

Age-Friendly Business



What is an age-friendly business?

An “age-friendly” business considers the needs of older adults. It creates a barrier-free environment that enables people of all ages and abilities to visit, shop, and fully access the location’s spaces and use the offered services.

Why should your business become age-friendly?



Attract and keep customers within a large and expanding demographic.



Older adults have a lifetime of savings.



Many of the strategies are at no or low cost.

An age-friendly business will benefit all people, including:

- Those who have sustained injuries
- Persons with disabilities
- Families with strollers



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What does an age-friendly business look like?

Accessibility and Safety

Examples include:

- Aisles are wide enough for two walkers or wheelchairs and uncluttered by displays.
 - The location of washrooms, elevators, etc., is clearly marked
 - Mats are secured to the floor.
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Respect

Examples include:

- Staff avoid condescending behaviours (e.g., speaking too loudly, speaking too familiarly – as in calling someone “dear” or showing visible impatience).
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Comfort

Examples include:

- There is a place to sit while waiting for service.
 - There is an available washroom facility.
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Visibility and Clarity

Examples include:

- The background music is not too loud.
 - Staff are trained to speak at an appropriate speed and volume.
 - Phones are answered by people.
 - Signage has large and legible font.
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Resources

1. [AARP: Creating an Age-Friendly Business](#)
2. [Random Age-Friendly: Creating an Age-Friendly Business](#)
3. [Building an Age-Friendly Simcoe County Business/Organization Guide and Recognition Program](#)
4. [Creating an Age-Friendly Business in Welland/Pelham](#)
5. [Creating an Age-Friendly Business in B.C.](#)
6. [A Guide to Building an Age-Friendly Business in the City of Kawartha Lakes](#)

