

A circular image showing a hand holding a white sign with a black border. The sign has the text 'COME IN! WE'RE OPEN' written on it in a bold, serif font. The background of the image is slightly blurred, showing some greenery and a brick wall.

COME IN!  
WE'RE OPEN

# Applying an Age-Friendly Lens to Business & Service

**Presented by...**

**The Town of Wasaga Beach**

**- & -**

**Wasaga Beach Age-Friendly  
Community Advisory Committee**

**With funding from...**



## Module 7

# Review



## What does it mean to be an age-friendly business?

It means you value your older customers and are aware of their changing and unique needs.



## **It means as a community business you are willing to make that extra effort to ensure you:**

- Understand the importance of age-friendly communities
- Are aware of the increase in our senior population and what that means to businesses and service providers
- Recognize the importance of serving all customers with respect
- Are prepared to create safe, accessible indoor and outdoor spaces



## Here are some common elements that make a business or organization age-friendly:

- There are places to sit while waiting
- Sturdy chairs with arms are available
- Customer service desks are visible and staffed
- Background music is kept to a minimum
- Signage, receipts, or menus are clear and easy to read
- Aisles and walkways are unobstructed

## Common elements that make a business or organization age-friendly:

...continued

- Walkways and floor surfaces are non-slip
- Doors are easily opened or automated
- All customers are treated with patience and understanding
- Staff are trained to be aware of the aging customer's needs and not to fall back on stereotypes
- Modifications are made to serve customers in ways that are most comfortable for customers

## Office or bank environment:

- Coffee cups with handles instead of Styrofoam cups (sturdier and easier to hold)
- Lamps on end tables rather than just overhead lights
- TV on mute or reduced sound
- Visible customer service areas
- Some counters at scooter or wheelchair height
- An area where people can sit to conduct business



## Restaurant:

- Drop-off area at the door
- Sufficient space between tables
- Dishes that contrast with table linens
- Menus and bills with easy-to-read print
- Area lighting to read menus
- Tables away from chilly air vents
- Early hour dining option
- Half portions for small appetites and senior budgets

## Pharmacy:

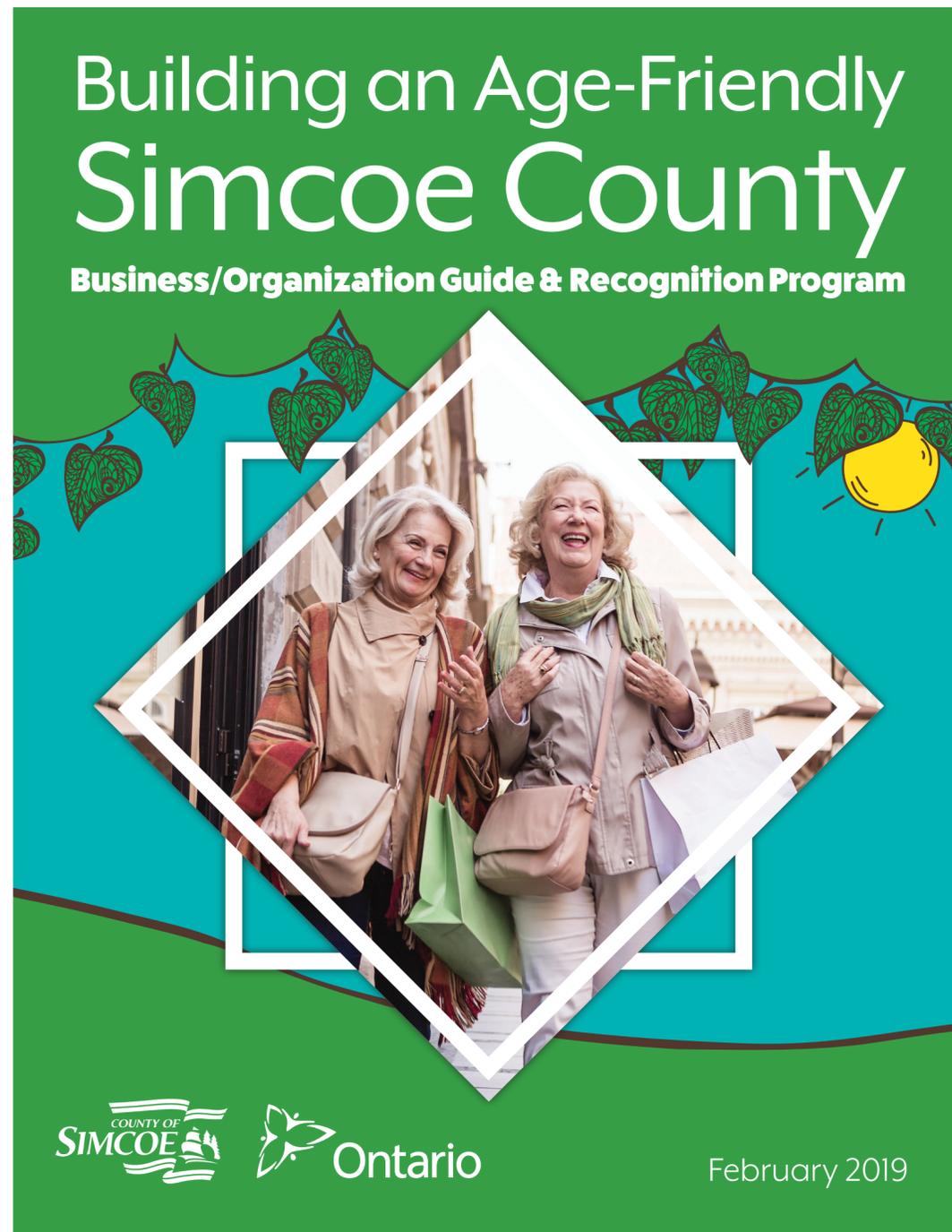
- Magnifying glasses for reading fine print on product labels
- Private/quiet area for discussions with pharmacist
- Clear aisles and easy to read signage
- Early hour shopping option
- Assistance for products on low or high shelves
- Delivery services





## Grocery Store:

- 4' wide, uncluttered aisles
- Elimination of in-store music
- Designated senior parking near entrance
- Accessible washrooms
- Help to carry out items
- Package meat and baked goods in smaller sized packages



## Become one of the businesses in your community recognized as an age-friendly business...

- Application for recognition is free of charge
- Receive recognition on the Town of Wasaga Beach and County of Simcoe's websites
- Recognition among the business community that your business/organization is proactive and forward thinking
- An age-friendly recognition certificate and a "**Becoming Age-Friendly**" decal for your location's entrance

## Getting Started:

- Check out the County's Age-Friendly Business Guide online or request a copy by email: [agefriendly@simcoe.ca](mailto:agefriendly@simcoe.ca)
- Complete the 5 Self-Assessment Checklists:
  - Customer Service and Respect
  - Inside Safety
  - Comfort, Visibility and Clarity
  - Mobility and User-Friendliness
  - Outside Safety
- Set goals using the "Goal Setting Work Plan"

**See the resources section below this video for links.**



**Submit the “Application For Recognition”  
to the Age-Friendly County of Simcoe:**

**[agefriendly@simcoe.ca](mailto:agefriendly@simcoe.ca)**

## Becoming Age-Friendly

**1**

Carry out  
Self Assessment

**2**

Develop Action Plan  
Submit Application

**3**

Recognition

**4**

Continuous  
Improvement

## Four compelling reasons to embrace age-friendly:

1. Older adults are a large and growing customer base. Seniors are big consumers with spending power.
2. Increase customer retention and growth – people have choices and will go where they get great service and the products that meet their needs.
3. Improved customer and client experience – satisfied people keep coming back and will tell others. The news of poor service travels fast!
4. It is good for your bottom line! Businesses and service organizations can no longer ignore the needs of their senior customers.

## Now it's up to you!

- Encourage any staff or volunteers who work with older clients and customers to carry out this age-friendly training and further explore the additional resources mentioned throughout the modules.
- Challenge colleagues and other businesses to embrace age-friendly and apply an age-friendly lens to their services and environments. Everyone benefits in an age-friendly community.



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