

RSW has joined The Sunflower Program

Southwest Florida International Airport is implementing the Hidden Disabilities Sunflower program on June 12, 2023. This program, now in nearly 200 airports worldwide, is designed to discreetly allow travelers to let others know they have a non-visible disability. The Sunflower symbol, printed on a lanyard, badge, hat, wrist bracelet, pin or other branded item, indicates that a person may need more assistance and your patience is appreciated. It is easier to be aware of people with disabilities when they are in a wheelchair or using a cane, but there are many conditions that can create challenges for people when they travel that you do not see. Hidden disabilities can include people with sensory conditions, autism, epilepsy, limited vision, hearing impairment, difficulty walking or standing and more.

How does the program work? It is voluntary and travelers can ask for a lanyard/badge at the Visitor Information Booths located in the East and West Atriums or Bag Claim from 10 a.m. to 5 p.m. When airport personnel see someone wearing the Sunflower-branded item, you will know this person may need extra assistance, more time or help reading signage, etc.

Please note, wearing a lanyard does not guarantee fast tracking through security or preferential treatment. Passengers are still required to arrange for special assistance with their airline and TSA Cares. However, it does mean we care about our guests at RSW and will make an effort to be helpful and understanding.

We ask that anyone involved in customer care at RSW, please take the time to go through the three short training modules that explain the Sunflower program. The training video and information will be on the LCPA and Tenant Intranet pages by June 1, 2023, and we will send out a link. All of the year-round VCB volunteers have gone through the training and are excited about the opportunity to be a part of this effort. If you have any questions or concerns, please reach out to the LCPA Communications & Marketing Department.

Thank you –



Vicki Moreland



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