



Quick Checklist to becoming an Age & Dementia Friendly Business

Older adults are the fastest-growing segment of the population on Cape Ann and in the country. By actively engaging in age and dementia friendly business practices:

- You will better serve *all* customers, not just older adults
- You will help older adults age actively and independently, while also expanding your revenue and customer base.
- Word of mouth recognition will make other potential customers aware of your business.

Becoming Age & Dementia Friendly is a process, even small changes can have a huge impact! Many changes that will make your business more Age & Dementia Friendly are easy to make and inexpensive or free.

Use this checklist to have a look around your business or when making necessary changes. Not all of these recommendations may be possible. But, adding any of them can make a difference for older customers.

PHYSICAL DESIGN

	Clearly mark stairs and inclines
	Keep entire width sidewalks and entrances cleared of debris (snow, leaves, ice)
	Signage should provide essential information clearly, using simple lettering and universal symbols, use clear color contrast between text and background
	Provide year round, public bathrooms that are wheelchair-accessible
	Provide a place where customers can sit and rest
	Keep aisles clear and free of obstructions
	Display products at reachable heights
	Doors should be light weight, easy to open, and accessible when using a wheelchair

AMBIANCE

	Lighting should be bright and uniform throughout, especially in entrances and hallways
	Include direct lighting over areas where visually demanding tasks, such as reading, take place
	Minimize excessively loud music and noise

CUSTOMER EXPERIENCE

	Phones are answered by a live person whenever possible
	Train staff to provide respectful and patient human contact
	Train staff on how to assist those with physical challenges and how to handle incidents
	Train staff to speak to the older adult customer rather than deferring to a companion
	Offer assistance with carry-out for purchases
	Offer home delivery

MARKETING

	Use 12 point font or larger and clear fonts for printed materials and websites
	Provide menus and other materials both online and in print.
	Make key information easy to find on websites, repeat business name and contact information on each page
	Make websites easier to navigate by offering zoom control and text resize features

This is not an exhaustive list, find more detail at www.adfca.org/business.