



THE GREEN LANYARD PROJECT

Quick Guide for Businesses and Frontline Staff

PRESENTED BY THE BURLINGTON DOWNTOWN BUSINESS ASSOCIATION

Fast Facts

Wearer / party member has an invisible atypical ability

Wearer / party member may need more time, more patience, more empathy

May include Autism Spectrum Disorder, ADHD, Down Syndrome, Obsessive-Compulsive Disorder, Anxiety, and Depression

No additional training needed for frontline staff

BDBA will mail patrons their lanyard, no action needed from businesses

Developed in partnership with Burlington-based Registered Social Worker & Accredited Family Mediator Stefanie Peachey, founder of Peachey Counselling and Family Support

Please direct questions to Alison @ marketing@burlingtondowntown.ca



Approximate 18 inch woven fiber lanyard* in 3/4 inch width. Includes safety breakaway clasp



Includes approximate 0.8 inch BDBA lapel pin*

*designs subject to change and size

"It's something so close to our hearts"

"My son Andrew was diagnosed with ASD (Autism Spectrum Disorder) at the age of 8. His diagnosis came as both a relief, and a challenge. I became overly aware of the daily obstacles that neurodivergent individuals must face when taking part in everyday activities. Everyone deserves the opportunity to feel comfortable and safe during these moments.

The Green Lanyard Project was designed so that people can feel heard and seen, without having to explain themselves. It is our hope that this one small step opens the door to a more inclusive, engaged and informed community."

- Alison Policicchio,
Marketing Director
Burlington Downtown BIA



Andrew Policicchio,
diagnosed with ASD age 8





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What is the project all about?

Accessibility and inclusivity are vital to the success of a community, because it is not truly a community unless all members feel seen, heard and supported. Approximately 5.1% of Canadians aged 15 and over live with a disability and a diagnosed developmental disorder.

This newly launched program works by freely issuing a green lanyard to patrons & visitors of our downtown. The use of this lanyard is to silently signal to our small business community members that the wearer of the lanyard or a member of their party has an invisible, atypical ability. This suggests they may need more time, more patience and more empathy as they navigate their environment. By introducing this model into our downtown, we work to make our community more accessible and comfortable to those in need.

What is Neurodiversity and why is it important?

Neurodiversity is medical framework designed to consider and understand the human brain within sensory processing, motor ability, social comfort, cognition, and focus as neurobiological differences. This may include Autism Spectrum Disorder, ADHD, Dyslexia, Tourette's, Dyspraxia, Synesthesia, Dyscalculia, Down Syndrome, Epilepsy, and chronic mental health illnesses such as Bipolar Disorder, Obsessive-Compulsive Disorder, Borderline Personality Disorder, Anxiety, and Depression.

Recognizing and embracing neurodiversity is crucial for creating inclusive and equitable environments. Embracing the needs of neurodiversity in our community works to increase self-esteem, build acceptance amongst peers, improve mental health, increase empathy and compassion, and provides the empowerment, opportunity and equity we are all entitled to.

What do business members need to do?

Business members are **not required to undergo any additional training**, as they will be operating under the same principles as they are currently are: to be kind, welcoming and helpful. This program works to make people feel more heard and seen while practicing preexisting business measures.

How can people receive a lanyard?

Patrons will be able to submit a request for a lanyard, for free, which will then be mailed to them to use at their discretion. The lanyards are green as that is the colour that most widely represents mental health.

How was this project developed?

The Green Lanyard Project was developed in partnership with Burlington-based Registered Social Worker & Accredited Family Mediator Stefanie Peachey, founder of Peachey Counselling and Family Support. Both the approach and positioning have been vetted for accuracy, accountability, and credibility.

Where do I go if I have questions?

Should you have any questions surrounding the project, please email Alison Policicchio, Marketing Director for the BDDBA at marketing@burlingtondowntown.ca

