



**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.

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: \_\_\_\_\_

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

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

<b>Communication</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
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.			

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

## Senior-Friendly Business Checklist

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.			

<b>Parking (if applicable)</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
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>			

<b>Physical Layout/Entrances/Floor</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
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>			
Provide senior-friendly washrooms (clear signage, easy to manoeuvre doors, locking mechanism and grab bars).			

<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

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

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Lighting	Yes	No	N/A
Ensure establishment is well-lit throughout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Waiting Areas & Offices	Yes	No	N/A
Provide adequate waiting area space with seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seating/rest area within retail establishments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Signage	Yes	No	N/A
Provide a simple and concise message	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a strong contrast of print against signage background	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide large directional signage indicating store sections/lists, elevators and stairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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)

\_\_\_\_\_  
Name  
Title

\_\_\_\_\_  
George H. LeBlanc  
Mayor

Dated \_\_\_\_\_

Dated \_\_\_\_\_