

# DESIGNING AN INFORMATION GUIDE FOR OLDER ADULTS

Ontario Age-Friendly Communities Outreach Program

## PREP WORK

- Collect information on programs and services aimed at helping older adults in your community stay healthy, safe, active, and engaged.
- Include applicable provincial resources.
- Write everything in person-centred language. Example: Individual living with dementia.
- Plan to translate your guide into multiple languages, as needed in your community.

## CONTENT

Some sections to consider:

Recreation/Active Living



Finances



Transportation



Safety & Security



Health & Wellness



Home & Community Support



Housing



Government Resources



## DESIGN

### FONT

- Choose a font that has a legible typeface. Sans-serif fonts (like Helvetica and Arial) fit this criterion.
- Use at least 12-point font.  
Examples: 12-point font  
14-point font  
16-point font



### COLOUR

- Use vivid colors for typeface.
- Think of contrast: light characters on a dark background or dark characters on a light background work best.
- Headings should be a different colour.

Ontario Age-Friendly Communities  
Outreach Program  
[www.agefriendlyontario.ca](http://www.agefriendlyontario.ca)

## PUBLICATION

- Publish your guide online and in hard copy.
- Partner with organizations in your community to support distribution.
- Keep your guide updated by planning a process to review the document.



## RESOURCES

- **Typography for Aging Audiences:**  
[www.marketing-partners.com/conversations2/vision-changes-typography-for-aging-audiences](http://www.marketing-partners.com/conversations2/vision-changes-typography-for-aging-audiences)
- **Words are Powerful. A Style Guide for Writing and Speaking:**  
<https://skseniorsmechanism.ca/wp-content/uploads/2017/01/18-04-12-Words-are-Powerful.pdf>

## EXAMPLES

Below are examples of some guides that have been produced:

**A Guide to Programs and Services for Seniors in Ontario**

<https://files.ontario.ca/seniors-guide-english-web.pdf>

**Age-Friendly Hamilton: Community Resources for Older Adults**

[www.seniorshamilton.ca/community-resources-for-older-adults.pdf](http://www.seniorshamilton.ca/community-resources-for-older-adults.pdf)

**Kenora Age-Friendly Services Guide 2016-2017**

[www.kenora.ca/wp-content/uploads/2016/05/Kenora-Age-Friendly-Services-Guide-FINAL.pdf](http://www.kenora.ca/wp-content/uploads/2016/05/Kenora-Age-Friendly-Services-Guide-FINAL.pdf)

**Orangeville: Headlining Seniors**

[www.orangeville.ca/get-file/2948](http://www.orangeville.ca/get-file/2948)