Hidden Disabilities Sunflower Program

Suzanne Holder, Manager Customer Experience & Innovation

November 12, 2024



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

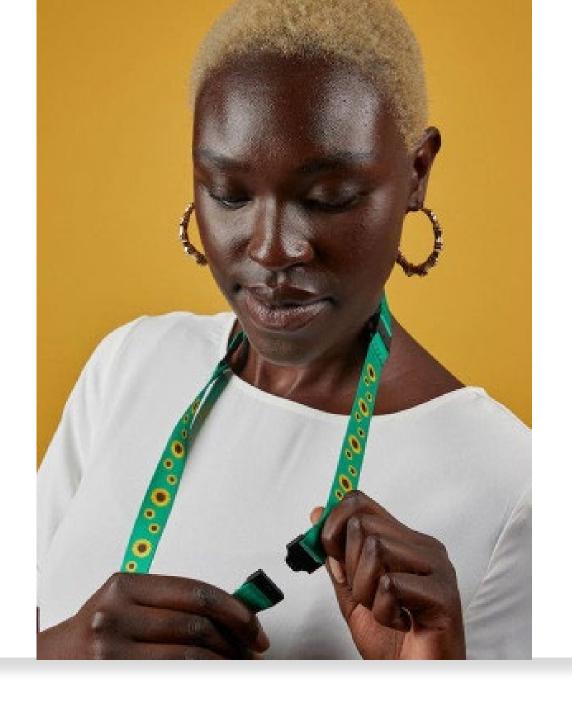


Diverse Challenges: Over 1,200 different conditions considered hidden disabilities, each presenting unique challenges to the individual

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

- 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?'

Sunflower logo

Role of MiWay Employee

- 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

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.



Learn More

www.hdsunflower.com/ca



