Sinneave
FAMILY FOUNDATION

Amplifying Voices, Influencing Change

2024 Impact Report

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Each of the featured collaborations on page 15 also includes a link to further information.

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A note about inclusive language

Words matter and using respectful and inclusive language can have a positive impact. Using inclusive language is about being mindful, intentional, flexible, and responsive to communication preferences. We ask and listen to those with lived experience to learn and improve our language. In our experience, many people prefer "identity-first" language – that is, to lead with a description of identity, e.g. "Autistic person." This language understands that autism is an inherent part of an individual's identity. We acknowledge and respect this preference and aim to reflect it in this report.

Land acknowledgment

With gratitude, we acknowledge that The Sinneave Family Foundation is located on the traditional territories of the Blackfoot Confederacy (Siksika, Kainai, Piikani), the Tsuut'ina First Nation, the Îyâxe Nakoda Nations (including Chiniki, Bearspaw, and Goodstoney First Nations), the Métis Nation of Alberta (District 5), and all people who make their homes in the Treaty 7 region of Southern Alberta. We pay our respect to elders, past and present, for stewarding the land, water, and the life of this region. We also acknowledge the harms of the past and seek to move forward together with intentionality and inclusivity, learning from the truths of our history to create a better future.

About Us

The Sinneave Family Foundation is an operating foundation that seeks to reduce barriers and enhance opportunities for Autistic youth and adults, empowering them to live, learn, work, and thrive in their communities. Operating from our Calgary-based facility, we collaborate with individuals, communities, and organizations across Canada to identify gaps, co-develop innovative programs and services, share learnings, build capacity, and drive meaningful systems change.

We are dedicated to making a difference and engaging lived experience to help to build solutions and opportunities. We strive to empower Autistic people to have a say in decisions that shape their futures. By offering education, tools, and resources, we enhance opportunities for inclusion in our communities.

We collaborate locally, provincially and nationally, to identify and promote sustainable solutions, investing where we anticipate lasting improvements. Collaboration is key to amplifying voices and influencing needed change. With trust, inclusion, collaboration, empowerment and sustainability as our core values, we work to build respectful relationships that deliver impact.

Assessing and Improving Ourselves

In early 2024, we engaged auticon Canada to conduct a Neuroinclusion Maturity Assessment of our internal practices. This assessment looked at our processes, policies, attitudes, beliefs, and workplace norms. It gave us "maturity ratings" across five key areas of an employee's journey: recruitment, onboarding, employee work experience, talent management, and overall inclusion. Information was gathered through policy reviews, surveys with staff, and personal interviews.

The findings show that we've built a solid foundation of neuroinclusive practices and identified opportunities to improve. We are proud that the assessment findings highlight our commitment to fostering inclusion, our openness, and our dedication to ongoing growth and continuous improvement.

100% — of Managers would invest time to modify their practices to hire more Neurodivergent candidates

96% — of Employees believe the organization cares about them

96% — of Employees shared that constructive conversations about neurodiversity are common on their teams

Improving Accessibility

We updated our websites to improve accessibility through simplified design, language, and navigation.

Our three websites—Sinneave, EmploymentWorks and Worktopia—serve many different audiences. Accessibility ensures everyone can easily use our online resources. We focus on using plain, neuroaffirming language, high-contrast text that's easy to read, and plenty of whitespace to guide attention to important information.

The Sinneave website uses warm-toned watercolor images to create a sense of calm, warmth, and approachability. The images don't have distinct faces or features, allowing visitors to imagine themselves in the content.

Our websites reached 62,902 new visitors in 2024, a 38% increase over last year.

Renewed Strategic Direction

The Board of Directors renewed our Strategic Direction in June 2024 with guidance from a Strategic Advisory Committee comprised of four Autistic advisors. Empowerment was added as a core value that shapes our priorities. AJ Wrenn, an advisor, was instrumental in influencing this change.

"I noticed there were a lot of things that Sinneave was doing to empower Autistic people, but there wasn't something on paper that said, 'this is one of our goals, our vision, it's something we want to do,'" they said. "There were a lot of things related to it, but nothing expressly there."

For AJ, seeing the Board of Directors make that enhancement to the Strategic Direction was huge. "I got to see a big change that came about because of my opinion and suggestion. That feels good."

President's Message

The Sinneave Family Foundation is committed to empowering people to achieve their goals and realize their desired futures.

This Impact Report shares stories that reflect how our work this past year embodies our values. We hope it brings to life the impact we are having through collaboration, innovation and respectful sharing.

I deeply appreciate and thank the staff, board of directors, corporate members, strategic advisors, and collaborators whose efforts make this important work possible. I consider it a privilege to lead this organization and remain committed to moving forward in shaping the future together.

– Tanya McLeod

Measuring Impact

A Data-driven Approach to Understanding Impact

Sinneave invests in the collection and transformation of data into actionable insights that enhance our knowledge and understanding, inform decision-making and influence advancements at a community and systems level.

In 2024, we transformed **11 databases** and **4,823 participant records** into:

12 Internal Program Reports, updated regularly

11 EmploymentWorks quarterly progress reports, shared with partners and the funder

8 EmploymentWorks Insights Dashboards, updated regularly

4 Data Insights Infographics

Quality of Life Insights

Almost 500 Autistic Canadians participating in the EmploymentWorks program completed a standardized quality of life survey to help us better understand life challenges they are experiencing across four domains. The results underscore the complex and dynamic nature of quality of life and the importance of ongoing supports to address individual and systemic barriers.

72% report their quality of life is very good or good

51% are satisfied or very satisfied with their capacity to work

72% feel very safe in their daily life

67% are comfortable with their identity

58% are satisfied or very satisfied with their personal relationships

65% are satisfied or very satisfied with their ability to perform daily activities

This baseline provides an essential reference point for understanding how participants' perceptions of their lives evolve through programs like EmploymentWorks. By examining changes in these domains after nine months of engagement, we hope to capture the program's impact on fostering greater confidence, independence, and social connection in participants' lives.

Participant Feedback on Sinneave Programs and Services

In 2024, we served 3,792 participants across all our activities. Feedback from participants who engaged in activities in-person or through our online learning portal – Sinneave Connects – has been positive.

97% felt their presence and opinion were valued

94% learned something new that will help them

90% report there were no barriers to accessing the space, session or session materials

81% would like to attend future programs or sessions

Investing in the Community

We provide value to the community by investing in purposeful initiatives and projects aimed at advancing knowledge and improving outcomes in education, employment and housing.

In 2024, we dispersed **$4,033,812** through **26 Community Grants** across our 5 mission areas:

Advancing Education

In 2024, we provided **scholarships and awards** valued at **$31,450,** including:

24 scholarships to Autistic students for post-secondary education

26 accessibility awards to remove financial barriers for Autistic participation in advocacy events

Empowerment

We aim to empower people and organizations to make decisions and take actions towards their own success and the well-being of their communities.

Practical Self-Advocacy: Empowering Autistics

Self-advocacy is about having the confidence to speak up for yourself and be involved in decisions that affect you. Mason, an Autistic Program Associate who helps lead Skills Groups, noticed that some participants didn't feel confident speaking up in everyday situations.

This sparked an idea: create a workshop series to teach practical self-advocacy skills.

"There are resources out there about self-advocacy," Mason says, "but many focus on big topics like legal rights or activism. We wanted to focus on everyday skills—things people can use at school, work, or even with friends."

Mason designed a self-advocacy workshop series to focus on self-discovery, recognizing strengths and challenges, and building confidence in asking for support.

For Mason, creating and piloting the workshops has been a meaningful experience. "Empowering people to make real changes in their lives and watching them use these skills is incredibly powerful."

Empowering People to Thrive in the Workplace

The EmploymentWorks program helps participants navigate and thrive within the workplace. Participant Chris Varga credits his facilitator's support with making a big difference for him. "I'm much better at identifying my needs and asking for the supports I need to be successful," he says.

374 participants served across Canada in 2024

Employment service providers are using the EmploymentWorks curriculum to enhance their offerings. ITP Solutions' Lead Recruiter and Employment Coach, Patricia Lucarelli, shares that the "12-module framework offers clear, step-by-step guidance from preparing for employment to fostering growth, all at the client's pace with our ongoing support. This collaboration, paired with our work methods, has helped my clients build confidence, gain direction, and identify roles that align with their strengths." Lucarelli says, "it's empowering them to achieve their goals and launch their careers successfully."

18 Service Providers across **8** provinces (BC, AB, SK, MB, ON, QC, NS, NL) used the EW curriculum

Empowering Businesses to Connect to Talent

EmploymentWorks offers participants the opportunity to sample jobs and explore different workplaces while offering businesses the opportunity to meet talent and engage participants in work experience.

156 businesses served across Canada

"The knowledge we have gained working with EmploymentWorks has opened our network to possibilities when we go to hire and grow our team. This collaboration has definitely impacted our business for the positive."

– James Hobbs, Co-founder, Town Brewery

Empowering Businesses Through Neuroinclusion

Using a strength-based lens, NEUROinclusive Workforce Solutions (NWS) works with businesses to share practical ways to help them make their workplaces more inclusive and welcoming for everyone; offering customized education and workshops, an interactive repository of resources, and tailored consultation to meet specific business needs.

At a NWS event in Calgary, Ashley Popko—TC Energy's Manager of Diversity, Equity and Inclusion—shared, "when we can share what's working well, and what challenges we encounter, we can all move the needle forward to make a difference."

113 businesses participated in learning sessions

15 businesses received tailored services and hands on support

"In the past I have attended many sessions by other groups on similar topics and find they don't provide such actionable items... I'm not just leaving with a sense of theories and information, but also real solutions/actionable tasks!"

– NWS webinar participant

Trust

We understand that building relationships on trust and mutual respect are critical to our effectiveness and ability to deliver impact.

Building Trusting Relationships in Healthcare

Navigating the healthcare system can be confusing and challenging, and Autistic adults can often face unique barriers. We developed a comprehensive toolkit to help people navigate the Canadian healthcare system, and recognize the importance of building trusted relationships within their teams.

The idea for this resource originated at AIDE Canada's 2023 Impossible Conference, at which Autistic adults emphasized the need for better information and assistance in managing their health. Carolyn Dudley from Sinneave and advocate Terri Robson led the effort to gather insights and create a practical guide to empower people in managing their healthcare journeys.

For Terri, who is in her 60s, contributing to the toolkit was deeply personal. "As an older adult, I'm aware that my health is my responsibility. As we age, our needs change. But we need good care no matter what," she shared. The process of creating the toolkit was both challenging and rewarding for Terri. "Sometimes it challenged me to think differently or reframe how I expressed something," she explained. Terri appreciated Carolyn's collaborative approach. "It's hard not to filter everything through your own experiences. But healthcare journeys don't just involve the person receiving care. They impact families and service providers too," Terri said, noting that Carolyn brought the dual perspective of a professional and a caregiver.

A key feature of the toolkit is a section specifically designed for doctors and healthcare professionals, aimed at increasing awareness of Autistic health needs and improving communication between patients and providers.

Terri's passion for improving healthcare experiences comes from her own lived experiences. She recalled a positive interaction with a surgeon more than 15 years ago. "He was curious about my diagnosis, listened to my concerns, and addressed them all. It was the first time I felt validated for my lived experience," she said. "If this toolkit helps other doctors provide that level of care, I'll feel like I've made a real impact."

The Healthcare Toolkit is available for download on our website:
https://sinneavefoundation.org/resources/navigating-the-healthcare-system/

Sinneave's Preferred Approach to Neuroaffirming Language

In 2024, we released an updated guide to help individuals and organizations communicate with respect and mindfulness when talking about autism and neurodivergence. Sinneave's Preferred Approach to Neuroaffirming Language highlights current language practices and provides a framework for using words thoughtfully in both professional and personal settings.

Jordan Parks, a Program Assistant, played a key role in developing the guide. "Language is extremely powerful," she explains. "Whether or not we realize it, a subtle word change can affect our entire outlook, influencing how we perceive or interact with our environment."

When it comes to neurodivergence, Jordan explains, there's an added layer of complexity. "The words we use often reflect societal expectations that can unintentionally put people down, instead of lifting them up."

This guide reflects the growing understanding that language is essential in building respect and awareness for neurodivergent individuals. It's a helpful resource for anyone who wants to improve how they communicate and create more inclusive spaces.

Jordan hopes that in offering clear language options, people will begin to shift their own inner dialogues and perspectives, creating a more inclusive environment without even realizing it.

"Preferences in language exist, and we need to ensure that we are respecting preferences and promoting dignity through language, even if that means having difficult conversations."

– Jordan Parks
Program Assistant
The Sinneave Family Foundation

The guide is available for download on our website:
sinneavefoundation.org/resources/neuro-affirming-language-guide/

Inclusion

We value neurodiversity and believe that people should have fair and equitable access to what they need to be successful.

Equip to Empower: Reducing Barriers to Sexual Health Education

In January 2024, we hosted a World Café discussion on Disability, Sexuality, and Relationships during the Service Providers of Autistic Adults monthly Meeting.

"One of the things we care deeply about is breaking down harmful myths and misconceptions about the romantic and sexual lives of Autistic adults and others with disabilities," says Amy Tatterton, Sinneave's Director of Learning & Connection. "The general reluctance to talk about these topics can stop people from getting the information they need and the chance to make their own informed choices."

Heather Cobb, a Health Promotion Facilitator and teacher with Alberta Health Services, attended the session. "It was a great experience," she says. Cobb points out that many parents and guardians worry about their adult children and sexuality, but physical aspects like intercourse only make up 7-10% of sexual health education. "The much larger focus is on healthy relationships, clear communication, personal autonomy, and understanding consent," she explains.

She believes it's important to challenge assumptions and get these conversations happening in the community. "Research shows that when we acknowledge people are sexual beings, provide the right information and skills, and support them with opportunities to learn, they're better able to make informed decisions," she says. "The result is that sexual health outcomes are actually better."

Tatterton agrees. "Our goal is to always treat people as the experts of their own lives," she says. "We want to provide information that helps them make the best choices for themselves in every area of life."

"The Sinneave Family Foundation is a trusted convenor in the disability inclusion space. I always look forward to meetings and events organized by Sinneave. Conversations are rigorous, data-driven, and thoughtful (also fun!). One meeting I was really glad to attend in 2024 was the World Cafe on disability, sexuality, and dating…[it] gave me the resources and context needed to implement new staff training and policies. We're now better able to support those we serve in this area."

– Chris Bell

Executive Director, The Integrated Post-Secondary Education Society of Alberta

Six Principles: Awareness, Understanding, Inclusion

Six principles training helps attendees understand autism and neurodiversity while offering practical, easy-to-implement strategies for inclusion in their work and personal lives. Developed through thoughtful partnership with Autistic advisors, the six principles are not just theoretical but rooted in real-world understanding and lived experience.

35 Six principles presentations — total of 1,219 attendees

The Calgary Public Library, which serves 750,000 members across 21 locations, wanted to equip staff to confidently and compassionately assist patrons.

One staff member who identified as someone "with several labels under the neurodiversity umbrella" came away from a six principles presentation feeling validated. "I used to think that there was no one who understood my struggles and that accommodation and understanding was out of reach. Attending this workshop with my colleagues gave me hope of being understood."

"I'd like to personally thank the Sinneave Foundation for the time and space they've provided to our staff and openness to answer tough questions, share knowledge and challenge us to stay curious. This partnership is contributing to a larger sense of belonging and understanding in this community, and we look forward to our continued work together."

– Jillian Palbom,

Senior Manager, HR Operations Calgary Public Library

Collaboration

We recognize the benefit of working with others toward collective community impact and prioritize lived experience in helping build solutions and opportunities.

Our Community Use Initiative Gets Some Positive Exposure

We were thrilled to open our space at The Ability Hub to The Prisma (Precision Medicine in Autism) group and Positive Exposure, facilitating a photo shoot for what will be a new Calgary-based exhibition featuring Autistics and their families, coming in Spring 2025.

Prisma is a multidisciplinary team at the University of Alberta, who work with children and youth on the spectrum at the intersection of genetics and mental health. Daniel Moreno DeLuca, Prisma's Director, describes their work as encompassing four key areas: clinical, research, education, and community.

"The community branch is particularly important," he explains, "as it fosters mutual understanding—helping the public learn about who we are while we engage with and understand the autism community better. This reciprocal relationship forms the foundation of everything we do."

One of their community initiatives is the "What's Your Thing" campaign, which originated in the clinic as a way to connect with individuals who may be shy or less engaged. "Discovering someone's passion—whether it's astronomy, dinosaurs, or guitars—opens a window into their world, allowing for richer connection. By focusing on personal interests rather than diagnoses, we can anchor our conversations based on strengths and have a little fun."

The Prisma team thought photography would be a powerful medium for capturing and highlighting people's "things" and connected with Rick Guidotti's Positive Exposure initiative. Since 1997, Rick's photography has challenged stereotypes by emphasizing beauty and individuality over diagnoses. His work captures people as they are, without staged makeup or forced poses, bringing out their authentic selves.

Rick's unique approach—allowing participants to move and express themselves freely—results in images that truly reflect their personalities. Seonyoung Chloe participated in the session and agrees, "In the photos, I look like a completely different person, and I've never had such a big, natural smile before. This experience has helped me embrace my neurodivergence more proudly and positively."

National Centre for Autism Collaboration

Motivated by the potential for impact, The Sinneave Family Foundation confirmed a matched contribution of $1M to the newly established National Centre for Autism Collaboration to support autism health services and policy research in priority areas identified by Autistic people and those who support them. It is our hope and belief that enhanced national collaboration will catalyze tangible action that will elevate and accelerate the impact of evidence-based innovation on the daily lives of Autistic Canadians.

"The Alliance will steward this generous gift and co-develop a path forward for the community to collaborate effectively, ensuring the perspectives and needs of Autistic people in Canada are at the forefront of our collective efforts".

– Dr. Deepa Singal,
Scientific Director,
Autism Alliance of Canada

Autistic Adults in Focus: Understanding Mental Health and Social Support Needs and Barriers

This collaboration with Autism Alliance of Canada took a deeper dive into mental health and community-based support, two priorities identified through the 2023-2024 national needs assessment survey. Participants provided a series of recommendations for policymakers and researchers to help improve service provision for Autistic adults in Canada.

"We would like to extend our sincere gratitude for making this work possible…The project illuminates the needs of Autistic adults from their own perspective — a rare and crucial viewpoint."

– Dr. Mackenzie Salt,
Embedded Research Associate,
Autism Alliance of Canada

Understanding and Preventing Financial Abuse

Sinneave collaborated with OPEN Collaboration for Cognitive Accessibility to support the development and delivery of videos and a guidebook to help people better understand and prevent financial abuse among persons with intellectual and cognitive disabilities, and to submit a policy brief to the Office of Disability Issues to inform the development of Canada Disability Benefit regulations.

"We are extremely grateful for your support. Persons with cognitive disabilities now have access to accessible information on the prevention of financial abuse."

– Virginie Cobigo,
Founder & Executive Director,
Open Collaboration for Cognitive Accessibility

Sustainability

We are committed to promoting enduring solutions that are adaptable to local circumstances and community resources.

Informing Neuroinclusive Design Guidelines

In Spring 2025, Ayrshire, a private equity firm that combines financial returns with social impact, will begin construction on Brooklyn Block, a mixed-market housing development in Calgary. The project will have 323 units, with 10% designed to be neuroinclusive.

Hermione Green, Ayrshire's Communications and Impact Manager, explains, "One of our investors asked if we could help address the housing gap for Autistic individuals. At Ayrshire, we never say no. Every request is an opportunity to explore new ideas."

This request led to a 20-month process exploring what that might look like, and eventually connecting with John Seigner, Sinneave's Housing Specialist. With John's guidance, and input from several Autistic individuals and service providers, Ayrshire's team created a set of Neurodiverse Design Guidelines for their developments. When designing individual units, the team focused on sensory and acoustic needs. But they also considered other things, like location within the building, away from noisy areas such as elevators and communal spaces.

They also discovered that incorporating these elements at the design stage helped keep costs low. Mike Winnitoy, Ayrshire's VP of Investment, explains, "Making these adjustments doesn't significantly increase costs. It's about thoughtful design from the start."

Simple changes, like dimmer switches, paints that contain a low amount of volatile organic compounds, black out blinds, and low-noise emissions appliances make a big difference without driving up expenses.

Ayrshire hopes their work will encourage other developers to adopt similar practices. "We want other developers to see that it's possible to create these types of units without major barriers. It's really about being aware and willing to make small adjustments," says Winnitoy.

Ayrshire is committed to including neurodivergent-friendly units in future developments.

"Sinneave partnership has been instrumental in this process, offering valuable resources and connections to community partners who are helping turn this vision into reality."

– Hermione Green

Communications and Impact Manager, Ayrshire

Advancing Neuroinclusivity in Housing Across the Ecosystem

Sinneave partners with the Accessibility Institute at Carleton University on the national Neuroinclusivity in Housing Project. This initiative acts as a knowledge hub to identify promising practices, leverage ideas, and support coordinated action. We seek to generate momentum, influence policy change and support a broader change in thinking toward housing systems that are inclusive and accessible for all.

Visit the online knowledge hub to access:

- 54 tools and 83 resources related to neuroinclusion in housing
- An interactive visual of Canada's housing ecosystem

We convened people from across the housing ecosystem for a Neuroinclusivity in Housing Event in Calgary in November. These included developers, funders, and affordable housing providers from both Calgary and Edmonton, as well as representatives from all levels of government, Canada's Mortgage and Housing Corporation, and the Public Health Agency of Canada.

We facilitated practical, action-focused conversations to generate creative solutions to housing challenges, kicking the event off with a video to raise awareness and help people understand neuroinclusivity in housing better.

Amy Lonsberry, Sinneave's Project Officer on the national Neuroinclusivity in Housing Project, shared that "A lot of progress relies on making connections and building relationships. I feel like this event really laid a strong foundation for next steps."

We recognize that improving housing outcomes for Autistic and neurodivergent people isn't something one group can do alone. It takes teamwork and collaboration from many different people, organizations, and all levels of government. "At the event, someone shared the analogy that each of us pulling on our individual ropes will only get us to a certain point," Lonsberry observes. "But if we collectively pull on the same rope, we have a better chance of achieving what we're aiming for."

The Neuroinclusivity in Housing Video can be viewed on our website:
sinneavefoundation.org/resources/neuroinclusivity-in-housing/

Our Team

Our team—comprised of staff, corporate members, and the Board of Directors—brings a wealth of lived and professional experiences to our work. We are united by our commitment to excellence, and foster an environment of collaboration, innovation, respect, and diversity, including neurodiversity. Together, we are creative, skilled, and dedicated to being inclusive employers, social innovators, trusted community partners, and catalysts for systems change.

Anonymous Human Resources surveys in 2024 continue to find high employee engagement and diversity within our organization.

57% of employees identify as neurodivergent

44% of managers identify as neurodivergent

33% of our team identify as a person with a disability

91% of our team usually or always feel engaged at work

"I appreciate and have heard from others who feel the same, the flexibility demonstrated by Sinneave with all our employees to put their energy when, where and how they can do their best work. It increases engagement and mutual respect."

— Sinneave Team Member

Board Chair Message

The past year's activities reinforce for me that the Foundation is unwavering in its commitment to contribute to positive impact in the community.

I was pleased to facilitate renewal of the organization's strategic direction with the Board of Directors in June 2024. The staff identified opportunities, the Autistic strategic advisors provided sage insights, and the corporate members reinforced core values. The directors then applied astute judgement to formalize direction. We also modernized the Foundation's charitable purposes to better recognize the breadth of opportunities for impact, revitalizing the organization for the future.

I want to thank our knowledgeable and capable Board of Directors for their commitment, and to recognize two board members that retired in 2024. Dawn Leonard Gaudreault served as a Director for seven years and was a valued member of the Governance Committee. Ian Holloway served for eight years and skillfully chaired the Governance and Program Committees contributing thoughtful guidance and knowledge for many years. Sinneave is blessed to have a team of exceptional leaders stewarding the organization. I want to thank the President, Tanya McLeod, for her wisdom, vision and leadership as Sinneave continually adapts to the changing needs and opportunities presented.

We are excited about what the future holds for The Foundation and look forward to sharing stories of our journey and impact as it unfolds.

– Susan Mallon

Board of Directors
(left to right)

John Masters
Carl Andrade
Susan Mallon
Dawn Leonard Gaudreault
Melinda Noyes
Michael Cantin
Michael Lambert
Evan Spiropoulos
Tanya McLeod
Carissa Carleton

Not Pictured

Roby Brar, Michelle Chan, Scott Morrow, Wesley Peters, Jason Scheyen

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