

# AGE FRIENDLY Manitoba BUSINESSES

Have you considered the age-friendliness of your business?



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Local businesses in Manitoba play a crucial role in addressing the diverse needs of their communities by welcoming all demographics. An Age-Friendly business ensures that individuals of all ages are acknowledged and receive equal respect, regardless of their age.

Age-Friendly Manitoba guides businesses to be welcoming, accessible, and attentive to all customers, promoting inclusivity and benefiting both the community and businesses.

## Consider the Age-Friendly Approach

People who have enjoyable experiences are more likely to become loyal customers. If your business is age-friendly, that means it is accessible, welcoming of all age demographics, and improves the experience for all customers. Age-friendly is people-friendly.

There are many strategies you can implement to become more age-friendly. Some strategies are simply good business practice; others might be new considerations for your business.

## Look At Your Business through an Age-Friendly Lens

See your business through the eyes of an older adult who may have a hearing, vision, or mobility impairment.

### Are your customers comfortable in your business?

- Ask an older friend or relative to walk around with you
  - Is your business easy to navigate?
  - Can a person get around independently?
  - Are staff available to provide assistance if needed?
  - Is signage easy-to-read?



**Low cost strategies result in positive impacts for your business!**

Age Friendly Manitoba has tools to assist your business in becoming more age-friendly. Connect with us today.

[www.agefriendlymanitoba.com](http://www.agefriendlymanitoba.com)

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## An Age-Friendly Business has...



### Employees who

- Are courteous, knowledgeable, and ready to help.
- Greet customers warmly, genuinely.
- Display patience, making sure customers feel unhurried.
- Actively obtain customer feedback.
- Ask "yes" or "no" questions. Allow ample response time and avoid assuming the response.
- Avoid using slang that could be misinterpreted or taken literally.
- Write directions down and use landmarks.
- Approach from the front in a friendly manner. Introduce themselves and offer support, especially if someone looks disoriented.
- Are all ages and are trained to be sensitive to customers with varying circumstances and to identify signs of possible abuse, or people needing additional assistance.

## Does your business ensure...

### Safety is

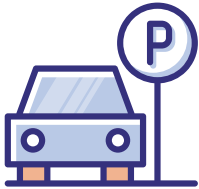
- Non-slip floors, floor mats should only be used for safety and should not be solid black in colour.
- Ramps or flat entryways.
- Trip/slip hazards removed and/or minimized.
- Sturdy handrails on either side of stairs or ramps.
- Clearly marked stairways, or inclines/declines.
- Gradual slope to automatic doors and a large foyer.
- Lightweight or automatic doors and/or door frames that contrast with the colour(s) of the walls.
- Multiple floors or storeys that are accessible by elevator or ramp.
- Lower service counters and room for a simple cane, bag, purse holder at service counters.
- Building signage that is clear and high contrast.
- Clearly outlined navigation and signage.
- Adequate lighting provided throughout, particularly in entrances and exits.
- Comfortable temperatures with no drafts or direct contact with vents.
- An accessible washroom.
- Minimization of loud music and noise.
- Clear aisles and easy-to-read signage.

## Effective Media Promotion

- Large clear fonts with high color contrast.
- Font size of 12 point size minimum.
- Sans serif fonts like Calibri or Arial.
- Simple designs with bold colors (high contrast colours).
- A maintained and user-friendly website.
- Subtitles wherever possible.
- Easy navigation on websites with zoom features.
- Multilingual materials based on the needs of your community.
- Diverse age groups depicted in advertisements and materials.
- Contact details prominently displayed.
- Clear signage inside and outside the business.
- Signs in the building at eye level.
- Other accessibility communication methods.



## Parking has



- Loading zones are clearly marked.
- Drop-off areas available are near the entrance door and clear of ice and snow.
- Designated accessible parking spaces close to the door.
- Other modes of transportation planned for and considered.
- Space available for walkers and scooters to move easily between tables.

## Atmosphere has

- A live person answering the phone with a TTY number available.
- Background music at a volume low.
- A private sitting area available to conduct private business.
- A website that is accessible and user friendly.
- Menus, price tags, shelving labels and receipts with easy to read bold print.
- Available magnifying glasses that help customers read fine print.
- Home delivery services available with delivery areas and costs noted.
- Discounts, offers, specials, and/or simplified menus.
- Smaller quantities at competitive prices.

## Seating and Tables are

- Readily available.
- Sturdy with arm and back rests of various heights (with and without armrests) available in waiting areas and line-up areas.
- Safe with rounded edges, to reduce possible bumps and grazes.
- Adequately spaced to maneuver.
- Able to absorb excess sound and reduce echo.

# Business Checklist



## Promoting Your Business

### Information & Technology

- Staff do not assume a person has caller ID, internet and smartphone.
- Telephone answering service instructions are spoken slowly and clearly and indicate how to repeat the phone message.
- All media promotion is highly visible and easy to understand. Communication uses simple, familiar words in short, straight-forward sentences.
- Customers have a choice of services and products to suit needs.
- Websites clearly show updated products, services and contact information. Personal information is safe, secure and not shared with third parties.
- Older adults are visible in advertising and are depicted positively and without stereotyping.

### 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.

### Staff Training

- All customers are treated respectfully by staff including: addressing the appropriate titles, needs are accommodated and relevant, clear information is provided.
- Staff are courteous, helpful and speak clearly and slowly and face the person.
- Staff who are expected to use newer technologies with customers have received appropriate training and support.

### Fall Prevention

- Stairs should be uniform height with contrasting color at edge of each stair and handrails on both sides that run the full length of the stairs and at an 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, well lit, accessible and free from obstructions.
- Wheelchair sloped entry ramps are non-slip.
- 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 are clear, well lit, accessible pathways and waiting areas.

## Getting Into Your Business

### Buildings

- There is sufficient seating to rest or to use your services.
- The flooring is non-slip.
- Entrance doors are easy to open by someone in a wheelchair, walker or scooter.
- There are elevators and ramps available as well as handrails wherever necessary to ensure customer safety both inside and at the exterior entrance to your business.
- Wheelchairs & other mobility devices can easily navigate aisles and spaces in your business.
- Washrooms are located on the main floor and are spacious enough to accommodate wheelchairs, walkers and strollers.