



**senior friendly**  
**amie des aînés**  
**MONCTON**

## SENIOR-FRIENDLY BUSINESS CRITERIA

A senior-friendly business takes the needs and preferences of older adults into consideration, by providing friendly quality service and facilities to its customers. Providing services to seniors should involve consideration of the environment, communication, and an understanding of their needs.

The City of Moncton works closely with the certified businesses to ensure that their place of business is “senior friendly”. Certification does not include in-home services. Members of the public are therefore urged to exercise their own due diligence when retaining such services, including but not limited to checking references.

In order to be recognized as a “Senior-Friendly Business” commercial establishment should adhere to the criteria following (as described in the following pages):

- Attend senior-friendly information sessions
- Register business in the Senior-Friendly Business Program
- Meet 80% of criteria to achieve recognition.

### Senior-Friendly Checklist

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal code: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Customer Service	Yes	No	N/A
Courteous and helpful staff			
Carry-out assistance			
Delivery service			
Convenient and easy access to products and services			

## Senior-Friendly Business Checklist

Communication	Yes	No	N/A
Font type, size and color used in any printed material (ads, brochures, price tags, etc.) must be senior-friendly <sup>1</sup> . Choose a plain, clear typeface with a reputation for readability with a minimum font size of 12-point.			
Speak clearly and face seniors during conversations.			
Telephone answering services—Message instructions should be provided in a slow and clear manner. Message should also explain to callers how to repeat the message at any time.			

Parking (if applicable)	Yes	No	N/A
Convenient and well-marked parking spots for seniors			
Clearly indicated main entrance			
Clear ice and snow during winter <ul style="list-style-type: none"> <li>▪ Ensure that slippery and snow-covered surfaces are cleared and sanded or gritted, as required.</li> <li>▪ Encourage your patrons to report any unsafe conditions.</li> <li>▪ Have salt and sand available near the entrance.</li> </ul>			

Physical Layout/Entrances/Floor	Yes	No	N/A
Advance notice of any physical obstacles: Watch Your Step, Step Up/Step Down, Caution Wet Floor			
Reflective tape to mark the last step of stairs			
Handrails on both sides of stairwells or steps			
Automatic door opener should be conveniently placed and the switches should be mounted between 800-1200mm (31"-47") from the ground			
Clutter-free aisles—Look for and remove any barriers that might restrict a customer's ability to move around while inside your business.			
Provide non-slip flooring and ensure that flooring is free of water, snow and ice <ul style="list-style-type: none"> <li>▪ Install non-slip mats that lay flat and are secured to the floor.</li> <li>▪ Ensure that there are no ripples, tears, or corners that curl up.</li> <li>▪ Indicate wet floors with proper signage.</li> <li>▪ Do not use high gloss wax to minimize glare.</li> </ul>			
Ensure that all public doors are easily operated			
Doors should be at least 81 cm (2'7") wide for accessible entry <sup>2</sup> and level with the ground (no lip or gaps)			
Ensure that entrance and elevator doors open and close at a safe speed <sup>3</sup>			
Provide courtesy phones. Counters should be 86cm (2'8") from the floor <sup>4</sup>			

<sup>1</sup> Refer to *Communicating with Seniors* document by Health Canada

<sup>2</sup> As per Access Guide Canada (<http://www.abilities.ca/agc>)

<sup>3</sup> It is suggested to set the speed of access for cane or walker users

## Senior-Friendly Business Checklist

Physical Layout/Entrances/Floor	Yes	No	N/A
Provide senior-friendly washrooms (clear signage, easy to manoeuvre doors, locking mechanism and grab bars).			
Lighting	Yes	No	N/A
Ensure establishment is well-lit throughout			
Waiting Areas & Offices	Yes	No	N/A
Provide adequate waiting area space with seating			
Seating/rest area within retail establishments			
Signage	Yes	No	N/A
Provide a simple and concise message			
Use a strong contrast of print against signage background			
Clear and visible hours of operation Choose a plain, clear typeface with a reputation for readability with a minimum font size of 12-point. Dark print on a light background is the easiest to read.			
Provide large directional signage indicating store sections/lists, elevators and stairs			

### Additional Reference Material

- Communicating with Seniors by Health Canada [http://www.phac-aspc.gc.ca/seniors-aines/alt-formats/pdf/publications/public/various-variee/comm/comsen\\_e.pdf](http://www.phac-aspc.gc.ca/seniors-aines/alt-formats/pdf/publications/public/various-variee/comm/comsen_e.pdf)
- Canadian Paraplegic Association (N.B.) Inc. <http://www.canparaplegic.org>
- Moncton Accessibility Committee Checklist for Municipal Buildings (March 2008)

**Please note that certification must be renewed every two years.**

\_\_\_\_\_

Name

\_\_\_\_\_

Dated

\_\_\_\_\_

Title

<sup>4</sup> As per Access Guide Canada (<http://www.abilities.ca/agc>)