

Culture Pop

# Neurodiversity in **Australia**

How the maturing of conversations around mental health is creating a higher resolution picture of Australians.

the**lab**



# Official diagnosis and prescriptions **On the rise for women and adults**

More Australian adults and women are being diagnosed with ADHD and other neurodivergences.

It's one of the most commonly diagnosed mental health conditions in children with around 1 in 20 living with the condition.

 news.com.au

HEALTH

HEALTH NEWS

## *ADHD prescriptions double over past decade, particularly amongst adult women*

The number of scripts for adults now outnumbers children

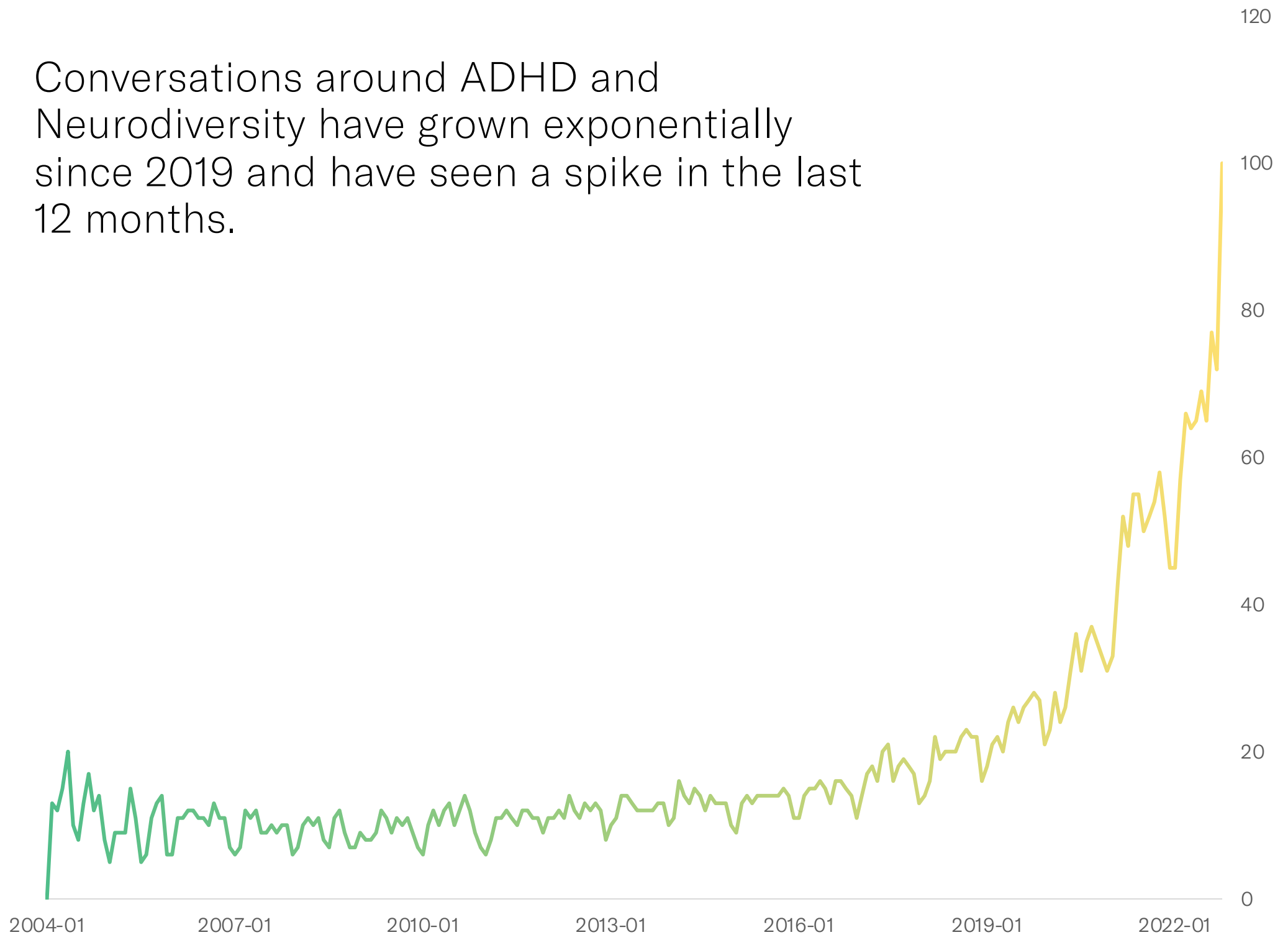
 9NEWS

## **More Australians are being prescribed ADHD medication than ever, but myths about the neurological condition still remain**

By [Velvet Winter](#)

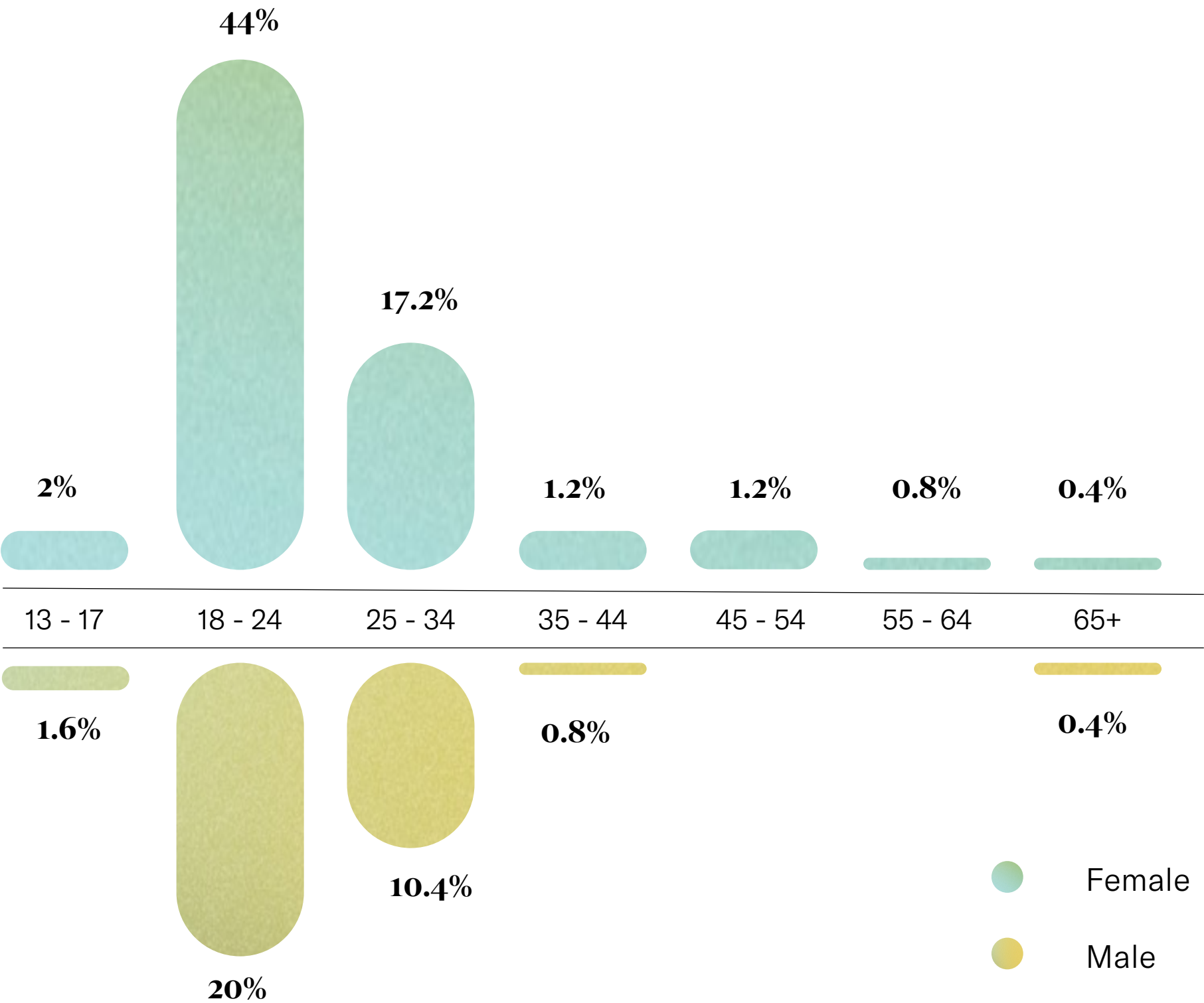
# The Conversation has been **Growing Exponentially**

Conversations around ADHD and Neurodiversity have grown exponentially since 2019 and have seen a spike in the last 12 months.



Search volume in ADHD over time

Younger adults, particularly women are making **the biggest contribution to the conversation**





#ADHD on TikTok

25.1

**Million Views**

Content centred around ADHD on TikTok has been blowing up, creating mass awareness of the condition and the impacts it has on people.

the**lab**



# What we are seeing on TikTok

## And how it is helping build awareness and empowering people

TikTokers like @connerdewolfe, share personal anecdotes and strategies that they use to help with the symptoms of ADHD.

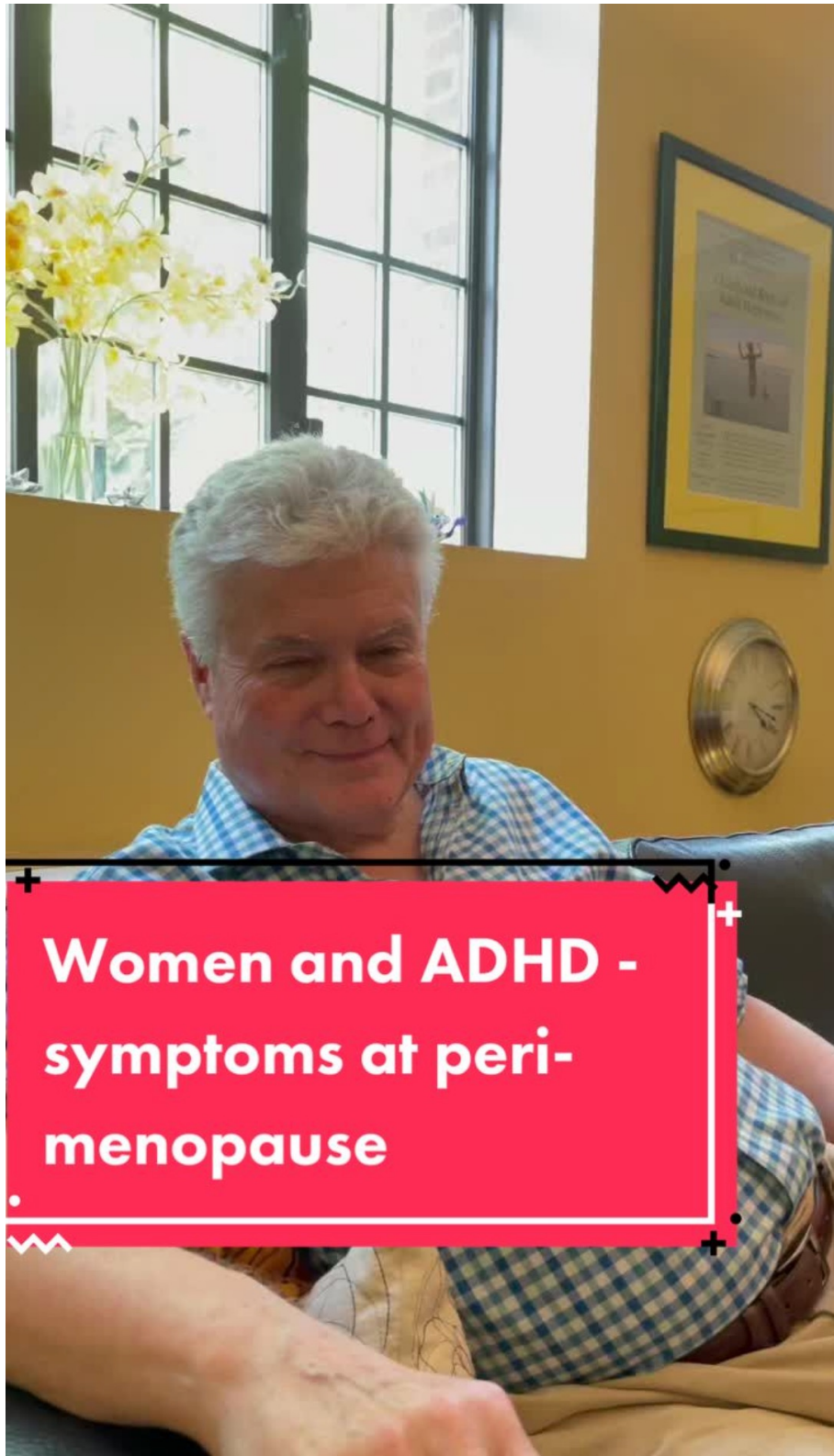
Some licenced psychiatrists and therapists are also on the platform. @drhallowell, an ADHD psychiatrist, uses the platform to offer quick bits of advice for dealing with frustration, managing chaos, and remembering to eat breakfast. He says his goal is to help viewers who identify with his videos, and to encourage those with undiagnosed and/or untreated ADHD to seek professional help.

***“ADHD is a good news diagnosis! Not knowing you have it is the real danger... then you don’t know why your best efforts don’t succeed.” – Dr. Edward Hallowell***



@connerdewolfe

However, there are risks when TikTok is used **to diagnose and offer “treatments” for ADHD and other neurodivergent conditions.**



@drhallowell

Increased awareness and popularity of ADHD on TikTok can confuse content creators with experts.

The ADHD content on TikTok also perpetuates ADHD stereotypes and stigmas. At worst, these videos have brought with them a proliferation of misinformation that has led many to believe they have a condition or disorder when they may not. They also may trivialise ADHD as a condition, when in reality it needs medical attention and professional help.

***“It’s really important for people to connect with the right scientific information and professionals so they can get the right evidence-based treatments. They don’t have to live with how they’re feeling forever.”***

*– Dr. Adeola Adelayo, Psychiatrist and Behavioural Health expert*



# What it means For Brands

## You can't be what you can't see

Doyenne, a skateboarding brand run by women founded in Glasgow, partnered with Hart Club, an organization that champions neurodiversity in the arts, to create a collection with two of its artists.

A portion of profits go to the Hart School which provides free, accessible education to those typically excluded from such spaces.

*“We are a brand dedicated to inclusivity and we felt that sometimes some identities are overlooked in this discourse, especially disabilities and neurodiversity, so it was important for us to do a project involving neurodivergent people, artists, and organizations.”*



## Better designed spaces and experiences

By prioritising connection with the neurodivergent community, brands can improve how their offer is received and experienced by neurodivergent Australians. This includes providing dedicated store time, training for staff, tools for sensory relief, opportunities for express service, better communication of the store environment and tools to make navigation easier.

Some Sephora stores have colour coded baskets for customers to signal if they would like assistance with their shop, or if they would prefer to be left alone.





Brands in the mental health space have an **opportunity to build understanding and empathy**

**Leading the conversation to build empathy**

Brands in this space have the opportunity to continue to build on the conversations happening already to help shape a more empathetic mindset in Australia around neurodiversity.

**There's no one size fits all approach for Australia's neurodiverse**

Enabling more awareness around the fact that not all Australian's are cut from the same cloth and that there is not silver bullet to solve productivity.

**Shaping more understanding for an inclusive future**

Putting in place a roadmap or tools to enable a more inclusive future for Australia's neurodiverse, whether in the workplace, in education, in sport.

the**lab**



Thank **you** 👋