

Prepare Me... As I Am... for Public Transport



Background

- “Prepare Me... As I Am... for Public Transport” is a collaborative initiative between Transport for Ireland (TFI) and As I Am, Ireland’s leading autism charity. The campaign aims to support autistic individuals by providing them with tools and resources to build confidence, familiarity, and independence when using public transport.
- Approximately, 3.3% of the population in Ireland is autistic. Many autistic people can find public transport overwhelming and experience sensory and social challenges when using it. Recognising these challenges, the National Transport Authority (NTA) and As I Am launched this initiative to enhance the accessibility of public transport across Ireland.

Key Activities

- Development and distribution of activity packs tailored for autistic individuals to familiarise them with public transport scenarios.
- Creation of information cards and visual guides that explain transport environments and procedures clearly.
- Production of how-to videos demonstrating step-by-step use of public transport, designed to reduce uncertainty and build confidence.
- Campaign promotion through both online platforms and printed materials to maximise reach and accessibility.
- Collaboration between Transport for Ireland, the National Transport Authority, and As I Am to ensure resources are accurate, relevant, and user-friendly.
- Ongoing engagement with the autistic community and their families to refine and expand the resources offered.

As I Am



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Impact

- Increased awareness among transport providers and the general public about the needs of autistic passengers.
- Active collaboration between government bodies, charities, and users to co-design accessible solutions.
- Reduced anxiety and sensory overload for autistic people using public transport.
- Improved confidence and independence in travel, enabling greater participation in social, educational, and economic activities.

- Collaborating closely with public transport authorities to embed accessibility across the network.
- Promoting resources widely through digital and physical channels to reach all users.



Challenges & Solutions

Challenges:

- Navigating sensory and social complexities of public transport environments.
- Ensuring resources are accessible and meaningful to a diverse spectrum of autistic users.
- Maintaining ongoing engagement and awareness across a national transport network.

Solutions:

- Providing multi-format resources (activity packs, visual guides, videos) to cater to different learning styles.
- Developing materials in consultation with autistic people and their families to ensure relevance and usability.

Tips for Similar Projects

- Co-design resources with the target community to ensure accessibility and relevance.
- Use multimedia approaches to cater to different preferences and needs.
- Partner with transport authorities and advocacy organisations for broader impact.
- Regularly update materials to reflect changes in transport services and user feedback.

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Identified Limitations/Weaknesses

- Resources may not fully address the needs of all autistic individuals.
- Behavioural changes in transport staff and system design require ongoing training and investment beyond resource provision.
- Reaching autistic individuals in rural or underserved areas may remain challenging.

Resources

- Resources on the [website](#) also include: Safe Cards, Activity Packs & Information Cards, visual guides, and visual schedules
- [As I Am website](#) and general information.

Partners



Video

Watch this [series of videos](#) from TFI, which make up part of the designed resources.

Video Description

Videos are for guidance on planning journeys, using leap cards (public transport card in Ireland), and using the leap card top up app.

