

Senior Friendly™ Business Quick Guide

A senior friendly, age-friendly business is a people friendly business

Environment – Outside and In

Accessible location
Parking close to building
Safe sidewalks- level, proper grade
Barrier free outside entrance and interior
Available seating: sturdy chair/bench with arms- offer a rest stop
Door opens easily
Safe non slip, no glare floor
Accessible, easy to find washroom with convenient fixtures and reduced temperature of hot water
Acoustically absorbent with minimal background noise or echo
Proper lighting: reduce shadows
Generous signage/large font/dark print on light background
Easy to use telephones
Offer services during the day
Have product/objects within reach
Familiarize yourself with assistive devices such as grip pens, walkers, hearing aids
Functional sprinklers, smoke and gas detectors

Communication is Key

Be welcoming- have an ambassador on hand to help- direct, help reach, take articles to vehicle or bus, call a taxi
Speak normally and clearly using a calm voice
Attitude is everything: it is better to be kind than right!
Give clear and accurate directions/descriptions
Let low vision customers know when you leave
Count change back on purchase

Product

Reduce packaging when possible
Food is fresh and safe dated
Clear instruction for storage and preparation
Offer useable product that makes life easier
Be consistent in placement of items
Find out what your customers want: invite feedback

Make things easy to see, hear, and understand.