



Hidden Disabilities Sunflower Program

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MISSISSAUGA

We've joined the
Hidden Disabilities Sunflower



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

About the Program



1.3 billion people experience disability



Persons with disabilities find inaccessible and unaffordable transportation **15 times more difficult** than those without disabilities



80% of disabilities are hidden and may not immediately be obvious



Diverse Challenges: Over 1,200 different conditions considered hidden disabilities, each presenting unique challenges to the individual



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 to **make the invisible visible**



Lanyards for
participants
with hidden
disabilities

Benefit 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, ensuring travel across our transit network is safe, convenient and easy.



Benefit to MiWay Employees

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- The sunflower creates awareness and invites the employee to offer assistance.
 - Supports a safe and respectful work environment.
 - The Sunflower symbol doesn't focus on the invisible, it triggers a simple question 'How can I help you?'

Role of MiWay Employee



Sunflower logo

- Recognize the sunflower identifier and offer kindness:
 - Ask if you can help
 - Have patience, slow the pace
 - Be kind
 - Do not judge
 - Listen closely
 - Show respect

HIDDEN disabilities



Sunflower logo

- MiWay is reducing barriers on transit, making it safer, easier and more convenient to travel throughout Mississauga to improve the customer experience.

HIDDEN disabilities



Sunflower logo

Learn More

www.hdsunflower.com/ca



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