

MANIFEST

**THE ADHD DIAGNOSE HAS HISTORICALLY BEEN CONNECTED
TO NEGATIVE STIGMAS, AND WORDS LIKE**

IMPULSIVE, HYPERFOCUSED, ENERGETIC, MULTITASKING

**BUT THESE WORDS ARE POSITIVE, NOT NEGATIVE
AND FIT IN PERFECTLY WITH THE MODERN WORLD AND WORKPLACE**

SO WHY IS THE DIAGNOSIS STILL PERCEIVED AS SOMETHING NEGATIVE?

WE THINK THAT'S WRONG

**WE WANT TO DITCH THIS OUTDATED NEGATIVITY ABOUT THE DIAGNOSES
AND REBRAND HOW WE SPEAK ABOUT ADHD**

**BECAUSE WE KNOW THAT PEOPLE WITH ADHD
ARE PEOPLE WITH REAL LIFE SUPERPOWERS**

**SO WE DECIDED TO CALL IT SOMETHING ELSE
SOMETHING POSITIVE...**

HYPE!

HYPERACTIVE YOUNG PEOPLE EMPOWERING

**STILL 4 LETTERS
BUT SO MUCH MORE POWERFULL AND MOTIVATING**

IT LETS YOUNG PEOPLE WITH ADHD KNOW THAT THEY ARE

FREAKING AWESOME!

AND ENCOURAGE MORE TO GET DIAGNOSED

**LET'S LEAVE BEHIND THE OLD STIGMAS AND EMPOWER THE YOUTH
LET'S START A NEW MOVEMENT**

LET'S HYPE THEM

AND CREATE A NEW WAY OF TALKING ABOUT ADHD

**JOIN THE EMPOWERING
CONVERSATION AT
WWW.ADHD.DK**