



Hanover

Ontario, Canada



AGE-FRIENDLY BUSINESS GUIDE



THE POPULATION OF OUR COMMUNITY IS CHANGING.

The make-up of our community is undergoing a fundamental shift as the Baby Boomer generation mature into older age. The 2021 Census shows a greater number of older adults 65+ than children under the age of 15. This is the first time this has ever happened in Canada.

In Hanover, similar trends are occurring. Hanover's population is experiencing older adult statistics above both national and provincial averages. The proportion of adults aged 65+ living in Hanover is 29.9% of the population compared to 18.54% in Ontario and 18.98% in Canada.

Hanover's Population 7,967

29.9 % of our residents are 65 years of age or older,

43.7% of our residents are 55 years of age or older,

Median age is 49.2 years

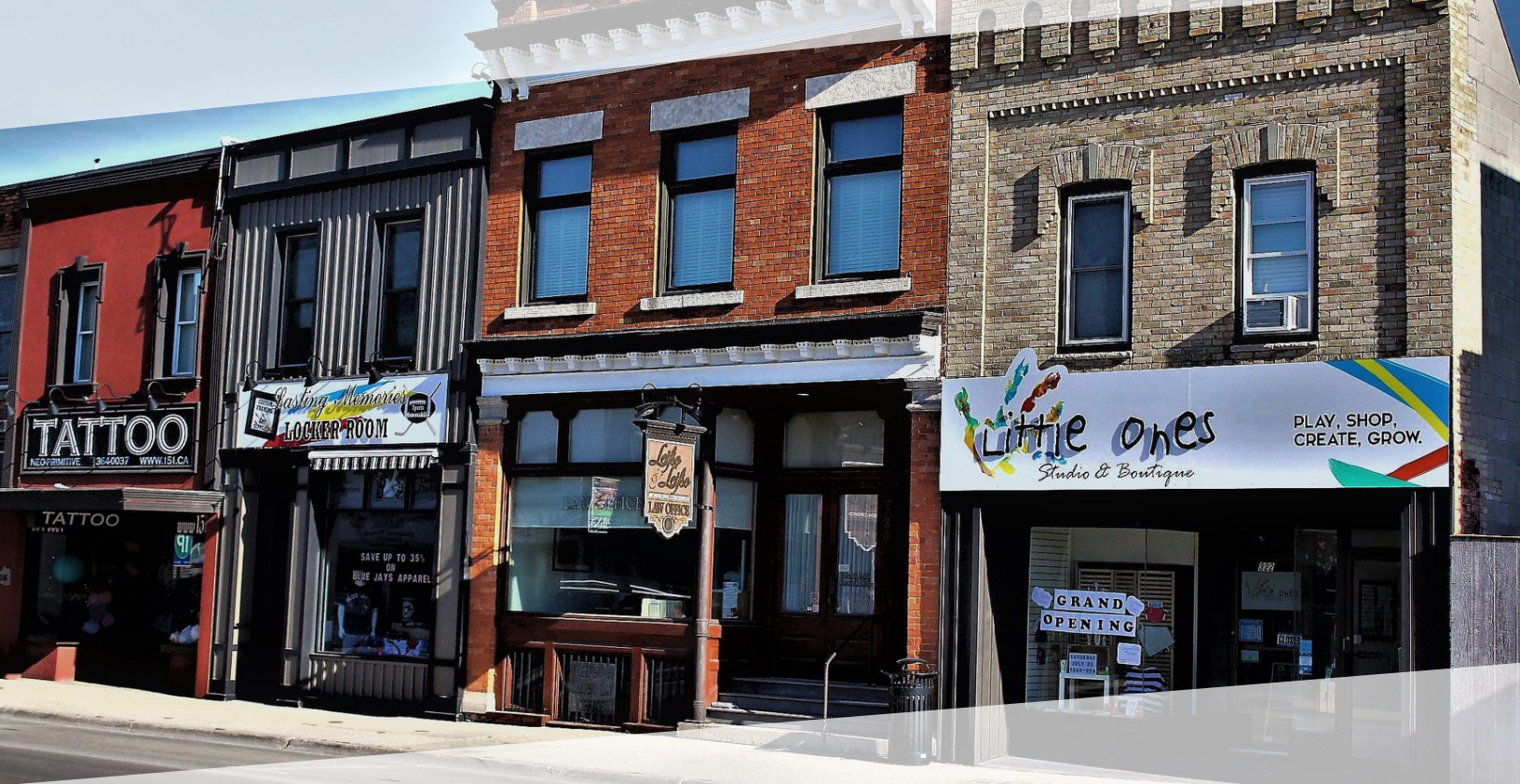
**Statistics Canada 2021*

Age-friendly communities in both urban and rural settings are essential components to the health and well-being of older adults as well as to the broader community.

In anticipation of the growing aging demographic, Hanover has an Age-Friendly Advisory Committee who works with residents, organizations, and our business community, to ensure Hanover is ready to meet the changing needs of a growing, aging population. Specifically, the business sector plays a vital role in meeting the needs and demands of everyone. Everything from food, clothing and shelter to personal care, home maintenance and many other services are needed. A priority of the committee was to create an Age-Friendly Business initiative to create awareness to better serve our aging population and meet their potential needs.

SOCIAL INCLUSION OF SENIORS

It became evident early in the COVID 19 pandemic that older adults were the most vulnerable and faced a higher risk for serious infection. In light of this increased risk, many businesses responded by introducing designated hours for seniors to shop and offered home delivery services for customers who faced challenges to shop in person. These accommodations are perfect examples of what our age friendly business campaign is striving to achieve. As we recover from the pandemic, we encourage you to further the social inclusion of seniors, and continue to adapt and better serve Hanover and area older adults.



WHY DEVELOP AN AGE-FRIENDLY BUSINESS RECOGNITION INITIATIVE?

The Age-Friendly Business Recognition Initiative was developed to help local businesses assess if their 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.

WHAT MAKES A BUSINESS AGE-FRIENDLY?

An age-friendly business is one that welcomes older adult consumers and uses tactics to work towards meeting the needs of this diverse, fast-growing and economically powerful consumer base.

The Accessibility for Ontarians with Disabilities Act (AODA) was enacted to expand the government's mission to offer full accessibility to all disabled Ontarians by 2025. An age friendly business is

not the same as the AODA but they share many of the same goals. For more information visit www.aoda.ca

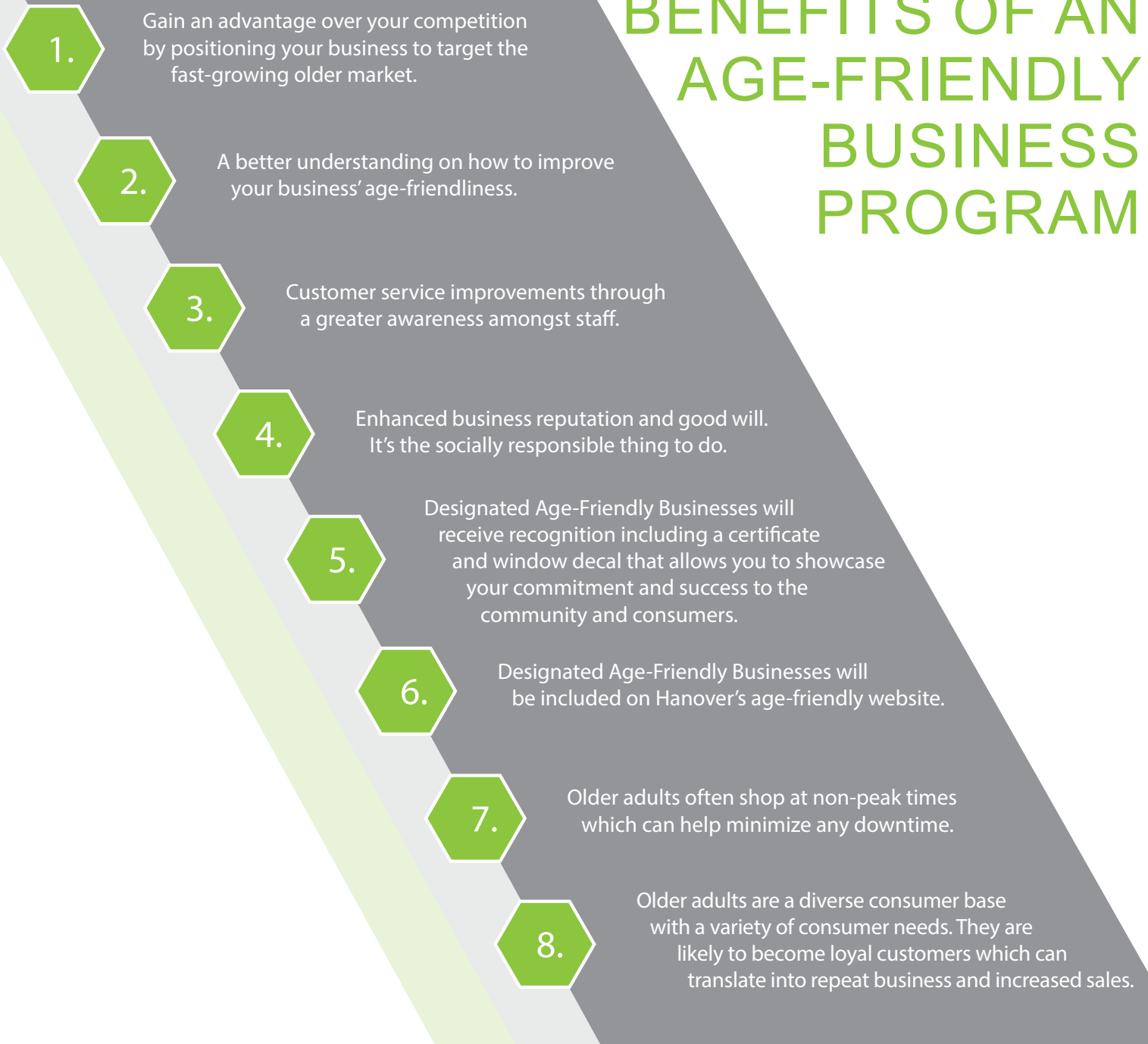
Depending on the nature of your business, the specifics will probably be unique. However, there are some elements of age-friendliness that are common for almost all: respect, comfort, safety, visibility, accessibility and service.

SPENDING POWER

While some older adults are on a fixed retirement income, others have a more disposable income with cash flow. Seniors can be economically powerful as their houses are often paid for and they have savings.

An age-friendly business welcomes older consumers and capitalizes on meeting the needs of this fast growing and potentially economically powerful consumer base.

BENEFITS OF AN AGE-FRIENDLY BUSINESS PROGRAM



AGE-FRIENDLY BUSINESS IS GOOD BUSINESS

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

AN AGE-FRIENDLY BUSINESS CONSIDERS:

COMMUNICATION AND CUSTOMER SERVICE

- Make your marketing materials available in a variety of formats, such as newspapers, community newsletters, online, bulletin boards, etc.
- Make websites easy to navigate with zoom and text resizing features.
- Use large, sans serif font types (like Calibri, Arial or Helvetica) for signs, printed materials and websites. It is recommended that font be at least 12 point size or higher. The text in this document is 12 point Arial.
- Use simple, clear designs with bold colours.
- Post easy-to-read signage in a prominent location.

COMFORT

Consider places to rest and refresh such as:

- A comfortable area to sit while waiting
- Chairs that have arms for those who need to push themselves up and will accommodate customers of larger stature
- An easily accessible customer washroom
- Lighting should be adequate and glare free

WALKWAYS, ENTRANCES AND PARKING

Think about the space around the entrance to your business. Are your entrances accessible to people who use wheelchairs and walkers? The following are examples of features that enhance the accessibility and safety of your entrances and walkways:

- Have sturdy handrails on either side of stairs or ramps.
- Consider non-slip surfaces at entrances.
- Make sure doors aren't too heavy or difficult to open or install automatic doors.
- Use ramps or flat entryways.
- Ensure parking lot and walkways are free of ice, snow and other obstructions such as litter, potholes, or debris.
- Consider whether accessible parking spaces are available close to the entrance.
- Keep floors clean and dry and clean up spills promptly.
- Make seating available immediately inside and outside of the entrance for someone in a wheelchair or scooter to be dropped off or picked up.

TRAINING FOR EMPLOYERS AND STAFF

Consider training your staff members to assist with serving older adult customers and other customers with special needs. Training is available through convenient e-learning modules that allows for training to be at your own pace and provides opportunity for continuous learning.

RESPECT

A business shows that it promotes respect when:

- Older adults are not treated impatiently or dismissively
- Customers are addressed in an appropriate manner (not being too familiar or using endearing phrases such as 'dear').
- Staff know how to address people's needs without stereotyping or drawing conclusions about people based on their age or other characteristics.
- Staff are trained to handle incidents like a fall, outburst or medical emergency while preserving the customer's dignity.
- Staff responds to errors and complaints promptly and courteously.

SIGNS AND SYMPTOMS OF ALZHEIMER'S DISEASE AND OTHER DEMENTIAS

1.

MEMORY LOSS THAT DISRUPTS DAILY LIFE

- A customer walks out of the store without paying for items.
- A customer calls for the third day in a row to refill a prescription that you filled last week.

2.

CHALLENGES IN PLANNING OR SOLVING PROBLEMS

- A customer tells you she can't make her favourite cookies because the recipe doesn't work anymore.

3.

DIFFICULTY COMPLETING FAMILIAR TASKS AT HOME, AT WORK OR LEISURE

- You find a long-time community resident driving in circles. He explains that he can't find the church and is sure they changed the street names in town.

4.

CONFUSION WITH TIME OR PLACE

- A customer comes into the grocery store and is very confused about where she is, how she got there and what she is supposed to do while she is there.
- A patient begins to show up at your dental office on the wrong day and time.

5.

TROUBLE UNDERSTANDING VISUAL IMAGES AND SPATIAL RELATIONSHIPS

- A patient comes to the medical office frequently for falls - down steps, on pavement, and at home.

6.

PROBLEMS WITH WORDS IN SPEAKING OR WRITING

- A drug store customer points to things she needs and asks for "that stuff over there". She can't find the right words to clarify what she wants and becomes frustrated.

7.

MISPLACING THINGS AND LOSING THE ABILITY TO RETRACE STEPS

- A customer sets down their purse or wallet, cannot find it and accuses you of stealing it.

8.

DECREASED OR POOR JUDGMENT

- A regular customer withdraws a large amount of cash several times over a few weeks, which is out of character for him.

9.

WITHDRAWAL FROM WORK OR SOCIAL ACTIVITIES

- A regular at Bingo starts to have trouble following along and stops coming.
- As a waitress at the local cafe you notice that one of the Thursday coffee regulars isn't coming anymore.

10.

CHANGES IN MOOD AND PERSONALITY

- Someone who has been easy going seems angry every time he comes into the store.
- A woman who has been independent for many years calls the police because she believes someone is climbing in her windows. She cries and seems very fearful.

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 from their perspective.



Assess the various aspects of your business. 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.



Become an age friendly employer. Older workers are often a highly skilled workforce and can provide experience & expertise to your workforce consider offering:

- flexible work hours
- part time positions
- job sharing
- snowbird programs



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 small actions can add up to a big impact.



Examine your advertising, information materials and website. Is your information easy to understand and read?



Gain first hand 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.


ACKNOWLEDGMENTS: This guide has been adapted from the County of Simcoe Business Guide and Recognition Program, 2019. Hanover Age-Friendly Advisory Committee wishes to acknowledge and thank Simcoe County for their support.

Hanover received funding towards training and marketing materials from the Government of Ontario Seniors Community Grant to support the Age-Friendly Business Recognition Initiative.

Appendix A

TOP 10 LOW OR ZERO COST WAYS TO ENCOURAGE OLDER ADULTS TO BECOME PATRONS

- Keep entrances and exits free of dirt, snow, leaves, clutter and other obstacles
- Ensure staff are aware of the needs and challenges faced by older customers
- Place products on shelves that are accessible or provide help to reach items
- Offer a phone-in or online ordering system with delivery or curbside pickup.
- Offer extra customer service (e.g., a drink of water, magnifying glass and pen & paper at the service counter to provide an alternate option for communication)
- Sell products and portion sizes 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 by phone. Provide a person at the end of the telephone
- Signage: Use large easy to read lettering and good contrasts. Example: 'This way out', include pictograms as much as possible.



“There are many practical no cost or low cost actions that can have a big impact!”



“While some older adults are on a fixed retirement income, others have a more disposable income with cash flow.”

Appendix B

EXAMPLES OF AGE-FRIENDLY BUSINESS



A Physician's Office has:

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



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
- An easily accessible washroom
- Staff are trained to be sensitive to customers with varying circumstances.



A Business Office has:

- Gradual slope to automatic doors and a large foyer
- A receptionist to greet clients and a TTY number available

- A large room for private discussions
- Staff trained in serving seniors and people with disabilities
- A website that is accessible
- Building signage that is clear and high contrast

A Bank has:



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

A Restaurant has:



- A drop-off area at the door
- A space to move easily between tables for walkers, wheelchairs or scooters
- Tables located away from chilly air vents and chairs are steady
- Menu items that meet older adults' needs, including lower pricing, smaller portion options that feature fruits, vegetables, lean proteins and whole grains
- Menus (and bills) with easy-to-read print

MAKING YOUR BUSINESS OR BUSINESSES 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 is currently experienced by people of older age.

STEP 1

REVIEW THE ASSESSMENT & E-LEARNING VIDEO

Review attached Appendix C, Age-Friendly Self-Assessment Checklist and the E-learning video, to increase awareness and to help you get started in making your business 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 business. Some elements may be more applicable than others, depending on the nature of your business.

STEP 2

PERFORMING YOUR SELF-ASSESSMENT

Now that you have reviewed the self assessment and E-learning video, you are ready to begin your business assessment. Assess each aspect within the Self-assessment Checklist that applies to your business and give it a rating according to the provided scoring system. This rating system can help you flag areas of excellence and other areas where improvement may be needed.

STEP 3

SELF-ASSESSMENT RESULTS AND GOAL SETTING

Reflect on the areas where you scored your business. Are there certain areas you rated as “NO” that you know are feasible to adopt? Use the areas of improvement as opportunities to improve.

STEP 4

APPLY FOR RECOGNITION

Tell us how your business is age-friendly by completing and submitting to us your completed Age-Friendly Self-Assessment Checklist (attached Appendix C), and Application Form (attached Appendix D). The Hanover Age-Friendly Advisory Committee will review your application to determine if your business qualifies for recognition. Applications will be reviewed monthly.

If you have made some changes but not ready to apply for recognition, we would still like to hear about it. We are always looking to promote ways businesses are becoming more age-friendly.

Appendix C

AGE-FRIENDLY SELF-ASSESSMENT CHECKLIST

Please use the self assessment checklist to self assess if age friendly elements have been incorporated into the day to day operations of your business.

SCORING Yes = 1 No = 0 N/A

INSIDE - Customer Service and Respect		Score
1	Customer Service Desk is clearly visible	
2	A live person is available to answer the telephone and automated answering services that require customers to press a lot of buttons before talking to a "live" person are avoided	
3	Staff are clearly identifiable to customers; e.g., wearing name tags or staff uniforms	
4	Customer concerns are addressed promptly and courteously	
5	Staff are trained in accessible customer services standards	
6	Staff are trained to understand the needs of older adults and trained to recognize common senior's ailments & how to deal with them	
7	Staff speak clearly, at appropriate speed, ensuring the customer is included in the conversation regardless of their ability. Speak to customer, making eye contact, and not away from them	
8	Staff are trained to be sensitive to customers with varying circumstances, to avoid stereotyping or condescending behaviors (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 trained to serve customers with dementia	
11	Elder abuse training is provided to Staff	
12	Fraud training is provided to Staff	
13	A process is in place to obtain medical assistance for emergency situations	
14	Products and services are designed for smaller households, small incomes and smaller appetites	
15	Print and spoken communication uses simple, familiar words in short, straight forward sentences	
16	Supports local senior business, groups or events	
17	Older adults receive discounts or special offers	
18	Allows people to use their own personal assistive devices	
19	Is aware of Accessibility for Ontarians With Disabilities Act (AODA)	
20	Designated hours for senior shopping	
Subtotal		

NOTES:



INSIDE - Safety		Score
1	A store map, with large print, is located near the entrance	
2	Floor mats are placed where necessary and are well secured	
3	On both sides of ramps or interior stairs, continuous sturdy handrails with bright contrasting colour are available	
4	Stairs and ramps are wide and in good state of repair	
5	Stair edges are clearly marked	
6	Obstacles (e.g. steps up/down, wet floor, etc.) are clearly marked	
7	Colours of doors and/or door frames in hallways contrast with the color(s) of the surrounding walls	
8	Flooring is non-slip and non-shiny	
9	Location of elevators and washrooms are clearly posted	
10	Ramps are in place for changes in elevation	
11	Aisles are wide enough for walkers, wheelchairs or scooters	
12	Aisles are not cluttered by displays or objects	
13	Products are placed on shelves that are accessible or staff offer help to reach items	
14	Staff are trained to assist elderly and disabled persons in the event of an emergency, including evacuation	
15	Staff have First Aid/CPR training	
16	Exit doors are clearly marked consistently throughout the building so they are easily distinguishable from other doors	
17	Have a First-Aid kit on premises	
Subtotal		

INSIDE - Comfort, Visibility and Clarity		Score
1	Glass doors are clearly labeled with limited reflections	
2	Furniture seating contrasts with walls, floors and surrounding area	
3	Lighting is adequate and glare-free	
4	Signage uses large, easy-to-read lettering and good contrast (e.g. black letters on white background)	
5	Signage displays the universal symbol of hearing loss where these accommodations are available	
6	Signage includes appropriate pictographs wherever possible (e.g. on washroom doors)	
7	Printed materials (e.g. packages, price labels, etc.) have good contrast and use readable sizes of lettering using Canadian National Institute for the Blind guidelines	
8	Website is easy to navigate	
9	Instructions on the website show how font sizes can be increased	
10	Quiet space is provided for discussing private business such as medications, financial or sensitive concerns	
11	Sound/speaker systems for public announcements are clear	
12	Background music is absent, or is low enough in volume so customers can hear conversations clearly	
13	Alternate means of communication for consumers with hearing impairments are available (e.g., TTY Devices, ASL interpreters)	



INSIDE - Mobility and User-Friendliness		Score
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	Is there space near the entrance for customers to park scooters	
10	An on-line or phone-in ordering 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	Accessible washroom is available	
15	Floor is kept clean and dry	
Subtotal		

OUTSIDE		Score
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 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 or exterior stairs, continuous handrails are a bright contrasting colour	
13	Curbs are cut and ramps are in place to allow for easier access	
14	Curb cut is marked with a yellow strip	
15	Sidewalks and parking lots are well and evenly lit	
16	Accessible and seniors' parking spaces are designated	
17	Parking lots and sidewalks are promptly cleared of snow, ice and other hazards	
18	Parking lot pavement is smooth, without major cracks and bumps	
Subtotal		
Appendix C Total		

Appendix D

AGE-FRIENDLY BUSINESS RECOGNITION PROGRAM

Section 1: Applicant Information

Business Name: _____

Number of Employees: _____

0-20 21-50 51- 100 101+ Other, please specify _____

Primary Contact Person: _____

Website Address: _____

Phone: _____ Cell: _____

Email: _____

Section 2: Property Address

Number: _____ Street: _____ Unit/ PO Box: _____

City/Town: _____ Province: _____ Postal Code: _____

Section 3: Self-Assessment E-Learning:

Is your self-assessment Checklist completed and attached? Yes No

Did you complete the E-Learning video from start to finish? Yes No

Section 4: Tell us about your business . What is your businesses primary focus? ie. Restaurant or book store, etc.

NOTES:



Section 5:

Please provide the top three examples that you have implemented to become a age-friendly business	Please provide your top three Age-Friendly initiatives that you plan to implement in the future to improve your age-friendly business profile

Section 6: Let us know your challenges to becoming an Age-Friendly business:

Declaration:

The Business 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.

Signature: _____ Date: _____
DD/MM/YYYY

Thank you for completing the Age-Friendly Business application.
Please note, the approval process may require interviews and or on-site visits.

SUBMIT TO:

Town of Hanover Parks, Recreation & Culture
269 7th Ave Hanover, ON N4N 2H5

FOR MORE INFORMATION CONTACT:

Brandon Dobson
519.364.2310 x 2128
or e: bdobson@hanover.ca





“The proportion of adults aged 65+ living in the Town of Hanover is 29.9% of the population compared to 18.54% in Ontario and 18.98% in Canada.”



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