

**The Anti-Ableist ADHD Media Coalition Guidelines are informed by:**

**Clause 12 of the Independent Press Standards Organisation's Editorial Code:**

"The press must avoid prejudicial or pejorative reference to an individual's race, colour, religion, sex, gender identity, sexual orientation or to any physical or mental illness or disability."

The code also states that stories must be considered to be in the public interest:

- Protecting Public Health and Safety
- Raising or contributing to a matter of public debate, including serious cases of impropriety, unethical conduct or incompetence concerning the public
- Editors invoking the public interest will need to demonstrate that they reasonably believed publication... would both serve, and be proportionate to, the public interest and explain how they reached that decision at the time.

**The Office of Communication (Ofcom) Broadcasting Code, sections 2 and 5:**

2.1: "Generally accepted standards must be applied... so as to provide adequate protection for members of the public from the inclusion in such services of harmful... material."

5.1: "News, in whatever form, must be reported with due accuracy and presented with due impartiality".

5.2: "Significant mistakes in news should normally be acknowledged and corrected on air quickly."

5.7: "Views and facts must not be misrepresented. Views must also be presented with due weight over appropriate timeframes."

**Legal obligations:**

**Publication and broadcast media are obligated by The Equality Act, 2010 to ensure that their coverage does not cause those with ADHD to be treated less favourably in their public and private lives.**