



SERVING SENIORS WELL

A Quick Checklist

BUILD AGE-FRIENDLY PRACTICES ACROSS YOUR ORGANIZATION

Use this checklist to help ensure your organization provides welcoming, accessible, and respectful service to older adults.

Adapted from *Age-Friendly Communication*:
Public Health Agency of Canada

POLICIES AND TRAINING

- Do you have clear policies or guidelines for serving older clients?
- Have frontline and customer service staff received training on how to serve older adults with sensitivity and respect?

WHY IT MATTERS

- By 2030, people 50+ will make up one-third of the population and **nearly half of all consumer spending**.
- Accessible, age-friendly service benefits everyone.
- Respect and inclusion build trust and repeat visits.
- Seniors often shop and travel during off-peak times, helping to balance demand and support local businesses year-round.

Learn more at DontCallMeDear.ca

SERVICE EXPERIENCE

- Do staff allow extra time and attention for senior clients – without rushing transactions, appointments, or visits?
- Is your waiting area or reception space equipped with accessible seating?

TECHNOLOGY AND ACCESSIBILITY

- Are automated services (e.g., bank machines, kiosks, check-in stations) adjustable for people of different heights?
- Are buttons and lettering large enough for those with reduced vision or dexterity?
- Do you provide accommodation for people with hearing impairments?
- Is your physical space accessible for people using mobility aids?