



# 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", older-timer.



## CREATE ACCESSIBLE WRITTEN COMMUNICATIONS

Use large or resizable fonts and high contrast.

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



## SPEAK WITH, NOT ABOUT

Talk to, not about, or around the person.

Avoid collective pronouns such as saying "Are we ready to go shopping?" instead of "Are *you* ready?"

Give time for responses.

## WHY IT MATTERS

- Accessible, age-friendly service benefits everyone.
- Respect and inclusion build trust and repeat visits.
- An aging population makes age-friendly service smart and essential.

Learn more at [DontCallMeDear.ca](https://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.