

Salem Age-Friendly Business: Checklist

In order to receive an Age-Friendly Business designation, the business must meet at least **seven** of the criteria below. No more than four of those may be in the “basic level” category.

Basic Level

- Bathrooms – Bathrooms are open and available to the public.
- Floors – All floors are non-slip, non-shiny, and are kept clean and dry.
- Fonts and language – Signage or other written items are easy to read and, if posted, are placed at eye level, using large, clear font. Text and backgrounds are of contrasting colors.
- Glass doors – If there are glass doors, they are clearly marked on the glass.
- Lighting – Lighting is bright and uniform to reduce glare/avoid dark spaces.
- Noise level – Background music and ambient noise are quiet or non-existent.
- Resting areas – Resting areas are available near entrances to the buildings or the space.
- Symbols – Signage or other written items use universal symbols when possible (i.e. arrows, bathrooms, etc.).
- Walkways – Any outdoor walkways or paths are free of obstructions.
- Warning signage – All stairways, inclines/declines, and obstacles/hazards are clearly marked.

Advanced Level

- Ad depictions – Older adults are depicted in marketing materials in a positive manner.
- Ad placement – Ads are placed in media used or targeted to older adults.
- Aisles – The space has wide, clear, and accessible aisles.
- Bathroom accessibility – Bathrooms are wheelchair-accessible, with no stairs to enter and wide stalls.
- Color contrast – Bathrooms have installed color contrasting toilet seats and handrails.
- Communication – Any written communications in the business intended for the public are easy to read and provided in relevant languages.
- Delivery – Delivery services are available and advertised, and orders can be made over the phone or in person.
- Discounts – Discounts are available to older adults.
- Doors – Doors are easy to open.
- Education – Business displays fliers, brochures, or other materials for organizations, agencies, or programs that serve older adults.

- Elevator/ramps – Spaces are wheelchair accessible, with elevators or ramps where needed.
- Employee policies – Policies are established intended expressly to support employees who are caregivers or older adults.
- Employment – The business intentionally mentions that it does not discriminate on the basis of age or ability when advertising for employment.
- Furnishings – Furnishing colors contrast with walls for easy visibility.
- Handrails – Handrails/cane holders are installed where needed.
- Large bathrooms – Bathrooms are large enough to be accessible to caregivers if needed.
- Object placement – Products are shelved or placed at a visible and reachable height.
- Quiet seating area – A quiet seating area is available away from kitchens, lobbies, or street noise.
- Service counters – Service counters are at a wheelchair-accessible height.
- Telephones – The business is easily accessible by telephone and a live person answers during business hours.
- Transportation – Public, accessible transportation is immediately available to and from the business, or the business provides such transportation to their older adult customers.
- Website – Website reflects age-friendly design and is easy to use and read.
- Windows – Windows are generally clear of signs or items placed in window sills or ledges.

Other comments: _____

Business: _____

Review by: _____ Date: _____