



Age-Friendly  
**Recognition  
Awards**

BUSINESS RECOGNITION



BUSINESS / ORGANIZATION GUIDE  
AND RECOGNITION PROGRAM

*Building an Age-Friendly*  
**Simcoe County**

April 2024



When many people hear  
“senior” their first thoughts are:

# FRAIL SLOW MOVING HARD OF HEARING RETIREE

We want to help change these preconceived ideas that impact the quality of service the moment older adults enter a business or organization to create a positive and welcoming experience for all!

The 2021 Census shows a greater number of adults 65+ than children under the age of 15. During the next 20 years, the Simcoe County population aged 65+ will have more than doubled.<sup>1</sup>

According to new data from the Office of the Chief Actuary, the average life span for Canadians age 65+, is now 87 for men and 89 for women.<sup>2</sup> Coupled with the development of a rapidly growing older demographic, is the >>

**19.9%** of population in Simcoe County is 65+

**Sources:**

<sup>1</sup> Statistics Canada estimates 2016 and Ministry of Finance projections  
<sup>2</sup> Office of the Chief Actuary (2014), Mortality Projections





<< trend that Canadians are also living longer and are increasingly reaching the age of 100. More than 9,500 centenarians are now living in Canada, which is a 16% increase from 2016. Centenarians represent 0.03% of the Canadian

population. Between 2016 and 2021, the number of people aged 85 and older grew by 12%, which is more than twice as high as the growth seen for the overall Canadian population (+5.2%). Similar trends are occurring in Simcoe County. In 2021, 105,920 persons aged 65 and older

were enumerated, representing respectively 19.9% of the total population.<sup>3</sup> In comparison, for Canada, the proportion of seniors was 19.0 % in 2021.<sup>4</sup> Refer to **Appendix A**, Senior Population by Simcoe County Census Division and its Municipalities and **Appendix B**, Simcoe County Map

## Spending Power

Older adults are big consumers. As the population grows and ages, this demographic shift presents a major trend for investment. According to Margaret Neal et al<sup>5</sup>, Age-Friendly communities are “economic engines” that older adults will provide fuel. Older people far from being an economic drain, are actually an economic boom

and valued members of our community. In her report, Neal explains that older adults are consumers who may have more disposable income. Older adults often work or volunteer. Their contributions provide a boost to local work forces that is often needed. They help communities maximize resources by utilizing services at different hours of the day than office workers or young families, equalizing service flow for

businesses or organizations. Older adults are sophisticated customers who research products and services in which they are interested. Older people are usually loyal customers who know about the products they buy, are daily buyers, and expect personalized attention, thus generating a relationship of trust with the merchant. As with any other age group, older adults are a diverse consumer base with varied tastes, interests and preferences in products and services. >>

**“People over 55 have the most money and buy the most products. Yet, the advertising industry is infatuated with the 18-to-34-year-old target market.”**

Terry O’Reilly

*This I Know: Marketing Lessons from Under the Influence*

**Sources:**

- <sup>3</sup> Statistics Canada. 2023. Census in Brief: A Portrait of Canada's growing population aged 85 and older from the 2021 Census
- <sup>4</sup> Statistics Canada (2021) Census of Population
- <sup>5</sup> Neal, Margaret and DeLaTorre, Alan Kenneth, *The Case for Age-friendly Communities* (2016)



<< In the next 20 years, an aging population and people with disabilities will represent 40% of total income in Ontario—that's \$536 Billion. Improved accessibility in Ontario can help generate up to \$9.6 Billion in new retail spending and \$1.6 Billion in new tourism spending.<sup>6</sup>

People who have enjoyable experiences are more likely

to become loyal customers which can translate into repeat business. An Age-Friendly Business welcomes older consumers and works towards meeting the needs of this diverse, fast-growing and economically powerful consumer base.

For those organizations that are not for profit, it's about welcoming seniors.



## Why an Age-Friendly Business/Organization Recognition Program?

In anticipation of the growing aging demographic, the County of Simcoe has developed a Positive Aging Strategy and Planning Framework. It describes how the County will work with individuals, families, municipalities, non-profit and private sectors, and communities to ensure Simcoe County is ready to meet the changing needs of a growing, aging population by becoming more Age-Friendly.

One of the action items included in the Planning Framework is to create an **Age-Friendly Business Guide and Recognition Program** and to raise awareness of the rapidly growing seniors' population and their potential needs.

An Age-Friendly community is one where all individuals can be full and meaningful participants

in their community. However, no community would be complete without the commercial and professional sectors. All business sector environments play vital roles in meeting the needs and demands of everyone—everything from food, clothing and shelter to personal care, home maintenance and many other services.

The **Age-Friendly Recognition Program** is intended to help you assess whether your environment

is set up to serve everyone. This Program provides tools and resources to help owners/operators to identify, promote and improve their Age-Friendly features.

The program wishes to acknowledge those who are working towards implementing Age-Friendly practices and who have demonstrated a willingness to continually maintain and improve by instituting and promoting best practices for serving individuals of all ages and abilities.

If you are already implementing age-friendly practices, or if you are making changes, we would like to hear about it. We are always looking to promote ways that businesses/organizations are becoming more Age-Friendly. See **Appendix C**, Examples of Age-Friendly Businesses/Organizations, **Appendix D**, Ways to Encourage Older Adults to Become Patrons, **Appendix E**, Examples of Businesses/Organizations that Provide Goods and Services.





# What can the Age-Friendly Recognition Program offer?

## The no-cost option of:

1. Having a competitive advantage by positioning your business to target the growing older population.
2. Understanding how to improve your business' age-friendliness.
3. Improving customer service through a greater awareness amongst staff.
4. Performing a self-assessment of your business/organization to identify areas of improvement and to obtain an Age-Friendly Certificate.
5. Obtaining an "Age-Friendly Simcoe County" decal that allows you to showcase your commitment and receiving a Certificate of Recognition.
6. Free promotion through the County of Simcoe's Age-Friendly website.
7. Obtaining a complimentary one time marketing package through the County of Simcoe including social media promotion, Spotify, and signage at County of Simcoe Age-Friendly related events. (Valued at over \$350)

**\*Conditions apply. Subject to change.**

## Age-Friendly business is good business

An Age-Friendly business/organization is people-friendly—appealing to all ages and abilities. As an integral part of the community, businesses/organizations can be key to making a community more livable and engaged. Businesses/organizations should strive to meet the needs of all individuals of all ages and abilities.

Every community, neighborhood and business/organization is different. We all retain different range of abilities as we age. Some residents may be active and fit; others may have disabilities; some may have chronic health conditions; some may be living with reduced mobility, reduced vision or other conditions that come with aging. It is important to determine what criteria would work best for your business/organization.



- Customer friendly
- Gives you a competitive edge
- Serving a fast-growing market
- Broadening your customer base
- Friendly to all generations, families, and caregivers
- Enhancing your business/organization reputation and goodwill

## What Elements make a business /organization Age-Friendly?

Depending on the nature of your business/organization, the specifics will probably be unique. However, there are some elements of age-friendliness that are common for almost all:

- Respect
- Visibility
- Comfort
- Accessibility
- Safety
- Service

Consider how your business/organization fosters these elements. **Appendix F**, Age-Friendly Self-assessment Checklist, will help you self-assess if these elements have been incorporated into the day-to-day operation of your business/organization.

# Making Your Business/Organization More Age-Friendly

A helpful first step is to conduct an Age-Friendly assessment of your environment which will help you gain a better understanding of how your business/organization is currently experienced by people of older age.

## Step 1: Understanding the Assessment Process

Review **Appendix F**, Age-Friendly Self-assessment Checklist, to inform yourselves and to help you get started in making your business/organization more safe, comfortable and attractive to older customers and to others who would benefit.

Where feasible, the Self-assessment Checklist should be completed by a minimum of two (2) people in your organization. Some elements may be more applicable than others, depending on the nature of your business/organization.

## Step 3: Self-Assessment Results and Goal Setting

Reflect on the areas where you scored your organization:

- Are there certain areas you rated as “NO” that you know are feasible? Utilize **Appendix G**, Goal Setting Work Plan. This form allows you to list planned Age-Friendly improvement goals.
- Refer to **Appendix H**, Resources, if you would like more specifications on accessibility requirements, free online training modules, or to understand people living with dementia.
- If you have additional questions, you can send an email: [agefriendly@simcoe.ca](mailto:agefriendly@simcoe.ca)

## Step 2: Performing your Self-assessment

Now that you have reviewed and understand the process, you are ready to begin your business/organization assessment. Assess each aspect within the **Self-assessment Checklist** that applies to your organization and give it a rating according to the following scoring system:

| Yes | No | N/A |
|-----|----|-----|
| 2   | 0  | N/A |

This rating system can help you flag areas of excellence and other areas where improvement may be needed.

## Step 4: Apply for Recognition

Celebrate your Success!  
Tell us how your business/organization is currently Age-Friendly by completing and submitting to us **Appendix I**, Application for Recognition, **Appendix F**, Age-Friendly Self-assessment Checklist, and **Appendix G**, Goal Setting Work Plan.



## Some tips for consideration

- Place yourself in the shoes of someone else, an older person, someone with reduced mobility, sight or hearing challenges, or a person with dementia. Look around – try to examine your business/organization from their perspective.
- With the **Self-assessment Checklist** in hand, systematically assess the various aspects of your business/organization. Some will be tangible such as physical structure, others will be intangible such as the conduct of staff and the service they provide to customers.
- Gain first-hand opinions from customers and staff who can also provide insights.
- You might recognize needs for improvement in minor areas. Don't discount these. Actions to become Age-Friendly don't necessarily need to be large and expensive. Many minor actions can add up to a big impact.
- Examine your advertising, information materials and website. Is your information easy to understand and read?
- Get additional opinions. You might consider asking an older adult to help you with the assessment to gain an alternative perspective. You could ask this person to be a “secret shopper” with the goal of assessing the age-friendliness of the customer experience.

## Thank You

We would like to acknowledge those businesses/organizations that are exercising Age-Friendly best practices and encourage others to become more Age-Friendly.

## How to Get Involved

If you are interested in getting involved in developing Age-Friendly community initiatives, you can join the Simcoe County Age-Friendly Advisory Committee by emailing your request to: [agefriendly@simcoe.ca](mailto:agefriendly@simcoe.ca)

## Acknowledgments

Many cities in Canada and around the world have developed their own Age-Friendly business/organizations programs and resources. This Age-Friendly Guide and Recognition Program has been adapted from a review of the work already done by B.C., Alberta, Ontario (Ottawa, London, Wawa) U.S.A. (New York, Portland) and more.

The County of Simcoe wishes to acknowledge and thank the following organizations who collaborated by participating on the Age-Friendly Guide and Recognition Program sub-committee: Independent Living Services of Simcoe County and Area, Alzheimer Society of Simcoe County, Wasaga Beach Age-Friendly Community Advisory Committee, City of Barrie Age-Friendly and Accessibility, Simcoe County Accessibility Advisory Committee and County of Simcoe Economic Development Office.

## Background on the Age-Friendly Community Initiative

The County of Simcoe received funding from the Government of Ontario as part of its Age-Friendly Community Planning Grant Program. The funding served to establish a baseline assessment of Simcoe County's age-friendliness and to determine the recommendations for action according to scope of community responsibility. A variety of community engagement processes were used to collect feedback from residents 60 years of age and older, caregivers, and service providers of older adults to produce the Building an Age-Friendly Simcoe County - 2016 Community Needs Assessment and the County's Positive Aging Strategy. Both documents can be found at <http://www.simcoe.ca/Age-Friendly>.





## Appendix A:

### Senior Population by Simcoe County Census Division and its Municipalities

Do you know how many seniors reside in your catchment area?

| 2021 Population over 65 years by Municipality |                |              |                  |
|---|----------------|--------------|------------------|
| Geographic Name                               | Population 65+ |              | Total Population |
|   | #              | %            | #                |
| Adjala-Tosorontio                             | 1,915          | 17.4%        | 10,990           |
| Barrie  | 23,515         | 15.9%        | 147,825          |
| Bradford West Gwillimbury                     | 5,535          | 12.9%        | 42,880           |
| Chippewas of Rama First Nation*               | 140            | 14%          | 1,000            |
| Christian Island**                            | 60             | 8.8%         | 680              |
| Clearview                                     | 2,935          | 19.8%        | 14,815           |
| Collingwood                                   | 7,435          | 30%          | 24,810           |
| Essa  | 2,725          | 11.9%        | 22,970           |
| Innisfil                                      | 7,275          | 16.8%        | 43,325           |
| Midland                                       | 4,980          | 27.9%        | 17,820           |
| New Tecumseth                                 | 7,880          | 17.9%        | 43,945           |
| Orillia                                       | 8,670          | 26%          | 33,410           |
| Oro-Medonte                                   | 4,925          | 21.4%        | 23,020           |
| Penetanguishene                               | 2,975          | 29.5%        | 10,075           |
| Ramara  | 2,880          | 27.8%        | 10,375           |
| Severn  | 3,420          | 23.5%        | 14,575           |
| Springwater                                   | 3,645          | 16.8%        | 21,700           |
| Tay   | 2,605          | 23.5%        | 11,090           |
| Tiny  | 3,770          | 29.1%        | 12,965           |
| Wasaga Beach                                  | 8,615          | 34.7%        | 24,860           |
| <b>Simcoe County</b>                          | <b>105,920</b> | <b>19.9%</b> | <b>533,170</b>   |

Source: Statistics Canada. 2022. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98316-X2021001. Ottawa. Released April 27, 2022.

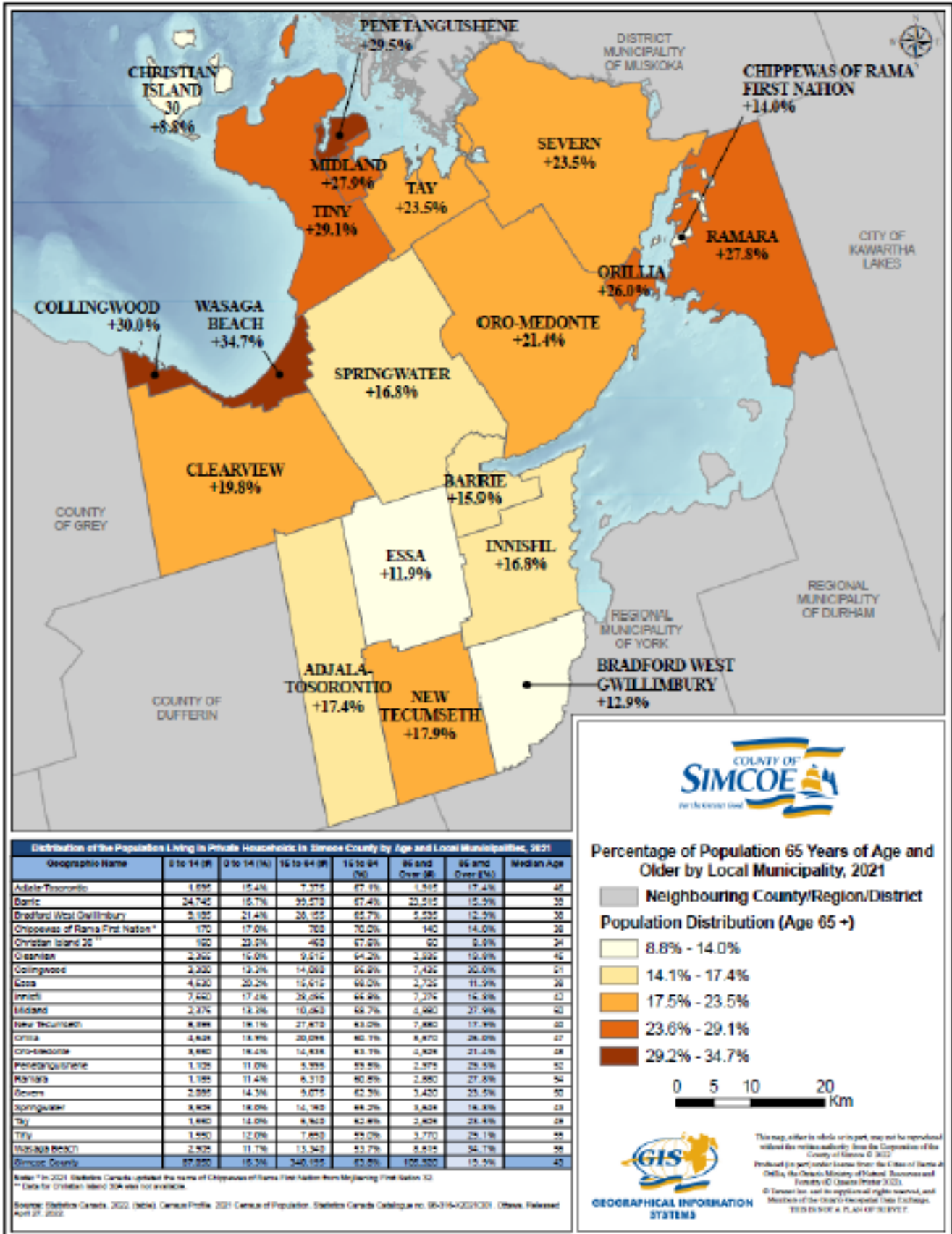
Note: \* In 2021 Statistics Canada updated the name of Chippewas of Rama First Nation from Mnjikaning First Nation 32

\*\*Data for Christian Island 30A was not available.



# Appendix B:

## Simcoe County Senior Population Hot Spots



# Appendix C:

## Examples of Age-Friendly businesses/organizations

### A physician's office has

- A person answering the telephone
- Staff are trained in accessible customer services including servicing customers with dementia
- Sturdy, various height seating, with and without armrests, is available in waiting areas and line-up areas
- Doors and/or door frames contrast with the colour(s) of the walls.

### A non-profit organization has

- Gradual slope to automatic doors, large foyer
- Receptionist to greet clients, TTY number available
- Large room for private discussions
- Staff are trained in serving seniors and people with disabilities
- Website is accessible, building signage is clear and high contrast

### A pharmacy has

- Clear aisles and easy-to-read signage
- Magnifying glasses to help people read fine print on product labels
- Prescription staff who move to a private area if discussion is required
- Easily accessible washroom
- Staff are trained to be sensitive to customers with varying circumstances.

### A bank has

- Visible customer service areas and some counters at scooter height
- Staff trained to identify signs of possible financial abuse, or people needing additional care
- An area where people can sit to conduct business.

### A restaurant has

- A drop-off area at the door, space to move easily between tables for walkers, wheelchairs or scooters
- Tables located away from chilly air vents and chairs are comfortable height and available with arms
- Menus with low-fat, heart-smart, low-sodium choices, and smaller portions at lower prices
- Menus (and bills) with easy-to-read print.

# Appendix D:

## Ways to Encourage Older Adults to Become Patrons

- Be mindful of unsecured rugs and clutter in walkways to prevent falls
- Place products on shelves that are accessible or provide help to reach items
- Reduce excessively loud music
- Keep sidewalks free of dirt, leaves, clutter and other obstacles
- Ensure staff are aware of the needs and challenges faced by older customers
- Offer extra customer service (e.g., a drink of water, delivery, etc.)
- Sell products and /or services that are tailored to older adults
- Have a place where customers can sit and rest
- Allow customers to use restrooms
- Provide the ability to contact your business/organization by phone
- Provide a person at the end of the telephone
- Participate in events to let people know you are an invested in the community
- Provide discounts/promotions tailored to older adults
- Choose a specific day of the week dedicated to senior discounts



# Appendix E:

## Examples of businesses/organizations that provide goods and services

Here are some examples of businesses that provide goods or services to the public:

- Stores, restaurants, hotels, bars and hair salons
- Garages, service stations, home renovators, architects and builders
- Hospitals and health services
- Schools, universities and colleges
- Organizations that operate public places and amenities, such as recreation centres, public washrooms, malls and parks
- Municipal and provincial governments and the programs and facilities that they run, including social assistance services, public meetings, public transit, libraries, and employment centres
- Provincially regulated utilities
- Travel agencies, tour operators, amusement parks, farmers' markets and travelling fairs
- Police, ambulance, fire and court services
- Manufacturers and wholesalers
- Professionals, such as doctors, dentists, chiropractors, physiotherapists, lawyers, and accountants, whether services are offered to individuals or to businesses
- Consultants, programmers, engineers and event planners
- Charities and non-profit organizations
- Theatres, stadiums and conference centres
- Places of worship, such as churches, synagogues, mosques and temples

Taken from BIA Handbook on the Accessibility for Ontarians with Disabilities Act (AODA), August 2015

# Appendix F:

## Age-Friendly Self-assessment Checklist

|            |           |            |
|------------|-----------|------------|
| <b>Yes</b> | <b>No</b> | <b>N/A</b> |
| 2          | 0         | N/A        |

| INSIDE - Customer Service and Respect |  | # |
|---------------------------------------|--|---|
| 1                                     | Customer Service Desk is clearly visible to ask for help   |   |
| 2                                     | A staff person is available to answer the telephone  |   |
| 3                                     | Staff are clearly identifiable to customers; e.g., wearing name tags or staff uniforms   |   |
| 4                                     | Errors and concerns are addressed promptly and courteously   |   |
| 5                                     | Staff are trained in accessible customer services standards including servicing customers with dementia (See More Information on Dementia under Appendix G - Resources)  |   |
| 6                                     | Staff are trained to understand the needs of older adults  |   |
| 7                                     | Staff are trained to speak clearly, at appropriate speed, ensuring the customer is included in the conversation regardless of their ability  |   |
| 8                                     | Staff are trained to be sensitive to customers with varying circumstances, to avoid stereotyping or condescending behaviours (e.g., speaking too loudly, showing impatience or speaking too familiarly as in calling someone “dear”) |   |
| 9                                     | Staff are trained to manage situations in ways that preserve a person's dignity (for example, incidents such as falls or outbursts)  |   |
| 10                                    | Staff are acknowledged for being respectful  |   |
| 11                                    | A process is in place to obtain medical assistance for emergency situations  |   |
| 12                                    | Ageism and Elder Abuse training is provided to Staff   |   |
| 13                                    | Consumer research includes older people  |   |
| 14                                    | Seniors and people with disabilities are portrayed positively in promotional materials and advertisements  |   |
| 15                                    | Products and services are designed for smaller households, small incomes and smaller appetites   |   |
| 16                                    | Print and spoken communication uses simple, familiar words in short, straight forward sentences  |   |
| 17                                    | Services are available in other languages  |   |
| 18                                    | Supports local senior organizations, groups or events  |   |
| 19                                    | Hires and supports employees of all ages and capabilities  |   |
| 20                                    | Encourages volunteer opportunities for older adults  |   |
| 21                                    | Is accessible by public transportation   |   |
| 22                                    | Has a readily available feedback process from customers  |   |
| 23                                    | Older adults receive discounts or special offers   |   |
| 24                                    | Allows people to use their own personal assistive devices  |   |
| 25                                    | Is aware of Accessibility for Ontarians With Disabilities Act  |   |

**Calculate Customer Service and Respect**

**Total Score: \_\_\_/50**



# Appendix F:

## Age-Friendly Self-assessment Checklist

|            |           |            |
|------------|-----------|------------|
| <b>Yes</b> | <b>No</b> | <b>N/A</b> |
| 2          | 0         | N/A        |

| INSIDE - Safety |  | # |
|-----------------|--|---|
| 1               | A store map is located near the entrance, with large print   |   |
| 2               | Revolving door openings move slowly and safely to accommodate people using mobility aids                           |   |
| 3               | Mats are placed where necessary and are well secured   |   |
| 4               | Stairways have sturdy handrails  |   |
| 5               | Stairs are safe and wide   |   |
| 6               | Stair edges are clearly marked   |   |
| 7               | Obstacles (e.g. steps up/down, wet floor, etc.) are clearly marked   |   |
| 8               | Colours of doors and/or doorframes in hallways contrast with the color(s) of the surrounding walls                 |   |
| 9               | Flooring is non-slip and non-shiny   |   |
| 10              | Location of elevators and washrooms are clearly posted   |   |
| 11              | Ramps are in place for changes in elevation  |   |
| 12              | Aisles are wide enough for walkers or wheelchairs  |   |
| 13              | Aisles are not cluttered by displays or objects  |   |
| 14              | Products are placed on shelves that are accessible or staff offer help to reach items                              |   |
| 15              | Staff are trained to assist elderly and disabled persons in the event of an emergency, including evacuation        |   |
| 16              | Staff are encouraged to have First Aid/CPR training  |   |
| 17              | Fire exit doors are coloured consistently throughout the building so it is easily distinguishable from other doors |   |


**Calculate Safety of Customers**

**Total Score: \_\_\_ /34**

# Appendix F:

## Age-Friendly Self-assessment Checklist

|            |           |            |
|------------|-----------|------------|
| <b>Yes</b> | <b>No</b> | <b>N/A</b> |
| 2          | 0         | N/A        |

| INSIDE - Comfort, Visibility and Clarity |  | # |
|--|--|---|
| 1  | Glass doors are clearly labelled with limited reflections  |   |
| 2  | Furniture seating contrasts with walls, floors and surrounding area  |   |
| 3  | Lighting is adequate and glare-free  |   |
| 4  | Signs are placed at key decision points  |   |
| 5  | Signage uses large, easy-to-read lettering and good contrast (e.g. black letters on white background)  |   |
| 6  | Signage displays the Universal Symbol of Hearing Loss where these services are available  |   |
| 7  | Signage includes appropriate pictographs wherever possible (e.g. on washroom doors)  |   |
| 8  | Printed materials (e.g. packages, price labels, etc.) have good contrast and use readable sizes of lettering   |   |
| 9  | Materials are offered in different languages   |   |
| 10                                       | Provides information using Clear Print CNIB Guidelines   |   |
| 11                                       | Website is easy to navigate  |   |
| 12                                       | Instructions on the website show how font sizes can be increased   |   |
| 13                                       | Quiet space is provided for discussing private business such as medications, financial or sensitive concerns   |   |
| 14                                       | Sound/speaker systems for public announcements are clear   |   |
| 15                                       | Background music is absent, or is low enough in volume so customers can hear conversations clearly   |   |
| 16                                       | Automated answering services that require customers to press a lot of buttons before talking to a "live" person are avoided  |   |
| 17                                       | Alternate means of communication for consumers with hearing impairments are available (e.g., TTY Devices, ASL interpreters)  |   |

**Calculate Comfort, Visibility and Clarity**


**Total Score: \_\_\_/34**



# Appendix F:

## Age-Friendly Self-assessment Checklist

|            |           |            |
|------------|-----------|------------|
| <b>Yes</b> | <b>No</b> | <b>N/A</b> |
| 2          | 0         | N/A        |

| INSIDE - Mobility and User-Friendliness |   | # |
|---|---|---|
| 1                                       | Display the International Symbol of Accessibility  |   |
| 2                                       | Lever handles on all doors  |   |
| 3                                       | Easy to open doors  |   |
| 4                                       | Sturdy, various-height seating (with and without armrests) is available in waiting areas and line-up areas                          |   |
| 5                                       | At least one customer service area is accessible for persons in wheelchairs   |   |
| 6                                       | Service counters have a place to hook a cane  |   |
| 7                                       | Service animals are welcome   |   |
| 8                                       | Magnifying glasses to help people read fine print on small labels   |   |
| 9                                       | There is space near the entrance for customers to park scooters   |   |
| 10                                      | An on-line or phone-in ordering (and delivery) service is available   |   |
| 11                                      | Carry-out service is available to customers   |   |
| 12                                      | Home delivery service is offered to customers   |   |
| 13                                      | Customer washrooms are available on all service floors  |   |
| 14                                      | Universal and accessible washroom is available  |   |
| 15                                      | Washrooms contain at least one accessible cubicle and handwashing area  |   |
| 16                                      | Public phones have large print buttons and amplification abilities  |   |
| 17                                      | Floor is kept clean and dry   |   |
| 18                                      | Videos and/or television programs are tele-captioned  |   |

**Calculate Mobility and User-Friendliness**

**Total Score: \_\_\_ /36**

# Appendix F:

## Age-Friendly Self-assessment Checklist

|            |           |            |
|------------|-----------|------------|
| <b>Yes</b> | <b>No</b> | <b>N/A</b> |
| 2          | 0         | N/A        |

| OUTSIDE |   | # |
|---------|---|---|
| 1       | Accessible entrances are clearly marked with the International Symbol of Accessibility          |   |
| 2       | Clear signage indicating where to find an accessible entrance is well displayed.                |   |
| 3       | Entrances are clearly identified  |   |
| 4       | Entrances to the business/organization are kept clear of obstructions                           |   |
| 5       | Entrances are well and evenly lit   |   |
| 6       | Entrance doors open automatically or have access buttons  |   |
| 7       | At least one entrance is on grade level   |   |
| 8       | Doors are sufficiently wide for wheelchairs   |   |
| 9       | Wheelchair access routes are well marked  |   |
| 10      | There is door clearance for people waiting with a wheelchair/ walker                            |   |
| 11      | Pick-up/drop-off areas are convenient, sheltered and clearly marked                             |   |
| 12      | On both sides of ramps of exterior stairs, continuous handrails are a bright contrasting colour |   |
| 13      | Sidewalk access is level  |   |
| 14      | Curbs are cut and ramps are in place to allow for easier access                                 |   |
| 15      | Curb cut is marked with yellow strip  |   |
| 16      | Sidewalks and parking lots are well and evenly lit  |   |
| 17      | Accessible and seniors' parking spaces are designated   |   |
| 18      | Free or reasonable parking fees for seniors, if possible  |   |
| 19      | Parking lots and sidewalks are promptly cleared of snow, ice and other hazards                  |   |
| 20      | Parking signage, including parking meters, have large and clear print, and are easy to use      |   |
| 21      | Parking lot pavement is smooth, without major cracks and bumps                                  |   |

### Calculate Outside

**Total Score: \_\_\_/42**

Thank you for completing the *Self-Assessment Checklist*. This information can be used as a baseline for continual Age-Friendly planning and improvements for your business/organization.

Next, we encourage you to establish your own goals to become Age-Friendly by using **Appendix F, Goal Setting Work plan** to determine your actions.

If you wish to be considered for recognition, fill in **Appendix I, Application for Recognition**.

Attach the *Self-Assessment Checklist* and *Goal Setting Work plan*.





**“Disabled people don’t want ‘special’ products ...  
but they are hungry to be included in the mainstream consumer experience.”**

Richard Donovan

## Appendix H:

### Resources

1. The Age-Friendly Business guidelines are not the same as the Accessibility for Ontarians with Disabilities Act (AODA). Although, Age-Friendly Business and AODA share many of the same goals. For more information and tools, visit: [www.ontario.ca/page/accessibility-laws](http://www.ontario.ca/page/accessibility-laws)
2. Other helpful websites for buildings include Ontario Building Officials Association [www.oboa.on.ca](http://www.oboa.on.ca) or CMHC <https://www.cmhc-schl.gc.ca/en/developing-and-renovating/accessible-adaptable-housing/aging-in-place>
3. Ontario BIA Handbook on the AODA, visit: <https://obiaa.com/wp-content/uploads/2018/11/BIA-Handbook-on-AODA-2018-Update.pdf>
4. County of Simcoe has several resources in addition to the Age-Friendly Business Guide such as a community action plan and framework called the Positive Aging Strategy: Older Adults Strengthening our Communities, visit: <https://www.simcoe.ca/Age-Friendly>
5. Free online Staff Training Modules from [AccessForward.ca](http://AccessForward.ca)
6. Readability shouldn’t be an afterthought when producing materials. It should be the first step in making your merchandising, service, location or information accessible to everyone, no matter how much vision they have. Keep the following Clear Print guidelines in mind as you design your products, and you’ll reach a wider audience: <https://cnib.ca/sites/default/files/2018-07/CNIB%20Clear%20Print%20Guide.pdf>

**“It is often said that, “a dementia-friendly community is Age-Friendly,  
but an Age-Friendly community is not necessarily dementia-friendly.”  
In fact, neither one wholly encompasses the other.”**

Turner, N and Morken L

*Better Together: A comparative Analysis of Age-Friendly and Dementia Friendly Communities*

### What is a Dementia-Friendly Community?

Dementia is a term that describes a set of symptoms that includes memory loss and difficulties with comprehension, language, problem-solving and judgement. Dementia can be caused by diseases that damage the brain and progress in severity over time. Due to its many causes, dementia affects everyone differently. **A person with dementia may:**

**Have problems with memory – for example forgetting their address, PIN number or what they stopped into a store to buy.**

Have language problems and difficulties following a conversation or choosing the right word – for example, a person may know what they want to eat in a restaurant but have trouble remembering the word to order it.

**Lose track of time or date and may become confused about where they are.**

Have difficulties with making decisions, solving problems or carrying out a sequence of a task, for example completing a store transaction.

More people are diagnosed with dementia every year and choose to live at home in their community throughout their life. They may continue to participate in social activities, do their banking, shopping or manage their prescriptions. People living with dementia, and their care partners, should feel supported by their community members whether they are at post offices, restaurants, retail outlets, etc., using transportation or enjoying recreational past times out in the community.

**For more information, visit:**

[www.alzheimer.ca/simcoecounty](http://www.alzheimer.ca/simcoecounty) | [www.dementiafriendlyontario.ca](http://www.dementiafriendlyontario.ca)

**FREE dementia online learning at:**

<http://www.alzeducate.ca/> | <http://findingyourwayontario.ca>



# Appendix I:

## Age-Friendly Business Recognition Program

# Application for Recognition Form

### Section 1: Applicant Information

Number of Employees:

0-20    21-99    100+    Other, please specify \_\_\_\_\_

Primary Contact Person

Business/Organization Name

Website Name

| Phone# | Cell# | E-mail |
|--------|-------|--------|
|--------|-------|--------|

### Section 2: Property Address

|           |          |                     |
|-----------|----------|---------------------|
| Number    | Street   | Unit/Suite/P.O. Box |
| City/Town | Province | Postal Code         |

### Section 3: Self-Assessment Checklist Scoring

**Provide each individual scoring you calculated on the Self-assessment Checklist for each element of age-friendliness that are common for almost all businesses/organizations:**

Customer Service & Respect \_\_\_\_ Safety \_\_\_\_ Comfort, Visibility & Clarity \_\_\_\_

Mobility & User-friendliness \_\_\_\_ Outside Accessibility \_\_\_\_



**Section 4:** Tell us about your business/organization. How do you serve your older customers?

**Section 5:** Top three improvements that you have implemented to become age-friendly. Forward pictures as proof/physical evidence showing the improvements you made. Provide a brief description of each item.

1.

2.

3.

**Section 6:** Let us know your challenges to becoming an Age-Friendly business/organization.

**Attach the self-assessment checklist  
and the goal setting work plan forms with this application**



# Declaration

The business/organization of \_\_\_\_\_  
has made a commitment to account for the needs and preferences of older customers,  
employees, or volunteers.

We will continue to look for opportunities, training, and accommodations that will create  
an accessible and inclusive environment, which in turn will allow all citizens of our  
community the opportunity to safely access our goods and services.

Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## ***Deadline for applications is June 30, 2024***

Incomplete or late applications will not be accepted. Supporting documents and photos are welcome but will not be returned. Please fill in, sign off and forward your completed application package to [agefriendly@simcoe.ca](mailto:agefriendly@simcoe.ca), mail or deliver to:

**County of Simcoe**  
**Age-Friendly Business Recognition Program**  
**1110 Highway 26, Midhurst Ontario, L9X 1N6**



