



AGE-INCLUSIVE Communication Guide

Quick tips for respectful, effective communications with older adults.

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



USE RESPECTFUL LANGUAGE

Use the person's preferred name and pronouns.

Avoid references such as "dear", "sweetie", "ma'am", "dude".



SPEAK WITH, NOT ABOUT

Talk to, not about, or around the person.

Avoid collective pronouns such as saying "Would we like help with that?" instead of "Would you like help with that?"

Give time for responses.



CREATE ACCESSIBLE WRITTEN COMMUNICATIONS

Use large or resizable fonts and high contrast.

Include multiple forms of contact (phone, email, in-person ...)



ACCOMMODATE HEARING IMPAIRMENTS

Reduce background noise where possible.

Offer written or text-based communication options.

Provide visual alternatives to audio alerts.

WHY IT MATTERS

- Accessible, age-friendly service benefits everyone.
- Older customers are more likely to return and recommend businesses when they feel respected and valued.

Learn more at DontCallMeDear.ca



SEE PEOPLE, NOT AGE

Avoid assumptions about ability based on age.

Speak clearly and respectfully using an adult-to-adult tone, not loudly or slowly unless requested.

Offer help without assuming incapacity.