



# Hidden Disabilities Sunflower Program Launch Update

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We've joined the  
Hidden Disabilities Sunflower



**HIDDEN**  
**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





1. Ask if you can help
2. Be kind
3. Listen closely
4. Have patience
5. Do not judge
6. Show respect

MiWay  
employee  
supporter  
wristband or  
button and  
training card



Proud to support the Sunflower





Supporter  
lanyard for  
Council and  
Committee  
members

# Benefits to Riders

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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.

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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.

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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.

# HIDDEN disabilities



Barrier free  
participation

Sunflower lanyards available starting  
September 23 at:

- City Centre Transit Terminal Information Booth
- Mailed upon request to [miwayhelps@mississauga.ca](mailto:miwayhelps@mississauga.ca).

**Learn More**

[www.hdsunflower.com/ca](http://www.hdsunflower.com/ca)

