenced by **stereotypes** that, in many cases, hinder their full inclusion in society.

- **Perception:** Part of society views people with DS as childlike individuals who never reach maturity, regardless of their age. In many cases, they are treated as if they were children when they are not.

By treating them in this way, we impose overprotection and often fail to consider their opinions, decisions or, even more importantly, their professional potential.

Furthermore, people with DS are frequently perceived through the lens of **intellectual disability and dependency**, associating them with special centres rather than recognising the valuable contributions they can make to society.

This prevailing view is, in many cases, the greatest barrier to **educational and workplace inclusion**, which is essential for their personal development and future. We mistakenly assume they will not be productive and doubt their capacity for autonomy. Although unintentionally, we exclude them from aspects of everyday life – work, family friends and so forth.

## 2. Description of this condition

Why do some people have Down syndrome?

Down syndrome is primarily caused by a **genetic alteration during cell division**, resulting in **extra genetic material on chromosome 21**. The most common cause is **trisomy 21**, where there are **three copies of chromosome 21** instead of two.

## 3. Objective of the creative campaign

Create an awareness campaign aimed at society in order to shift the misconception of “disability” to the “ability” that people with DS have, just like any of us.

This will be achieved by:

- Helping to change entrenched perceptions that view people with DS as limited, and instead openly affirming that their abilities and perspectives can greatly enrich society.
- Normalising their inclusion as equals, wherever they are.

- Highlighting their talent and contribution to society, businesses and families.

## 4. Campaign challenges

### 1. Breaking stigma and taboos

Despite ongoing efforts, we still struggle to see people with DS as equals. There is a persistent stigma that must be dismantled so that we can recognise their potential, talent and contribution to society and ensure they feel treated as equals.

### 2. Capturing the attention of the target audience

Employers, opinion leaders, educators and young people like you can help normalise relationships with people with DS on social media and other platforms, integrating them to promote inclusion.

This also applies to families without children with DS and the general public.

### 3. Turning awareness into action

Messages should emphasise their abilities and values.

Messages should promote inclusion as a normal and expected practice.

Messages should inspire genuine reactions and change, particularly among employers and educators, based on conviction rather than financial incentives or tax benefits.

Our aim is not only to generate a positive emotional impact but also to ensure that, starting with you, the students, you help normalise this situation and support people with DS to be seen as individuals like any of you, with their own ways of thinking and contributing.

## 5. Target audience

Primary: Society at large, families without children with DS and the general public.

Secondary\*: Employers, opinion leaders, educators and young people.

*\* Under a single concept, the campaign can be adapted for different audiences to strengthen the message for specific groups (e.g., employers).*

## 6. Tone and style of the campaign

The tone must be **emotional, positive, empowering and direct**. We do not want a victimising tone.

Taking a less dramatic approach and adopting a subtle, light-hearted tone can help

connect with the target audience, with society as a whole and **encourage a shift** in perception towards people with DS, treating them simply as one more member of society.

Remember that they are people who can perfectly be colleagues, students and who lead lives just like anyone else.

We are looking for a modern style that avoids the stereotypes often associated with people with Down syndrome.

## 7. Creative elements to develop

**>> Storytelling, campaign concept and key visual.**

OPTIONAL: Actions that resonate with young people, helping the campaign gain traction in your environment. Digital actions (IG, TikTok, etc.) that reach a wide audience.

## 8. Language

The submitted works may be in Spanish or Catalan.

## 9. Key considerations

**The concept and idea will be prioritised over the graphic development of the campaign.** If desired, graphic references can be used to illustrate your approach to art direction.

## 10. Tips / Suggestions

This campaign is aimed at anyone who, despite wanting to be aware and sensitive towards people with DS, is not yet fully so. It targets those who fail to see their abilities, talent and emotions, even though they are just like us, like you.

**Ensure that what you present resonates with you, speaks to you, and has the potential to support, integrate and treat them as what they truly are: people like you. Go for it and have fun with the project!**