



SENIOR FRIENDLY™

Become Senior Friendly and Tap a Great Resource!

What is the Senior Friendly™ program?

Senior Friendly™ is a business recognition program that helps businesses and organizations become more age-friendly. The program addresses myths about seniors, explains the effects of aging, and shows organizations how to provide services in a way that addresses the special needs of the aging population – an increasingly important and growing segment of our society

How does the program work?

This voluntary program consists of two parts: a business check-up and a training seminar. Businesses, organizations, or municipalities may request a Senior Friendly™ check-up of their facility to help identify areas where they can better meet the needs of their older customers. Once the check-up is done, a simple Action Plan is completed and both the check-up and plan are submitted to the Alberta Council on Aging who will then issue the business a Certificate. To receive full Senior Friendly™ designation, 60% of the businesses' front line staff must attend a Senior Friendly™ Training Seminar to be trained on age-friendly practices. The initial designation is for up to two years and must be reviewed annually thereafter.

What does the designation do for our business?

The Senior Friendly™ designation gives businesses the right to be identified as Senior Friendly™ with a large decal prominently displayed on the business' window or door. The business will also be identified in a print listing that will be made available to seniors throughout the area.

Other benefits include:

- Staff are trained to communicate effectively and appropriately with all customers
- Safe and accessible premises, sidewalks and parking lots
- Staff are alert to Seniors' specific needs and preferences
- Special recognition with an important customer base
- Satisfied customers of all ages

Why is it important to be age-friendly?

Seniors are the fastest growing segment of Canada's population and Nova Scotia is Canada's oldest province. In 2006, 20% of Bridgewater's population and 19% of Lunenburg County's population were over 65. By 2026, this number may rise to as high as 30%, or nearly one in

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three, a sizeable proportion of our population. Businesses that learn to be age-friendly will have an edge with this important group of consumers.

Benefits for Communities

- Safe and secure environments
- Accessible facilities and businesses
- Services and programs that reflect the needs of all citizens
- Socialization and recreational opportunities
- Active living opportunities and a chance for seniors to contribute
- Services that allow retirees to remain in their communities and attract new residents as well

Where does the program come from?

The Senior Friendly™ Program was developed by ACCESS and funded by Health Canada. The ACCESS Committee was comprised of a number of Edmonton organizations that were concerned with services for seniors. When the initiative was completed, Alberta Council on Aging (ACA) became the owners of the Senior Friendly™ trademark and program. The ACA is responsible for distributing the program, services and resources.

How much does the program cost?

The cost for a business check-up is only \$15, and includes a copy of the check-up, consultation with the Senior Friendly team to develop an action plan to improve your business' age-friendliness, and a certificate. The Senior Friendly™ Training Seminar is free, with funding provided by Lighthouses Crime Prevention grant.

Who offers the program here in Nova Scotia?

The Senior Friendly™ program is being implemented in Bridgewater and area by the Coalition for an Age-Friendly Community, a working group under the umbrella of South Shore Safe Communities. The Coalition is comprised of seniors, representatives from Health, Falls Prevention, Chamber of Commerce, VON, Kiwanis, Senior Housing, RCMP, Bridgewater Police Service the Town of Bridgewater, and the Municipality of the District of Lunenburg. The mission of the Coalition is to improve the quality of life for seniors in Bridgewater and area.

How do I participate in the program?

To request a Senior Friendly™ check-up, or for more information, please contact:

Beth George, Seniors' Safety Coordinator
Bridgewater Police Service

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