

Age-Friendly Business – Why it's important for you



Are you getting everyone in your business that you can?

Please complete the checklist provided. How senior friendly accessible are we in the City of Cornwall?

See reverse side

Our goal: to get a baseline for our community.

A business that is welcoming and comfortable for older adults will be comfortable for all your customers.

- Accessible entrance, fewer steps, seating available
- Appropriate signage and font
- Access to washrooms
- Positive and helpful customer service

Making your business age-friendly has many benefits;

- Positive difference to your bottom line
- Ensuring that your business is customer friendly
- Most age-friendly practices are low or zero cost to your business
- Happy customers are loyal customers

Seniors are a large consumer base. Currently, 20% of the population of the City of Cornwall is over the age of 65 years. As the residents age, they are seeking opportunities to stay in place, lead active, safe and meaningful lives in our community. We anticipate this number of seniors to be closer to 30% by 2036.

For details regarding the City's plan please check out Cornwall's Senior Friendly Community Plan at



<http://www.cornwall.ca/en/webadmin/recourses/CornwallSeniorFriendlyCommunityPlanApril252016.pdf>



Please do not hesitate to direct any questions or request any clarification from me.

Shelley Vaillancourt,
Senior-Friendly Committee Chair
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Cornwall Senior Friendly Community Checklist

We highlighted the most common issues identified by seniors to create this survey. This is voluntary and NO INDIVIDUAL BUSINESS NAMES OR RESULTS are to be public. This is intended to give us a baseline.

#	My business has:	Yes	No
<p>1.1</p> 	An entrance into the building that is accessible to avoid possible falls and injury		
	Consistent flooring surface levels		
	Non-slip flooring surfaces		
	Non-glare flooring surfaces		
	The edges of stairs with contrasting colours to support those who are visually impaired		
	An entrance to the building with colour contrasts to define changes in depth and assist people's perception to avoid falls		
	An automatic main entrance door Seating available		
<p>1.2</p> 	Signage appropriate to support visual receipt of information		
	Large bold lettering for signage with high colour contrast or raised lettering		
	Signage posted at eye level		
	Symbols on signage over words		
	A well lite space		
	Reduced signage in the same spot to avoided confusion and to reduce clutter		

<p>1.3</p> 	<p>Access to public bathrooms on site.</p> <p>Bathroom doors that are wide enough to accommodate entering with a walker.</p>		
<p>1.4</p> 	<p>Staff that is aware of ageism.</p> <p>Staff that interact and communicate respectfully and appropriately with seniors.</p> <p>Staff that is comfortable helping senior customers who may be needing assistance.</p>		
	<p>Total # of Yes and No</p>		

Please complete and return by July 1, 2018 to seniors@cornwall.ca by e-mail or call me at 613-932-4914 X204