



AGE-INCLUSIVE Communication Guide

Quick tips for respectful, effective communications with older adults.

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



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



USE RESPECTFUL LANGUAGE

Use the person's preferred name and pronouns.

Avoid references such as "dear", "sweetie", old-timer.



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.



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.