

Checklist for Age-Friendly Businesses

MARKETING

- Promote products, services, and business features that are good for older adults.
- Make websites easy to navigate with zoom control/text resize features.
- Use large, clear fonts for signage, printed materials, and websites.
- Translate materials into different languages.

AMBIANCE

- Have adequate lighting throughout, especially entrances/exits and hallways.
- Minimize excessively loud music and noise.

DESIGN

- Keep customer safety in mind by clearly marking stairs, inclines, or drops and keeping aisles clear.
- Avoid heavy doors or install electronic doors, and make sure aisles are wide.
- Place products within reach on shelves or offer help reaching items.
- Provide publicly accessible bathrooms.
- Have a place where customers can sit and rest.

EXPERIENCE

- Train staff to provide respectful and patient human contact in person and on the phone.
- Train staff to be mindful when speaking to older adults.
- Train staff on how to assist those with physical challenges and how to handle incidents

*Adapted with permission from
Age-Friendly NYC Business Resource Guide*

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