

Age-Friendly Thunder Bay Business Guide



Thunder Bay Senior Charter

Senior Charter

THE CITY OF THUNDER BAY SENIOR CHARTER BUILDS ON THE UNITED NATION'S PRINCIPLES OF AGE-FRIENDLY COMMUNITIES FOR OLDER PERSONS. THIS CHARTER RECOGNIZES THE SPECIFIC CHALLENGES AND THE LIFE-CHANGES FACED BY OLDER ADULTS AND THE VALUABLE CONTRIBUTION THEY MAKE TO SOCIETY. WE CONFIRM THE PRINCIPLE STATING EACH PERSON SHOULD HAVE: SOMEONE OR SOMETHING TO CARE ABOUT, SOMETHING MEANINGFUL TO DO, AND SOMETHING TO LOOK FORWARD TO EVERY DAY.

Our Pledge

We pledge to improve the quality of life of seniors, by working with them to develop services and strategies that respond to their circumstances, aspirations, and varying needs. We will achieve this goal by embedding the principles of the Senior Charter into all decision making processes of the city and community. We will strive to ensure there are provisions for:

1. A quality of life that meets physical, intellectual, emotional and social needs.
2. Nutritious food daily.
3. Access to a safe, accessible, affordable place to live.
4. Access to individualized quality care and services and meaningful activities within their chosen residence.
5. Safe, accessible well-lit places to enjoy recreational and leisure activities.
6. Access to affordable transportation.
7. Opportunities for self-fulfillment through access to affordable education, training and the sharing of knowledge/skills with all generations.
8. Public and private resources that put the health and well-being of older adults first by ensuring adequate funding for dedicated programs.
9. Assurance of full respect for individual rights, dignity, beliefs, needs, and privacy.
10. Protection from negligence and all forms of abuse and/or exploitation.
11. The right to remain involved and integrated in society, through the opportunity to work, volunteer and actively participate in the formulation and implementation of policies directly affecting their well-being.

What is age-friendly all about?

“Silver can turn to gold if we make a conscious choice both to see – and seize – the huge prospects for innovation. Aging has finally come of age”

Torjman, 2009, 2

Demographics tell us that the population is aging. This raises the question “what is our desirable future” for the aging population? The emerging vision focuses on the wealth of knowledge and experience that individuals have gained during their lifetime. This “aging” population continues to learn and contribute to their families and communities. The challenge is to get the right mix of opportunity, support and services; to be innovative so that the “aging” population is active and contributing to our communities lifelong....



During 2007 Lakehead University’s Centre for Education and Research on Aging and Health (CERAH) initiated a research process to understand the aging experience in Thunder Bay using the World Health Organization’s eight categories for Age-Friendly Cities (2007).

An age-friendly city:

- Benefits everyone: Children, the mainstream and seniors
- Recognizes the great diversity among older persons
- Promotes inclusion of seniors in all areas of community life
- Respects their decisions and lifestyle choice, and
- Anticipates and responds flexibly to aging-related needs and preferences

By 2009, as a result of CERAH’s research, a group of individuals from senior organizations, local businesses, and health and social services came together and formed the stakeholder based Thunder Bay Age-Friendly (AFTB) Committee. One of the Committee’s goals was to ensure that Thunder Bay is a **good place to grow old**. As a result of the Committee’s efforts:

- In May 2010 Thunder Bay City Council ratified a proclamation declaring Thunder Bay Age-Friendly
- In November 2011 the City of Thunder Bay was accepted as a member of the World Health Organization Global Network of Age-Friendly Cities

- In June 2012 the Thunder Bay Senior Charter was endorsed by City Council
- The Ontario Trillium Foundation provided funding to promote the age-friendly movement, develop primary and secondary school teaching modules and an age-friendly business toolkit

Age-Friendly is good for business because seniors have:

- Purchasing power
- Loyalty to businesses and services that provide good experiences

Results of the Age-Friendly Thunder Bay Business Survey

- 72% of the Thunder Bay businesses that responded to a 2009 survey indicated that they would like to increase the number of seniors accessing their business
- The respondents also indicated a strong sense of the importance of addressing seniors’ issues for future planning due to the aging population in Thunder Bay



How do we know Thunder Bay has an aging population?

Canada is Aging

The 2011 Census released last week indicated that 14.8% of Canadians are 65 years of age and over and that this will increase to 23% by 2032 (Caledon Institute, June 2012, 1).

Thunder Bay is Aging More Rapidly than other Ontario Municipalities

On average, Thunder Bay's population is two years older than the median Ontario age (Statistic Canada, 2006).

As of 2006, 16% of Thunder Bay's population was 76 years of age and over (Statistics Canada, 2006).

By 2023, 1/3rd of Thunder Bay's citizens will be 65 years of age and over (Ontario Ministry of Finance, 2011).

The Thunder Bay CMA has a relatively high median age. (Statistics Canada, 2012) (<http://www.statcan.gc.ca/daily-quotidien/120927/dq120927b-eng.htm>).

Between 2001 and 2011 Thunder Bay's median age increased by 5% which indicates that the population is aging faster in comparison to the rest of Canada (Statistics Canada, 2012).

How do seniors learn about your business or service? What would make seniors want to access your business or service?

Anticipation, or being enthusiastic, is an emotion involving pleasure, excitement, and sometimes anxiety in considering some expected or longed-for good event

(Wikipedia, August 2 2012)

Customer Service

Do your staff...

- speak in a clear and respectful voice?
- ensure private conversations when necessary?
- provide assistance reaching or accessing items?
- address customers in an appropriate manner (not being too familiar or using endearing phrases)?

Is your staff...

- trained to identify and respond to seniors in a way that ensures their safety, well-being and dignity?
- trained in emergency first aid (e.g. response to strokes or falls)?

Marketing and Promotion

Do your business or service's marketing and promotion staff know about your seniors?

- How many seniors use your business or service?
- Have you noticed an increase in the number of seniors using your business or service?
- What is the age range of seniors using your business or service?

Does your business or service market and promote itself specifically to seniors? For example:

- discounts for seniors
- packaging food products in a range of sizes
- delivery services
- hiring staff who are in the "senior" age range
- special days or hours in a day for seniors (e.g. while school is in session when stores might be quieter)
- supporting, fund raising for local senior's centres or events (e.g. Senior Games etc.)

Communications

Do your business or service's marketing and promotion staff know that...

- seniors like it when real persons answer the phone?
- word of mouth and community bulletin boards are as important as ever, especially for seniors?
- seniors are increasingly using the Internet?
- seniors find a clear typeface and a larger font easier to use?
- there are specific design guidelines for developing web pages that appeal to seniors?



“Design for the young and you exclude the old; design for the old and you include the young.”

How do seniors get to and from your location?

Do seniors ...

- rely on others (family, friends, volunteers)?
- take public transportation?
- take a taxi?
- walk?

How do seniors access your business or service?

Does your business or service have ...

- enough parking?
- parking close to the building?
- “handicapped” parking?
- a drop off / pick up area?
- curbs low enough for easy sidewalk access?
- sidewalks that are clear (snow, obstructions)?
- stairways that are clear (snow, obstructions)?
- doors that are easy to open?
- accessible washrooms?
- washrooms that are well maintained (clean and supplied)?

What do seniors experience at your business or service?

Physical Environment

Does your business or service have ...

- a resting or waiting area?
- comfortable chairs for resting?
- chairs that could be moved to where seniors need to sit?
- non-slip flooring that is well-maintained (clean and in good repair)?
- aisles wide enough for passing?

- aisles free from obstruction?
- non-glare lighting?

Sound Environment

Does your business or service have ...

- background noise (music, public address systems) that does not interfere with hearing or taking part in discussions)?
- clear public announcements (especially soft sounds such as ‘F’, ‘S’, and ‘Sh’)?
- public announcements spoken at a slow enough pace for easy understanding?

Visual Environment

Does your signage have ...

- a larger font sized 14 to 18 pica?
- a clear typeface such as “Calibri” or “Arial”
- a plain background (ensuring good contrast so it is easier to read)?

Does your business or service “go the extra mile” to attract seniors’ business?

For example:

- a grocery store that provides magnifying glasses in the aisles
- a grocery store and pharmacy that provide a free delivery service
- businesses located in close proximity collaborating to ensure their built environments are appealing to seniors
- designated age-friendly parking
- developing an alternative way of providing your business or service to seniors when your building is not “age-friendly”
- staff who the extra time that may be required to be patient with and helpful to seniors



“Every day we’re saying, ‘How can we keep this customer happy?’ How can we get ahead in innovation by doing this, because if we don’t, somebody else will.”

Bill Gates

How You can Make Your Business Age-Friendly

- 1) Identify one thing or a set of things you might make your business or service more age-friendly.
- 2) Decide what might be easier or more beneficial to do first.
- 3) Make some notes about what you want to do.
- 4) Record what you think happened as a result...
 - Is it worth continuing?
 - Can you make additional improvements?
 - Did you come up with a new idea about how to be a successful age-friendly business or service?

Help Age-Friendly Thunder Bay Learn from Your Experience

- Tell us about any modifications made to your business or service as a result of reading the Age-Friendly Thunder Bay Business Business Guide.
- Have customers commented on any of the modifications? If so, please tell us what they are saying.
- Have you seen a change in the number of seniors using your business or service?

Help Age-Friendly Thunder Bay Improve the Age-Friendly Business Guide ...

- If there is one important thing to take from the Business Guide, it should be
- Is there anything you believe is missing from the Business Guide that you would like to see added?
- Was there anything about the Business Guide that was unclear to you?
- Anything we should take out of the Business Guide? Why?
- Are there any other changes that you would recommend?



Resources

Age Friendly Communities Canada Hub.
<http://afc-hub.ca>

Age-Friendly Manitoba.
http://www.gov.mb.ca/shas/agefriendly/business_agefriendly.pdf

Age Friendly Manitoba Initiative.
<http://www.agefriendlymanitoba.ca/>

Age-Friendly New York.
http://www.nyam.org/agefriendlynyc/docs/AF_Business_Brochure_Final.pdf

Age-Friendly New York.
http://www.nyam.org/agefriendlynyc/docs/AFB_Local_Retail_Initiative_Pitch_Final.pdf

Age-Friendly Saskatoon.
<http://www.scoa.ca/pdf/Age%20Friendly%20FAQ.pdf>

Age Friendly Thunder Bay.
<http://www.agefriendlythunderbay.ca>

Alberta Council on Aging.
<http://www.acaging.ca/>

British Columbia Senior's Health Living Secretariat.
http://www.seniorsbc.ca/documents/pdf/agefriendly_business_guide.pdf

Canadian Institutes of Health Research.
Institute of Aging.
<http://www.cihr-irsc.gc.ca/e/8671.html>

Edmonton Seniors coordinating Council.
<http://www.seniorscouncil.net/>

Murray Alzheimer Research and Education Program,
Institute on Aging, University of Waterloo. Age
Friendly Communities.
<http://afc.uwaterloo.ca>

Ontario Seniors' Secretariate.
<http://www.seniors.gov.on.ca/en/afc/index.php>

Public Health Agency of Canada.
<http://www.phac-aspc.gc.ca/index-eng.php>

Seniors and Healthy Aging; Province of Manitoba.
<http://www.gov.mb.ca/shas/agefriendly/>

Senior Friendly Hospital Toolkit.
<http://seniorfriendlyhospitals.ca/welcome-senior-friendly-hospital-toolkit>

Seniors Health Knowledge Network.
<http://www.shrtn.on.ca>

Smart Ageing International Research Center.
<http://www2.idac.tohoku.ac.jp/dep/sairc/>

PLEASE CONTACT AGE-FRIENDLY THUNDER BAY
IF YOU HAVE ANY QUESTIONS OR WOULD LIKE OUR HELP



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Age-Friendly Thunder Bay

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