



IS YOUR WAWA BUSINESS AGE-FRIENDLY?

Attracting and keeping customers from Wawa and surrounding communities in an aging population is essential to sustaining and growing your business in Wawa. Seniors generally have the highest discretionary income and make purchasing decisions differently than young customers. The following is a checklist of Age-Friendly practices;

Safety:

- Are your business entrances clear of furniture, snow and other obstructions?
- Doors are easy to open and wide enough for a wheelchair or walker?
- Is your entrance door too heavy for seniors to open? If yes, do you have an automatic door opener button installed?
- Are your doors and aisles wide enough for scooters, walkers and wheelchairs?
- Is accessible seniors' parking available close to your business entrance?
- Do you have sturdy handrails on any stairways and clearly marked stair edges?
- Is your flooring non-slip?
- People in wheelchairs can easily navigate aisles and spaces in your business?
- Do you shelve your most popular items at medium height?
- There is a place by the entrance for customers to park scooters?
- Mats are level with the floor and door thresholds are level so they do not create tripping hazard.
- Have you cleared a walking path from parking spots to your store after snowfall?

Comfort:

- Do you have seating available for customers to rest, try products like shoes on or to wait for service?
- Are your service counters accessible to customers in wheelchairs?
- Is your signage clear and understandable?
- Have you trained staff to speak clearly and help customers who have vision or hearing challenges and to be patient and friendly?
- Can your staff identify if a person is experiencing a medical emergency?
- Washrooms are located on the main floor?
- Washrooms are large enough for wheelchairs, walkers and strollers?

Communication:

- Seniors can easily find information about your business (in print forms)?
- Print and spoken communication uses simple, familiar words in short, straight forward sentences?
- Seniors are visible in advertising and are depicted positively?
- Signage has legible fonts and good contrast?
- Printed or written materials (i.e. cash receipts) have good contrast and readable font sizes?
- Your website is easy to navigate and can adjust text size on screen?

Age-Friendly Communication Tips

The way that businesses choose to communicate with older adults can have a significant impact on their purchasing decisions. These tips have been developed by Health Canada.

Tip 1: Communicating In Print

- Use 12+ point type sans serif fonts (e.g., Arial, Verdana)
- Use headings and subheadings
- Use bold type for keywords
- Use pictures to help explain the messages in the text
- Maximize white space
- Add the option to make text larger
- Give headings a consistent look



Tip 2: Communicating Online

- Use 12+ point type sans serif font
- Use medium or bold face type
- Add a button to make text larger
- Use clean background in high contrast to text
- Provide clear, non - threatening information
- Avoid jargon



Tip 3: Communicating by Telephone

- Ensure callers can talk to a real person
- Train staff to recognize hearing loss and respond appropriately
- Reduce echoes through landscaping, carpeting and furnishings
- Limit or suppress background noise



Tip 4: Communicating In Person

- Evaluate your attitudes
- Create trust through a respectful and caring manner
- Practice active listening and effective questioning
- Take time and speak clearly



Tip 5: Navigation Links

- Try to fit all information on one screen
- Give headings a consistent look
- Require only single mouse clicks
- Protect buttons for navigating site from moving with page
- Use blue, bold underlined text for links
- Link to specific content, not homepage



For more information: *Clear Print Accessibility Guidelines, CNIB.*

