

Please

**Don't Call Me "Dear"  
or "Honey" or "Sweetie"**

When such words are used, it can feel patronizing or disrespectful. Even if said kindly, it implies the senior is less capable or needs "coddling."

## Age-inclusive Customer Service is GOOD for BUSINESS



Tips

- Treat older adults as capable and independent.
- Avoid “elderspeak” (e.g. terms like dear, honey, sweetie or overly simplified speech).
- Speak clearly and respectfully.



**DON'T CALL ME DEAR**  
Challenging Ageist Language

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Resources, training, and practical tips  
for age-friendly customer service—  
discover more at [dontcallmedear.ca](https://dontcallmedear.ca).



[DontCallMeDear.ca](https://DontCallMeDear.ca)