

Age-Friendly Business Checklist

A guide to highlight the age-friendly features that can encourage increased traffic to your business.



Promoting Your Business

Information & Technology

- ☐ All signage is highly visible and easy to understand
- ☐ Websites clearly describe and show updated products, services and contact information
- ☐ Website transactions of personal information is safe, secure and not shared with third parties
- ☐ Print and spoken communication uses simple, familiar words in short, straight-forward sentences
- ☐ Patrons have a choice of services and products to suit needs
- ☐ Telephone answering service instructions are spoken slowly and clearly and say how to repeat the phone message at any time
- ☐ Older adults are visible in advertising and are depicted positively and without stereotyping
- ☐ Staff does not assume person has caller ID, internet access or a smart phone.

Customer Services

- ☐ Transportation is available to get to the business (e.g., shuttle bus)
- ☐ Delivery services (groceries, prescriptions, etc.) or escorted shopping services are available for those in need

Older Employees in Your Business

- ☐ Older adults who are expected to use newer technologies in paid work are provided with appropriate training and support

Staff Awareness

- ☐ All patrons, including seniors, are treated respectfully by staff including;
 - o Addressed with appropriate titles
 - o Needs are accommodated
 - o Relevant, clear information is provided
- ☐ Staff are courteous, helpful and speak clearly and slowly

Fall Prevention

- ☐ Stairs should be uniform height, contrasting color at edge of each stair, handrails on both sides that run the full length of the stairs, railings at appropriate height
- ☐ All surfaces inside and outside should be consistent height; no broken surfaces in parking lots or sidewalks. Indoors - flooring changes should be clearly marked

Accessing Your Business

Sidewalks & Entrances

- ☐ Entry areas are well-maintained, accessible and free from obstructions
- ☐ Wheelchair sloped entry ramps are non-slip
- ☐ Entries are well lit
- ☐ There is prompt snow removal or snow is piled well away from the entrance

Transportation

- ☐ The parking lots are clear of snow and are ice free to prevent falling
- ☐ Available parking is well-maintained and located nearby for easy access
- ☐ Drop-off and pick-up areas are available, obstruction free, clearly marked, and conveniently located
- ☐ There are a sufficient number of handicap accessible parking spots
- ☐ For those that utilize other modes of transportation (scooters & bikes), there is an accessible parking/lock up area & curb cuts/ramps into the location
- ☐ For those that travel by bus, there is clear, well lit, accessible pathways and waiting areas.

Getting Into Your Business

Buildings

- ☐ Entrance doors are easy to open by someone in a wheelchair or walker or scooter
- ☐ There are automatic doors with accessible buttons that are open long enough to allow people with wheelchairs and walkers to safely enter
- ☐ People in wheelchairs can easily navigate aisles and spaces in your business
- ☐ There are no stairs or as few as possible, inside and outside, they are safe and have railings
- ☐ The flooring is non-slip
- ☐ Washrooms are located on the main floor
- ☐ Washrooms are large enough for wheelchairs, walkers and strollers
- ☐ Signs are easy to read outside and inside
- ☐ There is sufficient seating for patrons to rest or to use your services
- ☐ Elevators and ramps are available