

Age-Friendly Thunder Bay

# Condensed Business Guide



“Silver can turn to gold if we make a conscious choice both to see – and seize – the huge prospects for innovation. Aging has finally come of age”

Torjman, 2009, 2

### **THUNDER BAY AIMS TO BE AN AGE FRIENDLY CITY BECAUSE IT...**

Benefits everyone: Children, the mainstream and seniors.

Recognizes the great diversity among seniors.

Promotes the inclusion of seniors in all areas of community life.

Respects seniors’ decisions and lifestyle choices.

Anticipates and responds flexibly to aging-related needs and preferences.

### **AGE-FRIENDLY IS GOOD FOR BUSINESS BECAUSE SENIORS HAVE:**

Purchasing power.

Loyalty to businesses and services that provide good experiences.

## **How do seniors learn about your business or service?**

## **What would make seniors want to access your business or service?**

### **CUSTOMER SERVICE**

#### **DO YOUR STAFF...**

- speak in a clear and respectful voice?
- ensure private conversations when necessary?
- provide assistance reaching or accessing items?
- address customers in an appropriate manner (not being too familiar or using endearing phrases)?

### **MARKETING AND PROMOTION**

#### **DOES YOUR BUSINESS OR SERVICE MARKET AND PROMOTE ITSELF SPECIFICALLY TO SENIORS?**

FOR EXAMPLE,

- discounts for seniors.
- packaging food products in a range of sizes.
- delivery services.
- hiring staff who are in the “senior” age range.

### **CANADA IS AGING**

The 2011 Census tells us that 14.8% of Canadians are 65 years of age.

By 2032, 23% of Canadians will be 65 years of age.

### **THUNDER BAY IS AGING MORE RAPIDLY THAN OTHER ONTARIO MUNICIPALITIES**

Thunder Bay’s population is two years older than the median Ontario age.

As of 2006, 16% of Thunder Bay’s population was 76 years of age and over.

By 2023, 1/3rd of Thunder Bay’s citizens will be 65 years of age and over.

special days or hours in a day for seniors (e.g. while school is in session when stores might be quieter).

supporting, fund raising for local senior’s centres or events (e.g. Senior Games etc.).

### **COMMUNICATIONS**

#### **DO YOUR BUSINESS OR SERVICE’S MARKETING AND PROMOTION STAFF KNOW THAT...**

seniors like it when a real person answers the phone?

word of mouth and community bulletin boards are as important as ever, especially for seniors?

seniors are increasingly using the Internet?

seniors find a clear typeface and a larger font easier to use?

there are specific design guidelines for developing web pages that appeal to seniors?

“Design for the young and you exclude the old; design for the old and you include the young.”

## HOW DO SENIORS GET TO AND FROM YOUR LOCATION?

### DO SENIORS ...

- rely on others (family, friends, volunteers)?
- take public transportation?
- take a taxi?
- walk?

## WHAT DO SENIORS EXPERIENCE AT YOUR BUSINESS OR SERVICE?

### PHYSICAL ENVIRONMENT

#### DOES YOUR BUSINESS OR SERVICE HAVE ...

- a resting or waiting area?
- comfortable chairs for resting?
- chairs that could be moved to where the seniors need to sit?
- non-slip flooring that is well-maintained (clean and in good repair)?
- aisles wide enough for passing?
- aisles wide enough free from obstruction?
- non-glare lighting?

### SOUND ENVIRONMENT

#### DOES YOUR BUSINESS OR SERVICE HAVE ...

- background noise (music, public address systems) that does not interfere with hearing or taking part in discussions)?
- clear public announcements (especially soft sounds such as 'F', 'S', and 'Sh')?
- public announcements spoken at a slow enough pace for easy understanding?

## VISUAL ENVIRONMENT

### DOES YOUR SIGNAGE HAVE ...

- a larger font sized 14 to 18 pica?
- a clear typeface such as “Calibri” or “Arial”?
- a plain background (ensuring good contrast so it is easier to read)?

## DOES YOUR BUSINESS OR SERVICE “GO THE EXTRA MILE” TO ATTRACT SENIORS’ BUSINESS?

### FOR EXAMPLE:

- a grocery store that provides magnifying glasses in the aisles
- a grocery store and pharmacy that provide a free delivery service
- businesses located in close proximity collaborating to ensure their built environments are appealing to seniors
- designated age-friendly parking
- developing an alternative way of providing your business or service to seniors when your building is not “age-friendly”
- staff that take the extra time that may be required to be patient with and helpful to seniors

## Resources

Age Friendly Communities Canada Hub.  
<http://afc-hub.ca>

Age-Friendly Manitoba.  
[http://www.gov.mb.ca/shas/agefriendly/business\\_agefriendly.pdf](http://www.gov.mb.ca/shas/agefriendly/business_agefriendly.pdf)

Age Friendly Manitoba Initiative.  
<http://www.agefriendlymanitoba.ca/>

Age-Friendly New York.  
[http://www.nyam.org/agefriendlynyc/docs/AF\\_Business\\_Brochure\\_Final.pdf](http://www.nyam.org/agefriendlynyc/docs/AF_Business_Brochure_Final.pdf)

Age-Friendly New York.  
[http://www.nyam.org/agefriendlynyc/docs/AFB\\_Local\\_Retail\\_Initiative\\_Pitch\\_Final.pdf](http://www.nyam.org/agefriendlynyc/docs/AFB_Local_Retail_Initiative_Pitch_Final.pdf)

Age-Friendly Saskatoon.  
<http://www.scoa.ca/pdf/Age%20Friendly%20FAQ.pdf>

Age Friendly Thunder Bay.  
<http://www.agefriendlythunderbay.ca>

Alberta Council on Aging.  
<http://www.acaging.ca/>

British Columbia Senior's Health Living Secretariat.  
[http://www.seniorsbc.ca/documents/pdf/agefriendly\\_business\\_guide.pdf](http://www.seniorsbc.ca/documents/pdf/agefriendly_business_guide.pdf)

Canadian Institutes of Health Research.  
Institute of Aging.  
<http://www.cihr-irsc.gc.ca/e/8671.html>

Edmonton Seniors coordinating Council.  
<http://www.seniorscouncil.net/>

Murray Alzheimer Research and Education Program,  
Institute on Aging, University of Waterloo. Age  
Friendly Communities.  
<http://afc.uwaterloo.ca>

Ontario Seniors' Secretariate.  
<http://www.seniors.gov.on.ca/en/afc/index.php>

Public Health Agency of Canada.  
<http://www.phac-aspc.gc.ca/index-eng.php>

Seniors and Healthy Aging; Province of Manitoba.  
<http://www.gov.mb.ca/shas/agefriendly/>

Senior Friendly Hospital Toolkit.  
<http://seniorfriendlyhospitals.ca/welcome-senior-friendly-hospital-toolkit>

Seniors Health Knowledge Network.  
<http://www.shrtn.on.ca>

Smart Ageing International Research Center.  
<http://www2.idac.tohoku.ac.jp/dep/sairc/>

PLEASE CONTACT AGE-FRIENDLY THUNDER BAY  
IF YOU HAVE ANY QUESTIONS OR WOULD LIKE OUR HELP



**agefriendly**  
Thunder Bay

### Age-Friendly Thunder Bay

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