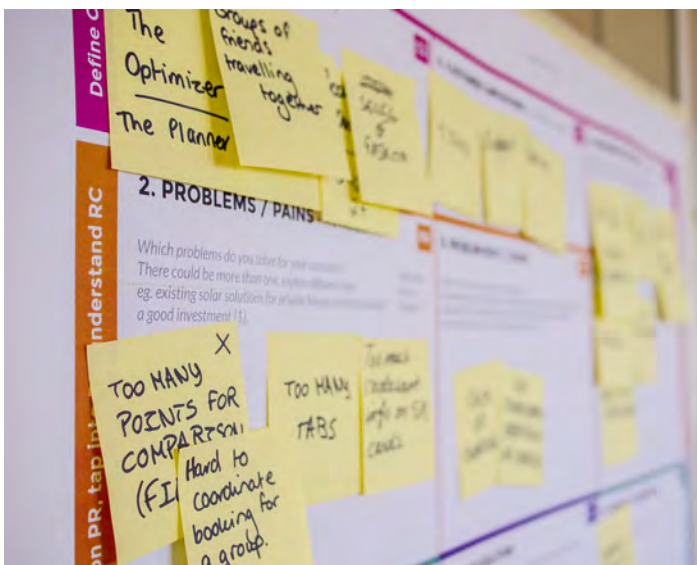


Age and Dementia Friendly checklist



Age and Dementia Friendly checklist

Becoming more age and dementia friendly is all about removing barriers by making your service more accessible for all older people. This will also benefit many others including younger disabled people, children and pregnant women.

Physical Environment

If your customers need to visit your premises - shop, restaurant etc - it is important to be aware that accessibility is about much more than accommodating wheelchairs and mobility aids.

There are many things that you can do, completely free of charge that will make your physical environment welcoming to older people.

Respect and Inclusion

It is important to not only identify the physical barriers to inclusion but also the social, cultural and attitudinal ones.

If customer-facing staff are actively welcoming to all older people, it can make a real difference to someone who may be socially isolated. A friendly face, patience and understanding can have a big impact on someone's day.

Communication and Information

Focusing on customer communication is important to the long-term success of any business.

Communication affects how information reaches your customers and informs them of whether your business is relevant to them. Wording and design are important and it is crucial that information is clear, attractive and inclusive.

We have created this checklist to help you to look at how your business or organisation might become more age and dementia friendly.

This is not a list of what you must do - just a list of things to help you to think about how you might do things differently.

Physical Environment			
Age Friendly		Dementia Friendly	
Is the pavement outside your premises free of dirt and obstacles?		Are there any highly reflective or slippery floor surfaces? Reflections can cause confusion.	
Could someone in a wheelchair get past and/or easily access your premises?		Do you have plain carpets? Plain or mottled surfaces are easier; patterns can cause problems to people with perceptual problems.	
Is the entrance welcoming and accessible, with no obstructions?		Are changes in floor finish flush rather than stepped? Changes in floor surfaces can cause some confusion due to perceptual problems. If there is a step at the same time you also introduce a trip hazard.	
Do you know where your nearest parking and Blue Badge parking spaces are? Do you know where your nearest bus stop is and what bus routes you're on? Do you provide details of the above on your 'How to find us' information?		Are entrances well-lit and make as much use of natural light as possible? Avoid using areas with bright light or deep shadows.	
Does the layout of furniture or aisles allow for easy movement of all customers?		Do you have a black doormat? This can be confusing to people with perceptual difficulties who may think it is a hole.	
Is your flooring even and without obstacles?		Do you have a changing room (where applicable) where a carer or partner can help out if the person needs help with their clothes?	
Are the products on your shelves reachable? If products are high up, is someone available to assist a customer who needs assistance to reach something?		Do you have a unisex toilet or other facility which would allow someone to have assistance without causing them or other users embarrassment?	

<p>Is the lighting in your premises good?</p>		<p>Are toilet seats of a contrasting colour to the walls and rest of the toilet?</p> <p>This makes it easier to see for someone who has a visual impairment.</p>	
<p>Are steps and stairs safe, level and clean with handrails?</p>		<p>Have you had a good look round and thought about landmarks?</p> <p>Research shows that people with dementia use 'landmarks' (significant items) to navigate their way around, both inside and outside. The more attractive and interesting the landmark (which could be a painting, or a plant) the easier it is to use it as a landmark.</p>	
<p>Do you have a toilet which people are able to use without obligation to spend money? If so, you could advertise this through the Great British Public Toilet Map www.toiletmap.org.uk/</p> <p>For some older people a lack of public toilets is a problem that can limit whether or not they go out.</p>		<p>Do you have a seating area if people have to wait for a service?</p>	
<p>Could you offer a seat where an older person can sit down for a few minutes without the obligation to spend money?</p> <p>If so, you could sign up to the Leeds Come in and Rest campaign www.opforum.org.uk/activities-and-services/come-in-and-rest/</p> <p>Knowing that there are seats 'en route' to their destination may give older people more confidence to go out and about.</p>		<p>Does your seating look like seating?</p> <p>People with perceptual difficulties may find seating that is an abstract shape or design confusing.</p>	
<p>Could you provide tap water to somebody visiting your premises?</p> <p>If so, you could sign up to the Refill scheme www.refill.org.uk</p> <p>Keeping hydrated can benefit older people in many ways including improved cognitive function and reduction in falls.</p>		<p>Do you have a quiet space for someone who might be feeling anxious or confused?</p> <p>A few minutes with a supportive person might be all that's needed.</p>	

Respect and Inclusion

Age Friendly		Dementia Friendly	
<p>Do you have products with an age friendly focus?</p> <p>You could consider offering concessions during off-peak hours, or loyalty cards for repeat customers</p>		<p>Could you or members of your team become Dementia Friends?</p> <p>You can find out more and enrol on a Dementia Friends Awareness session www.dementiafriends.org.uk/</p>	
<p>Are your staff patient and friendly and do they speak clearly?</p>			
<p>Could you or a member of your staff team become an Age Friendly Ambassador for Leeds?</p> <p>You can find out more and sign up to the Age Friendly Ambassadors scheme. www.opforum.org.uk/get-involved/become-an-age-friendly-ambassador/</p>			
<p>Is there an easy way for customers to provide feedback about what they like or what could be improved about your organisation?</p> <p>Comment cards or regularly speaking to older customers are ways of doing this.</p>			
<p>Are promotional materials representative of older people - showing positive images of older people?</p>		<p>You can find out more about 'Wise Up to Ageism' awareness sessions at www.opforum.org.uk/projects-and-campaigns/age-proud/wise-up-to-ageism/</p>	
<p>Could you organise a 'Wise Up to Ageism' session for your staff team to raise awareness of age discrimination?</p>			

Communication and Information			
Age Friendly		Dementia Friendly	
Do you have large, clear fonts for signage, printed materials and websites? Are large print, audio and/or braille versions of printed materials available?		Are signs and printed materials clear, in bold face with good contrast between text and background? Don't use abstract images or icons	
Are amenities clearly signposted? This is particularly important for lifts, accessible toilets, and hearing loop access.		Is there a contrast between the sign and the surface it is mounted on? This will allow the person to recognise it as a sign.	
Can people contact you via telephone or face to face if they are not online? Can people easily find information about your business, such as opening hours and accessibility? Advertise that you are age and dementia friendly on your publicity, around your building, and online.		Are signs fixed to the doors they refer to? They should not be on adjacent surfaces if at all possible. Are glass doors clearly marked?	
Do you have space for a community noticeboard?		Are signs at eye level and well-lit?	
Do you offer a range of payment options? Many older people rely on cash when purchasing essentials.		Are signs placed at key decision points for someone who is at the building/area for the first time?	
Could you list your services on www.leedsdirectory.org as an age friendly organisation?		Could you list your services on www.leedsdirectory.org as a dementia friendly organisation?	

Adapted from Make Your Business More Age-Friendly (Bristol Ageing Better, 2019) and Dementia Friendly Environment Checklist (Alzheimer's Society, 2019)

Sign up

You can sign up as an Age and Dementia Friendly organisation by visiting www.opforum.org.uk/get-involved/make-your-business-age-and-dementia-friendly/ and completing the online form.



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There is a template overleaf for you to make a note of your action plan for your own records.

Action Plan

Age Friendly Actions:	Who is responsible?	Timescale
Dementia Friendly Actions:	Who is responsible?	Timescale



Working to become
**Dementia
Friendly**
2022



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