Hidden Disabilities Sunflower Program Launch Update

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We've joined the Hidden Disabilities Sunflower

WAY

disabilities

Mississauga Transit is the first Canadian municipal transit provider to participate in the Sunflower Initiative.



Transforming Mississauga

means taking a lead role for MiWay in shaping the future of our community, and enabling the economic, social and environmental aims of our citizens and businesses.

For a rapidly growing and diverse city, it means using transit as a way to provide mobility and open up potential, in a socially equitable way.

The Program



Global Partnership: Originating from Gatwick Airport, expanded to encompass 40,000 participating businesses across 40 countries, including Toronto Pearson, Air Canada and Metrolinx.

The hidden disability sunflower illustrates all of these conditions and more to **make the invisible visible and** invites the employee to offer assistance.











Launching September 23rd

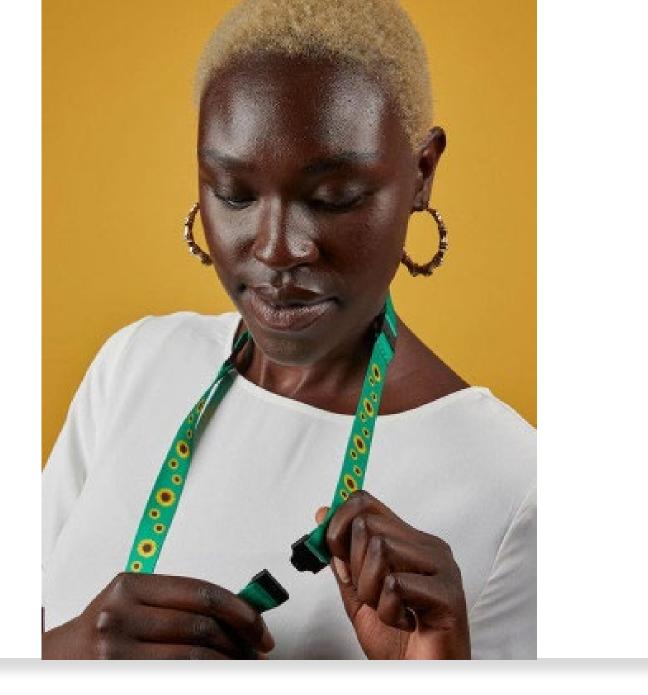
- Digital communications including joint press release, social media and website content to raise awareness and promote the Sunflower Initiative
- Lanyards available at City Centre Transit Terminal for riders with hidden disabilities wishing to participate in the program
- MiWay and Security Services (Transit Enforcement and Security Operations) employees equipped with supporter wristbands or buttons and training cards
- At September 25 Council meeting Mayor and Councillors receive supporter lanyards
- Sunflower decals being installed in the accessible seating area plus interior bus signage



Sunflower decal at the City Centre Transit Terminal Information Booth



Sunflower decal in accessible seating area



Lanyards for participants with hidden disabilities





MiWay employee supporter wristband or button and training card

Proud to support the Sunflower

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Supporter lanyard for Council and Committee members

Benefits to Riders

Improve the MiWay customer experience for individuals with hidden disabilities through creation of an inclusive environment that destigmatizes disabilities and ensures no individual feels overlooked.

There is **no qualifying list** of invisible disabilities - you simply choose to wear the Sunflower to indicate that you may need additional support, help or simply a little more time.

MiWay places high priority on ensuring that everyone has **full access** to our transit services and that travel across our transit network is safe, convenient and easy.

Barrier free participation

disabilities

Sunflower lanyards available starting September 23 at:

- City Centre Transit Terminal Information Booth
- Mailed upon request to <u>miwayhelps@mississauga.ca</u>.

Learn More

www.hdsunflower.com/ca