An Age Friendly Business is a business that considers the needs of older adults and creates a barrier-free environment so that persons of all ages and abilities can visit, shop and participate fully.

This checklist is a resource tool for your business, to assist in enhancing your

service. Use this tool periodically to reflect your changes and improvements

**Outside space: access to your business is free of hazards**

**Y N N/A**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | Entrances are accessible to wheelchairs and walkers |
|  |  |  | Sidewalk access from transit stop and parking areas is level and well-maintained, with curb cuts where needed |
|  |  |  | Pickup/drop-off areas are convenient, sheltered and clearly marked |
|  |  |  | Entrances are kept clear of street furniture and other obstructions (ex. tied up dogs, piled snow, and garbage containers) |
|  |  |  | Entrance doors open automatically or have access buttons |
|  |  |  | Building has at least one flush grade level entrance |
|  |  |  | Doors are wide enough for wheelchairs |
|  |  |  | There is clearance by the door for a person waiting with a wheelchair or walker |
|  |  |  | Entrance is equipped with sturdy railings |
|  |  |  | Entrance has non-slip surfaces |

**Parking**

**Y N N/A**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | Parking and Public Transit is close to the entrance |
|  |  |  | Pickup/drop-off areas are convenient sheltered and clearly marked |
|  |  |  | Parking ticket machines have clear instructions and large print |
|  |  |  | Accessible and seniors’ parking spaces are designated and enforced |
|  |  |  | Pavement is smooth, without cracks, dips and bumps |
|  |  |  | Sidewalks and parking lot are well and evenly lit |

**Indoor Business Space, Layout and Amenities**

**Y N N/A**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | Stairways have sturdy handrails on both sides |
|  |  |  | Stair edges are clearly marked |
|  |  |  | Flooring is non-slip and non-shiny |
|  |  |  | Necessary mats are securely fastened |
|  |  |  | Elevators are available for other floors and/or ramps for changes in levels |
|  |  |  | Signage is prominently posted in large, easy-to-read format |
|  |  |  | Obstacles and hazards are clearly marked (ex. Step Up, Step Down, Wet floor) |
|  |  |  | aisles are wide enough for two walkers or wheelchairs (approx. 4 ft) and uncluttered by displays |
|  |  |  | Most popular items are shelved at medium height |
|  |  |  | Environment includes adequate lighting and minimizes excessively loud music and noise. |
|  |  |  | Service counters, aisles, change rooms and washrooms are accessible |
|  |  |  | Layout of business space is conducive to navigating with mobility device and includes amenities such as cane holders and seating with arms |
|  |  |  | Emergency training of staff addresses warning and evacuation of the elderly and disabled |

**Customer Service**

**Y N N/A**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | Phone service is easy to navigate with a live person option available |
|  |  |  | Personalized service (in store, home delivery etc) is made available |
|  |  |  | Customer complaints/concerns are addressed promptly and courteously |
|  |  |  | Staff are mindful and sensitive to seniors’ needs (eg. hearing, vision, mobility, reaching, seating) |
|  |  |  | Customers are offered assistance when taking items to their cars |
|  |  |  | At least one service or checkout counter is accessible for customers in wheelchairs |
|  |  |  | Service counters provide sturdy seating and cane hooks |
|  |  |  | Temperature is held at comfortable levels, with no chilly air currents |

**Respect and Attractiveness of your business for older customers**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | I am trained to be friendly and patient with all customers and try to meet their needs |
|  |  |  | I am sensitized to avoid condescending behaviours (ex. speaking too loudly, speaking too familiarly - as in calling someone “dear” or showing visible impatience. |
|  |  |  | I am trained how to manage situations such as a fall or an outburst, while preserving a person’s dignity |
|  |  |  | I speak clearly, and at an appropriate speed, while looking directly at the person |
|  |  |  | I am trained to move to an area where they can more comfortably serve someone who may have trouble seeing, hearing, understanding or making their requests known |
|  |  |  | Errors and customer complaints are addressed promptly and courteously |
|  |  |  | I can identify if a person is experiencing a medical emergency and can notify the appropriate service, or authority |
|  |  |  | A quiet space is provided for discussing private business such as medication or finances; staff are trained to move to those areas when necessary |
|  |  |  | Products and services are designed for smaller household, smaller incomes and smaller appetites |
|  |  |  | Promotional material includes depictions of older people |
|  |  |  | Consumer research includes older people |

**Y N N/A**