



Awareness Projects Summary

Name: Keith McKenzie

Role: Neurodiversity Awareness Campaigner & Project Director Plus Value Awareness

Identity statement: Provides awareness project and information with a greater emphasis of positive sustainability

Purpose of the Projects

To enable to validate and embrace neurodivergent people beyond under and acceptance focusing on human aspects.

This includes reducing typecasting, reduce stigma. This is developed through analysis through lived experiences and observations. This includes paying attention to neurodivergent voices and perspective.

More than 25 years experience

Since 2000 I have developed a variety of projects & content and activities for more than 25 years.

- Reducing stigma

In focusing on the human aspects of understanding the content and information provided discourage it is enabled to discover its misperceptions and misjudgment.

- Lived experience & analysis

The written information and content is based on a combination of different factors with my lived experiences, along with and now this is observation of neurodivergent voices to develop insight, suggestions and in some cases solutions

- Supporting families, communities, organisations

With the support of autism west Midlands I developed a survey which enables the voices and autistic people rather than professionals and medical staff addressing awareness matters about autistic people.

On behalf of the project I have presented the findings as a guest speaker and exhibition display or the international autistic awareness event called "ICOGRADA". For an education event at Birmingham's NEC.

In addition, I did further guest speaking to present the findings at awareness events at Birmingham's NEC and in Client in Worcestershire

I took part in two awareness study events organised by University of Birmingham in 2023 & 2025 With a wide range of topics, including diagnosis, support, best practices for supporting autistic individuals, funding challenges and much more

25-Year Awareness Development

Before I started an awareness project and after I was diagnosed on your autistic spectrum. I felt there was too much misconception about autistic awareness that collided with unrealistic expectations including mythical to loosened or pushing people to be 100% without being aware of side effects or damaging consequences.

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My Lived Experience & rebuilding sense of purpose

At the same time, I was facing many barriers that did not accept passionate and ambitious autistic men like me to access opportunities. There were many boundaries and barriers related to job opportunities with the application process that is not accommodating to the difficulties I live with especially if you live with short term memory which is affected to acquire a variety of certain academic qualifications which many people take for granted.

Even though I achieved HND core qualification in graphic design & alternative City & Guilds qualifications in English and maths I felt unfairly discriminated against and not certified as it's below the requirements of five academic qualifications linked with the GCSE examinations.

(Long-term rebuilding of purpose)

So I have to find other ways of rebuilding and maintaining my sense of purpose over the years. Started with developing awareness activities in the communities. This expanded to art and design, social media & online.

Then after guidance from an awareness friend I should develop as part of a social enterprise concept.

I made some major life changes to start the process of redeveloping my sense of purpose this includes moving from a Worcestershire town of Redditch into Birmingham prior to being visual at different sections of communities.

So from 2015 I developed an information based awareness content online as a fundamental face of awareness content in the community.

This includes local surveys and consultations on important decision making and changes that will affect local communities.

Since 2023 started to develop stronger connections where I can share my awareness insight analysis and ideas for better communities. It started with the travel safety team at transport for West Midlands after expressing my concerns on the different types of discrimination which has affected my personal safety. This led the additional connections with local transport operators.

Participation in Government consultations

I have participated in a number of different consultations since 2023.

This includes a total of 4 family of specially made publications in 2023, 2025, 2025 & 2026. Also attended a face to face consultation meeting in 2023. This includes 3 in response to welfare related changes and a call to evidence on disabilities accessing welfare.

Continued

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Project overview

The projects and content are developed within the following categories & groups

1. Understanding and Information

A family of projects which highlight the key areas of the initiative together with enabling general understanding of hidden differences

2. Positive related subjects

Positive examples of project which enable a good sense of value for young people and adults with invisible related difficulties

3. Maintaining stability & value

Emphasising various factors which maintains a good sense of value

4. issues & life challenges

A group of issues & topics which affect any sense of value for hidden related differences

5. Against prejudice, intolerance & hatred

Project which can cause harmful effects to hidden differences including bullying, prejudice, discrimination & hate crimes

6. Other projects

This includes specialised content of information & creative art.

In addition a family of articles on insight & analysis on particular matters.

The projects & content are available to view online with extracts featured on social media

7. Focused projects

This includes content linked to the dancing awareness feature "Embrace Dancing," whose content is featured between the Plus Value Awareness website, my personal website and on social media.

The content on the plus value awareness website includes "Inclusive to dance" the information and guidance project to encourage inclusive environments of dancing and music related gatherings & events

- Impact & Outcomes

Some of the examples including the following:

Impact & Outcomes – Keywords

Increased awareness

Improved understanding

The content on the website has enable the Google staff improve understanding and support for one of its neurodivergent staff.

Improve context though lived experiences

Continued

Participation levels

It increases interest when networking and spreading the word

Empowerment

It was able to embrace some neurodivergent role models which enable them to feature on the information project "Achievers"

Collaboration

The local charity who supports disabilities experiencing hate crime has features the "Zero Toxic" project which provides information & guidance against discrimination, ableism & hatred.

The overall outcome is to be stigma free understanding based on the human aspects of valuing a person beyond understanding.

Downloadable materials & links

Below are some examples of documents & publications available to download.

This is divided within the following

Plus Value Awareness presented content

Unity Forwards

Based on the online advisory feature projects analysis and suggestion based on changing attitudes & expectations towards a neurodivergent since the pandemic in 2020

Awareness content linked to my personal website.

Call to action document

This is related to the "Timm Report", reviewing the disability benefit "Personal Independent Payment"

The second consultation publications

This is related to the reforming of the welfare system towards disabilities and difficulties in 2025

Representation on Disability and Difficulties

The challenges of representation in Government, Parliament, Public Authorities, press & media

Materials linked the "Embrace Dancing" feature

Beyond Understanding (Optimised for desktops)

A family of insight, guidance and ideas for inclusive Latin dancing environments for neurodivergent people with hidden differences.

Dancing inclusive pledge (Optimised for mobiles & desktops)

From the project inclusive to dance, a family of five guidance suggestions and guidance to encourage inclusive dancing for Neurodiversity, Invisible disabilities and those who experience anxiety

Dancing Inclusivity Themes (Optimised for mobiles only)

Exploring content linked with different awareness specials past & present

Continued

Project links

Some online links to projects & content

Projects category index pages

1. Understanding and Information

A family of projects which enabling general understanding

<https://plusvalue.dudaone.com/projects-general-awareness>

2. Positive related subjects

Positive examples of projects which enable a good sense of value

<https://plusvalue.dudaone.com/projects-good-value>

3. Maintaining stability & value

Emphasising various factors which maintains a good sense of value

<https://plusvalue.dudaone.com/projects-maintaing>

4. issues & life challenges

A group of issues & topics which affect any sense of value for hidden related differences

<https://plusvalue.dudaone.com/projects-issues>

5. Against prejudice, intolerance & hatred

Project which can causes negative & harmful effects to a person's value & worth

<https://plusvalue.dudaone.com/projects-prejudice>

Continued

Projects linked with online features

Differences Originals

Includes specialist content and legacy projects since 2000

<https://plusvalue.dudaone.com/differences>

Diverse Differences

A family of bite size projects related to understanding and embracing

<https://plusvalue.dudaone.com/diversedifferences>

Embrace Dancing

The dancing related awareness feature with content featured on both my personal and Plus Value Awareness websites

<https://keithmckenzie.dudaone.com/embracedancing>

Plus Value Insight on Wordpress

Providing focused analysis beyond the existing online content

<https://valueawareinsight.wordpress.com/>

Expressive awareness (On my personal website)

A summary of my awareness insight though personal perspective & analysis

<https://keithmckenzie.dudaone.com/expressive>

Unity Forwards

Presenting a family of short advisory messages with the importance on valuing, inclusivity and validation

<https://plusvalue.dudaone.com/unityforward>

Awareness Developments index

<https://keithmckenzie.dudaone.com/awareness>

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Videos

Some examples of video on format of reels & wide-screen

Video reels

From the project "Positive Value"

From the project "Advantage"

From the project "Achievers"

From the project "Zero Toxic"

Dance class inclusive tips for classes & workshops

Developed in conjunction with Latinmotion

Dance class inclusive tips for parties and events

Developed in conjunction with Latinmotion

Contact & Collaboration

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