

Ensuring Epic Experiences for All: Autism Credentialing

Meredith Tekin - International Board of
Credentialing and Continuing Education Standards

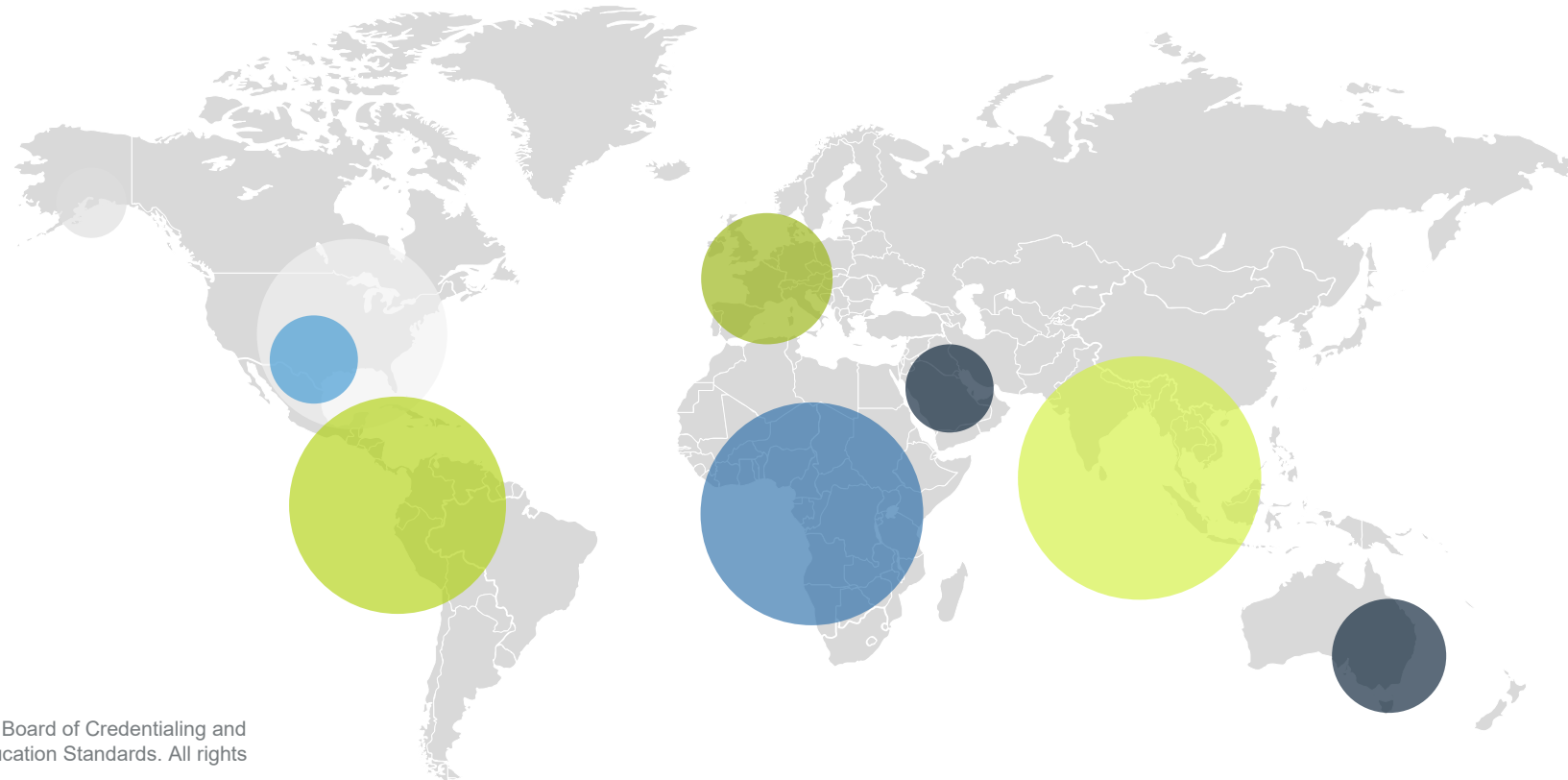
Jayne Mazur - Destination Toledo

Katie Shelley - Toledo Museum of Art



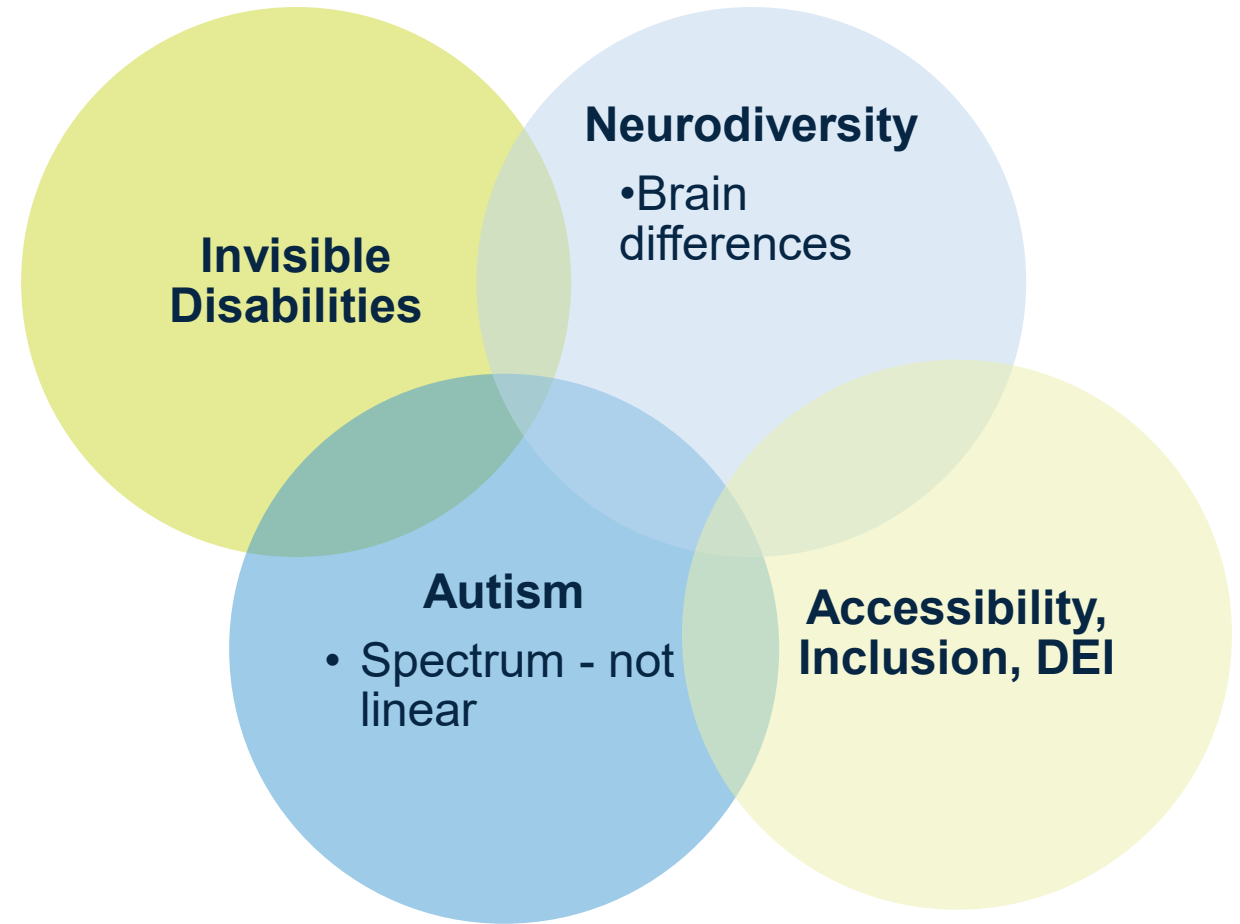
ABOUT IBCCES

- Founded in 2001
- Mission to provide multi-disciplinary, position and industry specific training and certification to professionals to improve experience and outcomes of neurodivergent individuals
- Certification programs for healthcare, education, hospitality and corporate organizations
- Based in US, certificants in more than 95+ countries worldwide
- Board composed of clinical and subject matter experts as well as autistic self-advocates

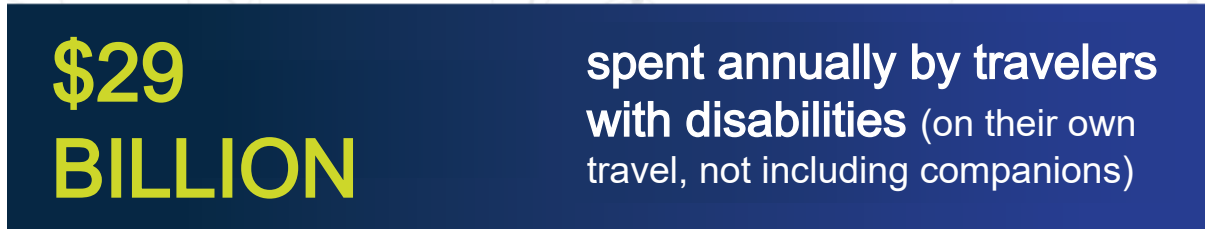
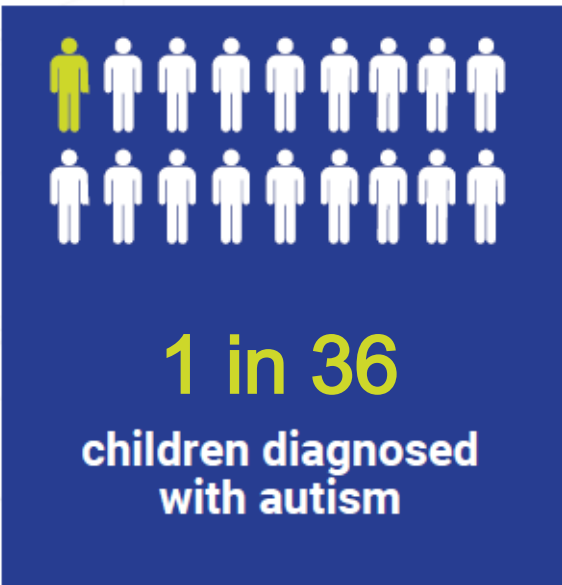
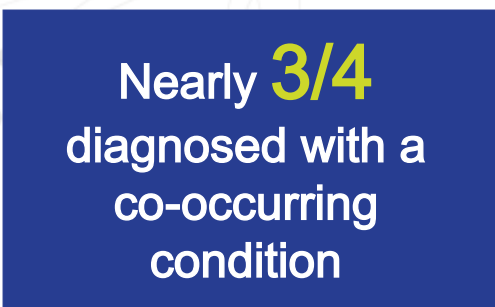


Definitions

Internal *and* External Audiences



WHY AUTISM - BY THE NUMBERS



IBCCES SURVEY DATA

Are you hesitant to travel or visit new locations because you and/or your child is on the autism spectrum?



IBCCES SURVEY - 2022

*Down from 87% 4 years prior



Would you take more vacations or visit more new places if you had access to autism-trained and certified options?



IBCCES SURVEY - 2022

What does it mean to be certified?



Requirements:



- At least 80% of guest-facing staff is trained and certified via IBCCES
- Onsite review by IBCCES experts
 - *Report with recommendations to implement over time*
 - *Sensory guides*
- Committed to ongoing training/supports
 - *Renewal every 2 years with updated learning is part of the program*
 - *Ongoing support from IBCCES for lifetime of credential*



Jayme Mazur
*Senior Relationship
Manager*



destination
TOLEDO



➤ On the Road to Becoming a
Certified Autism Destination

JAYME MAZUR, SENIOR RELATIONSHIP
MANAGER



destination
TOLEDO



► Why is Toledo becoming a Certified Autism Destination?

- Pursuing certification was the right thing for Toledo to do from both a human and business perspective.
- It helps our region welcome an underserved community of travelers.
- Certification helps Toledo improve the experience for the Autistic and Neurodivergent Travelers and their families.
- It gives Toledo another reason to stand out as a destination that people will want to return to.

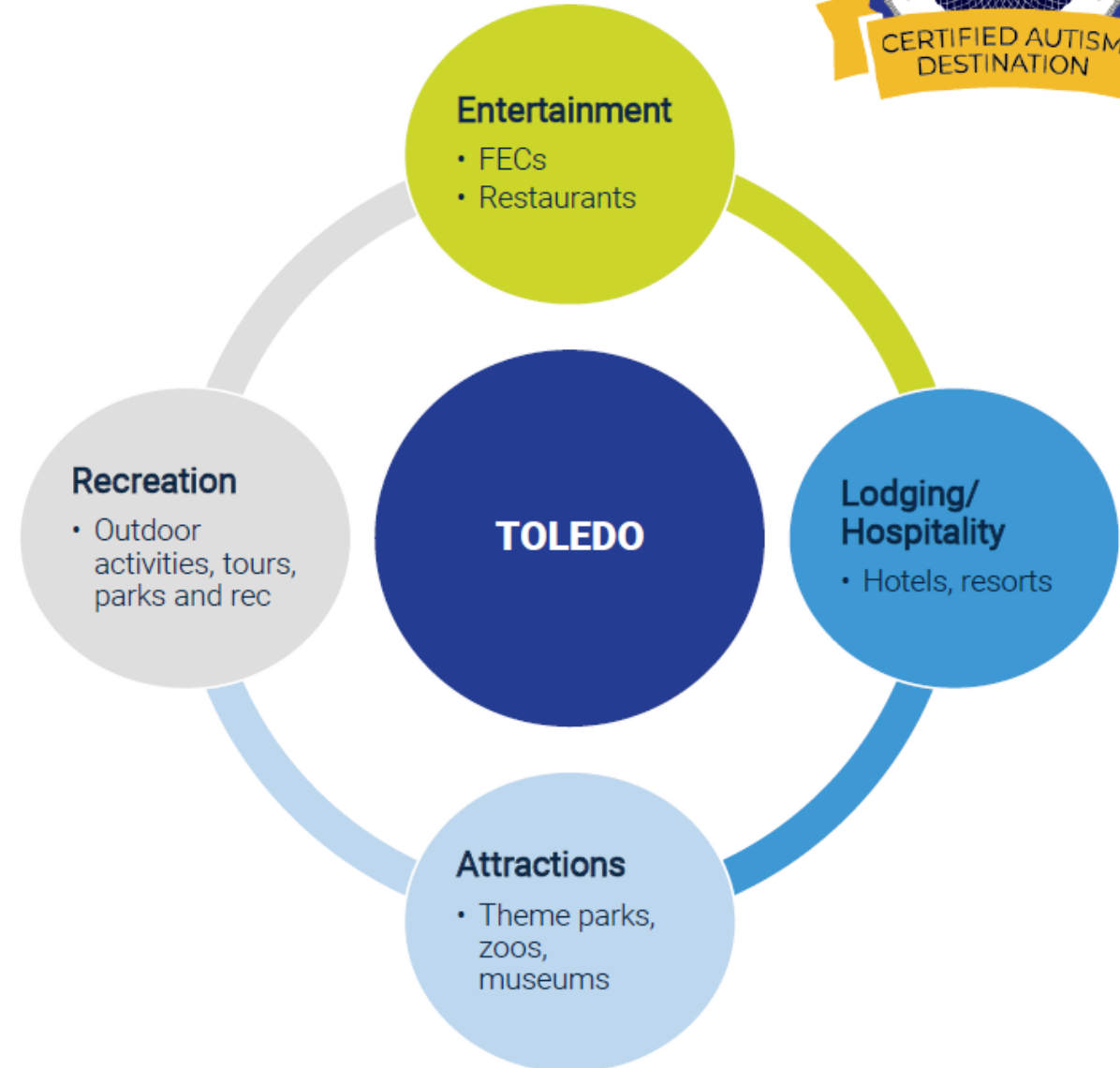


Becoming a CERTIFIED AUTISM DESTINATION (CAD)



- Certification requires a **representative number of stakeholders from key areas to become certified as organizations** (Certified Autism Center), which is achieved by training and certifying their staff.
 - Some attractions will also undergo an onsite review wherein IBCCES visits and reviews the full guest experience to provide specific recommendations and options for accessibility, as well as create sensory guides for each ride/attraction/exhibit.

>> The goal is to provide multiple options for visitors to *stay* and *play* where they feel safe, welcomed, and can make lasting memories.



Toledo is on the path to become a
CERTIFIED AUTISM DESTINATION



“When we’re mindful of the needs of our guests, we’re not only making memorable and positive memories for them, but we’re also improving the quality of life for everyone who lives, learns, works and plays in Toledo.”

Lance Woodworth
Destination Toledo President & CEO

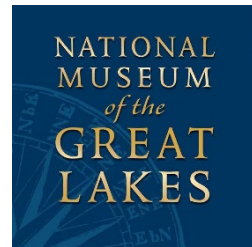
OUR PROGRESS

70%

► FUN is for EVERYONE



Franklin Park
MALL



avenues
FOR AUTISM

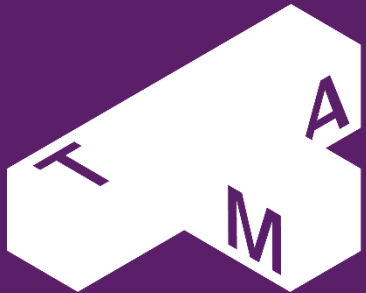


Boyd's
RETRO CANDY

Toledo Santa

Valentine Theatre





Toledo
Museum
of Art

Katie Shelley

*Conda Family Manager
of Access Initiatives*



Certification

The International Board of Credentialing and Continuing Education Standards (IBCCES) has named The Toledo Museum of Art (TMA) a Certified Autism Center™ (CAC). The CAC designation is granted to organizations that have completed training and certification to better serve autistic and sensory sensitive visitors. The training program covers various topics, including sensory awareness, environment, communication, motor and social skills, program development and emotional awareness. TMA is the first museum in the Toledo area to earn the designation. IBCCES also conducted an onsite review to provide additional ways the Museum can accommodate visitors and create detailed sensory guides for each exhibition as part of the certification process.





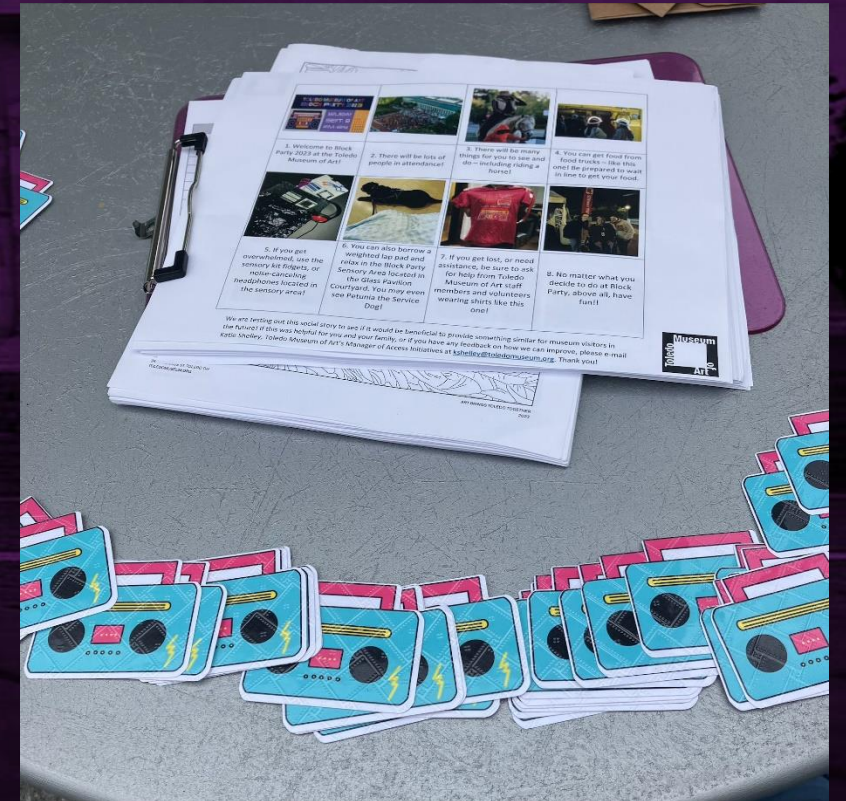
Thank you, Toledo Museum of Art, for valuing accessibility in your museum. I was pleasantly surprised multiple times by the availability of seating, easy to understand map, vegan cafe options, and noise cancelling headphones offered. Thank you for allowing me to enjoy the museum without being worried I couldn't participate. I will definitely be back!

Making a Difference!

I can't wait to see!! TMA is my family's favorite place to be! I have a young autistic son who LOVES art, and he feels so welcome and comfortable there!! Thank you for all that you guys do!! You do a wonderful job and your staff is so kind! ❤️



Where we're headed!



Questions?

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