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### **Ad Council creates PSA's for Autism Awareness**

The Ad Council is a nation-wide organization that creates public service announcements (PSA's) for non-profit organizations and government agencies. They have created a series of PSA's for Autism Awareness.

*The following information is from the Ad Council and the Autism Speaks organization:*

Autism is the fastest-growing serious developmental disorder in the United States. Today, 1 in 110 children is diagnosed with an autism spectrum disorder, a 600% increase in the past 20 years. Despite these epidemic proportions, research shows that many parents of young children have very little knowledge about autism. While there is currently no cure for autism and no effective means to prevent it, early detection and intervention can result in critical improvements for many young children. The PSA's feature a real family living with autism and illustrate the startling odds of having a child diagnosed with the disorder. Prevalence is growing and parents are urged to learn the signs at

[www.autismspeaks.org](http://www.autismspeaks.org)

Did you know?

- 1 in 110 children is diagnosed with an autism spectrum disorder.
- There are almost 1.5 million people with autism in this country alone, with nearly 3 children being diagnosed per hour. With appropriate early intervention services from ages 3-5, between 20 and 50 percent of children diagnosed with autism will be able to attend mainstream kindergarten.

To see the Ad Council's campaign materials, click here: <http://www.adcouncil.org/default.aspx?id=333>