

AGE-FRIENDLY EMPLOYERS BEST PRACTICES CHECKLIST

Age-Friendly businesses are promoted within articles and social media about Age-Friendly DC. If you want to increase your visibility among current and prospective clients/customers, check as many boxes below as you can. Email the organization/agency name and contact information. Include a QR code. Ask, if you need financial assistance from DC agencies to make Age-Friendly changes. Remember we are all growing older!

Creating a Welcoming Atmosphere if Your Business Has Physical Facilities

Atmosphere

- Have an easily accessible and identifiable waiting area for customers who are older and/or disabled
- Have adequate lighting at the business entrance and around emergency exits
- Have doors that open easily or have automatic openers
- Have non-slip surfaces, sturdy railings, wide aisles, and uncluttered pathways
- Have wheelchair accommodation at tables (e.g. restaurants and theaters)
- Have an elevator/escalator to reach multiple levels
- Have an easily accessible, universally-designed customer restroom
- Have a customer service desk in an easily accessible and clearly visible location
- Limit noise levels to a moderate/low level

Personnel

- Provide respectful customer service, whether in person, on the phone, or via email
- Have staff that act as greeters and are able to offer assistance to those with access needs (e.g. reaching shelved items)
- Offer employment training and opportunities for older adults

Products and Services

- Offer discount programs for older adults (e.g. 60+ discount day, coupons)

- Advertise in media outlets or participate in community events targeting adults past 60 years
- Offer consumer education and training (e.g. use of new products, technology, info sessions)
- Offer products that are tailored to older adult customers (e.g. small portions, large print materials)
- Offer drop-off/delivery service

Providing Easily Accessible Information for Online Platforms

Welcoming Home Page

- Use large, clear fonts – at least 12 point – and good contrast, ample white space
- Have a large font or easy text resize option on websites
- Include a read-text-aloud option
- Translations to different languages readily available
- Have easy navigation and fewer clicks for web users who are less technologically savvy
- Have an easy-to-find virtual assistance link or phone number for further information
- Have clearly defined tabs where customers can read and inspect products

Personnel

- Provide respectful customer service, whether in person, on the phone, virtual assistant or via email
- Offer employment to adults of all ages including applicants 60 and over.

Products and Service

- Offer discount opportunities
- Offer testimonials/ratings from previous customers
- Offer consumer education and training (e.g. use of new products, technology, info sessions)
- Offer products that are tailored for all ages and capacities (e.g. small portions, large print materials)
- Offer drop-off/delivery service