



Guide de sensibilisation des employeurs et des employés

À savoir :



Qui sont les personnes âgées?

On reconnaît généralement qu'une personne âgée a plus de 65 ans. Il s'agit du segment de la population qui **croît le plus rapidement**. On estime généralement que les « personnes vieillissantes » ont plus de 50 ans. Ensemble, ces deux groupes possèdent **plus de 75 %** de la richesse du pays. Il est indéniable que ces gens représentent une force économique de taille à titre de consommateurs d'une **vaste gamme** de produits et services.

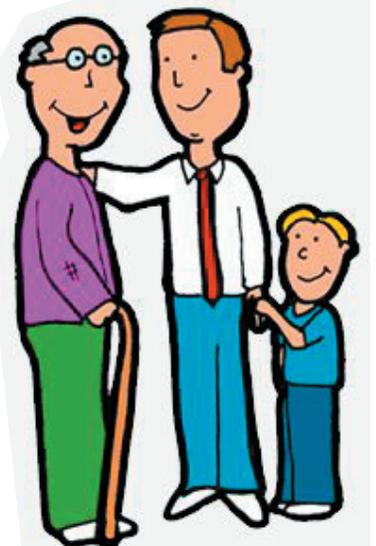
Ces citoyens ont souvent des **besoins particuliers** en matière de biens et services. En général, cela est simplement attribuable au vieillissement. Nous avons toutes et tous des parents ou des amis plus âgés ayant des problèmes médicaux ou un handicap, attribuables au **vieillessement naturel** et susceptibles d'affecter la mobilité, l'ouïe, la vue ou les capacités cognitives et les habiletés de raisonnement. Au verso de la présente fiche de renseignements, on trouve un aperçu de certains de ces problèmes ainsi que des suggestions permettant de **reconnaître et d'aider** les gens touchés.

À titre d'employés offrant des produits ou des services, **nous devons nous assurer** que notre clientèle et nos patientes et patients ont l'impression de **recevoir l'attention** qu'ils méritent. Comme le dit le dicton, si l'on traite autrui comme on voudrait l'être soi-même, on **ne déçoit jamais** les gens qui demandent notre aide.

Les apparences sont parfois trompeuses

Il est important de se souvenir que, bien qu'une personne puisse sembler âgée, **elle est toujours la même** et elle se sent beaucoup plus jeune qu'elle le semble. Ces gens ne veulent pas être traités comme de vieux « fous » sans valeur. Ils veulent sincèrement qu'on **les respecte**, comme toute personne, peu importe son âge.

Les personnes âgées sont de **précieuses consommatrices** de biens matériels et de services personnels. Certaines personnes âgées ont des **revenus très limités** et doivent donc dépenser prudemment. D'autres personnes peuvent disposer d'un grand revenu disponible, mais il est probable qu'elles sont aussi prudentes et qu'elles accordent une grande importance à la **valeur en magasinant**.



Servir les « personnes vieillissantes » — éléments à prendre en compte



On sait que le vieillissement peut inévitablement entraîner une gamme de problèmes susceptibles d'**affecter certaines capacités**. Ce guide tout simple vous indique les éléments à prendre en compte et comment aider les personnes âgées.

La vue et l'ouïe

Voilà deux sens qui sont le plus souvent affectés avec l'âge. Les lunettes et les appareils auditifs peuvent s'avérer utiles. Cependant, ces sens peuvent être à ce point atteints que les gens **doivent obtenir de l'aide supplémentaire**. Soyez toujours prêt à prendre le temps nécessaire pour communiquer de manière significative.

La mobilité

Qu'il soit question de blessures ou d'arthrite, bon nombre de personnes âgées ne peuvent accomplir bon nombre d'activités courantes aussi rapidement qu'auparavant. **Nous devons tenir compte de ces limites**, aider ces gens et faire preuve de patience.

La capacité mentale

Bien que certaines personnes âgées puissent démontrer une souplesse mentale à un âge très avancé, d'autres peuvent être atteintes de divers types de démence, légère ou grave. Encore une fois, **la patience et la compréhension** peuvent faire des merveilles lorsqu'on vient en aide à ces gens.

Une approche axée sur le bon sens

On pourrait croire que les éléments abordés découlent du **simple bon sens**. Malheureusement, le bon sens n'est pas si commun. Dans ce monde en mouvement, il est trop facile de négliger les évidences. **Nous devons apprendre à reconnaître** ces problèmes et les situations où les personnes âgées éprouvent de la difficulté. En étant attentifs à chaque cliente ou patient plus âgé, **nous ne pouvons que mieux servir** les personnes âgées et tous les gens, peu importe leur âge.

À titre d'entreprise ou d'organisme accueillant pour les personnes âgées, **vous tenez compte** de gens qui ont beaucoup donné à notre société. Enfin, assurez-vous que vos collègues connaissent **l'importance de la gentillesse** envers les personnes âgées.

Grâce à un sourire et à un accueil chaleureux, on peut entamer un entretien **du bon pied**. Il est vrai que les premières impressions comptent.

Souvent, si des difficultés surgissent, on peut régler bien des problèmes et **offrir une solution satisfaisante** pour tous en s'excusant rapidement et en se montrant prêt à discuter des événements et à mettre en œuvre des mesures correctrices.

Il faut toujours **prendre le temps nécessaire** pour aborder les préoccupations d'une personne âgée et appeler un collègue lorsque l'on doit s'occuper d'autres clientes et clients. Vous serez récompensé par une **satisfaction personnelle**, et les gens sauront qu'ils vous tiennent à cœur.

Notre site Web :
www.FriendlytoSeniors.ca

*Amical aux aînés remercie la
Fondation Trillium de l'Ontario de son
aide financière.*



THE TRILLIUM FOUNDATION
LA FONDATION TRILLIUM



Employer/Employee Awareness Guide

What You Should Know:

Who is a Senior Person?

It has been generally accepted that a "Senior" person is someone over the age of 65. This is the **fastest growing** segment of our population. "Older Adults" are usually considered to be those over the age of 50. Together these two groups control **over 75 percent** of the wealth in our country. There is no doubt that they are a considerable economic force as consumers of a **wide variety** of products and services.

Our older citizens often have **special needs** when it comes to accessing the marketplace for goods and services. This is generally the result of just growing old. We all know of older relatives or friends with medical conditions or disabilities brought about through **natural aging** that may effect mobility, hearing, sight or cognitive and reasoning abilities. Some of these conditions are outlined on the reverse of this information sheet with several suggestions on how to **recognize and assist** individuals with these limitations.

As those offering products and/or services, **we have a responsibility** to make our customers, clients or patients feel they are **receiving the attention** they deserve. It is an old saying, but still true, that if you treat others as you yourself wish to be treated then you will **never disappoint** those who come to you for help or assistance.

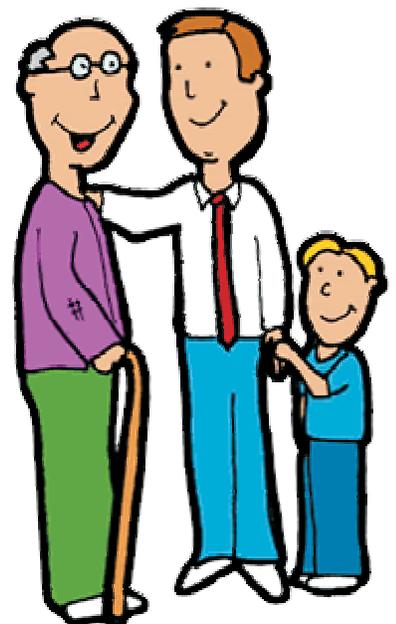


Appearances can be Deceiving

An important thing to remember is that regardless of how old a person may look, there is still **someone inside that older body** who feels they are much younger than they may appear. They do not want to be treated as old "fogies" of no value. They sincerely want your **respect and consideration**, something we should accord everyone regardless of age.

Older Adults and Seniors are **valuable consumers** of many material goods and personal services.

While some older citizens have **limited incomes** and watch their expenditures carefully, others have **significant income** and can afford to spend. However, they are also likely to be prudent **value conscious** shoppers and consumers.



Serving the Older Adult - Some Things to Consider



A smile and a warm greeting can start any interaction off on a **good footing**. It's true, first impressions really do count.

If things go wrong a quick apology and a willingness to discuss the situation and **apply corrective action** can often solve many problems and provide a satisfactory outcome for all concerned.

Always be prepared to **take the time necessary** to deal with a senior's concerns, calling in a co-worker when required to deal with other clients or customers. It will be time well spent, as you will be rewarded with **personal satisfaction** and others will learn of your caring concern.

Friendly to Seniors

Visit our web-site

www.friendlytoseniors.ca

It is a fact of life that aging inevitably can cause a variety of problems that can **affect certain abilities**. This is a simple guide on what to be aware of and how you can help.

Sight and Hearing

Two of the senses that are effected most commonly by aging. Glasses and hearing aids can help, but sight and hearing can be so impaired as to **require extra assistance**. Always be ready to take the extra time to be able to communicate meaningfully.

Mobility

From injury to arthritis, aging causes many seniors to be slower in doing many regular activities. **We have to make allowances** for these limitations, to help out where possible and to exercise patience.

Mental Competence

While some seniors remain mentally agile into advanced old age many others can suffer various forms of dementia from mild to serious. Once again **patience and understanding** can go a long way to assisting those with these conditions.

A Common Sense Approach

What we have outlined might be considered as just "**common sense**". Unfortunately common sense is not all that common. In the busy world we live in it is all too easy to overlook the obvious. **We have to learn to recognize** those conditions and situations in which a senior may be experiencing difficulty. Being observant at all times and sensitive to each older customer, client or patient can only help **improve our ability** to be able to serve more effectively, not only our seniors but everyone regardless of age.

As a Friendly to Seniors business or organization, **you are recognizing** those who have contributed much to our society. Finally, make sure that your fellow workers are **aware of the value** of being Friendly to Seniors.

*Friendly to Seniors gratefully
acknowledges the financial
support of the Ontario
Trillium Foundation.*



Friendly to Seniors



**Senior
Sensitivity
Awareness**



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Welcome to the Friendly to the Senior Sensitivity Awareness Session presented by Friendly to Seniors – we are sure you will find it interesting and informative.

Question:



**When does
an older
person not
mind being
called a
“senior” ?**

(5 second pause to view slide)

When does and older person not mind being called a senior?

Answer:



**When they
qualify for
the
“senior’s
discount” !**

(5 second pause to view slide)

Yes, most older folks do not mind being called a senior when they qualify for a “seniors discount”.

More birthdays to celebrate



- **Every ten seconds someone turns 60 years of age.**
- **Ready or not - the “boomers” are aging.**

(8 second pause to read slide)

The greatest “age wave” of all time is has passed through mid life and is now “ready or not” into the home stretch of life. According to recent statistics the chances of living to a healthy old age are greater than ever.

Who is a Senior?



65 and older “Senior”

50 to 65 “Older Adult”

**Together control over
75 % of the wealth
in our society.**

(8 second pause to read slide)

Those over 65 are the fastest growing segment of our population – a demographic and economic force. No one likes to be labeled, or to be considered an “old fogey” for regardless of how old they may appear on the outside – inside they feel much younger. Older Adults and Seniors want and deserve respect and consideration – the common courtesy that should be accorded everyone no matter what age.

Facts and Fiction About Seniors

- 1. All seniors face the same issues** • **False ~ Everyone has a different personality, experience, dreams**
- 2. 25% of seniors live in care facilities** • **False ~ Less than 10% of people over 65 live in care facilities**
- 3. 10% of seniors live alone** • **False ~ 25% of people over 65 live alone**

Some Facts and Fiction about Seniors: There are many misconceptions about seniors – we present some of the most common.

(leave time for viewers to read screens – about 25 seconds per screen.

Do these facts surprise anyone?

Facts and Fiction About Seniors

- 4. **Seniors are wealthy** • **False: Seniors have to watch their expenditures carefully.**
- 5. **Mobility and flexibility deterioration can happen in varying degrees as one ages** • **True ~ Physical and mental exercises help at all ages.**
- 6. **Majority of clients served by the Canadian National Institute for the Blind are completely blind** • **False ~ Only 10% of clients of CNIB are completely blind.**

(25 seconds to read screen)

We all know of older relatives or friends with medical conditions or disabilities brought about through natural aging that may effect mobility, hearing, sight or cognitive and reasoning abilities.

Facts and Fiction About Seniors

- | | |
|--|---|
| <p>7. Half the people between 65 and 80 experience hearing loss.</p> | <ul style="list-style-type: none">• False: 65 % in this age group have some hearing loss and over 80 % of those over 80. |
| <p>8. The minimum type size for easy reading is 10 point and CAPITAL LETTERS are better than lower case print</p> | <ul style="list-style-type: none">• False 12 point is minimum – 14 best and CAPITALS only for emphasis.• False Even in advanced old age seniors like to make up their own minds. |
| <p>9. Seniors prefer having decisions made for them.</p> | |

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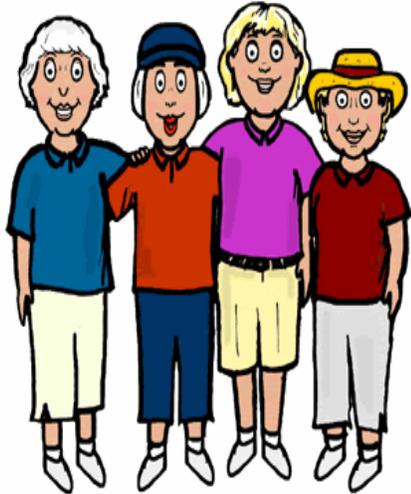
Seniors are people to – an obvious fact, but sometimes overlooked when those younger feel they are doing what is best for older folks in their own interest.

Myth Slaying



There are many “myth dragons” concerning seniors and the aging process – we would like to slay these myths as we continue this Friendly to Seniors awareness session.

All seniors are the same



- To the young anyone over 50 is “really old”
- Seniors are often considered as those who are just waiting to “pass on”
- There is more diversity in the seniors “sector” than any other age group.

(10 second pause to give chance to view slide).

Chronological age is just that – a method of measuring how many years a body has been around, not how that body performs, or how we feel.

We don't expect younger generations to dream and act alike. Why should we expect anything different from people who've had more time to gather diverse life experiences?

The myth that old age hits everybody the same is damaging to us all. Our hair may go gray in later years, but our personalities don't.

Seniors are dependent and helpless



- Only a small percentage of seniors require specialized care
- All seniors want to be as independent as possible for as long as possible.

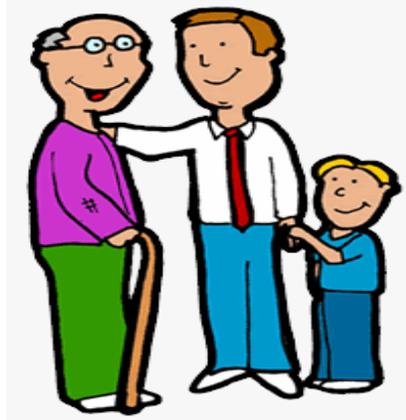
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Most seniors cherish their independence and try to remain in their own homes and survive on their own income as long as possible.

Home care and other services do not make seniors dependent. In fact, these services help many seniors live in their own homes longer.

Many seniors have a hard time accepting help, but asking for assistance once in a while isn't unreasonable.

Older people have no choice but to be frail



- Aging, like life is a process
- Looking after our bodies should be a lifelong process as well.
- Many seniors remain active to advanced years.

(10 second viewing pause)

It is true that our capacities reduce as we age. However, a growing body of research says that half of the changes affecting how our bodies function between age 30 and 70 are due to disuse.

Active living can stop and even reverse the effects of being a “couch potato”. Seniors in some studies have put aside walkers and canes after taking part in careful weight lifting and strength training programs.

Seniors are a heavy drain on our health care system.



- Most seniors are healthy into advanced old age.
- An aging population means a greater number of older citizens are accessing health services.

(10 second viewing pause)

Seniors do visit physicians more than any other age group, but not by a significant amount. Seniors often take better care of themselves realizing the importance of staying well. However as our population ages there will be more demand for health care of all types.

Most seniors live in old folks' homes



- **Most seniors live in private homes with their spouses, families or friends.**
- **About one quarter of seniors live alone.**

(8 second viewing pause)

Only a small fraction of seniors live in continuing care centres or other collective dwellings, but in many communities there is a growing need for nursing home accommodation for physically and mentally disabled seniors.

About one quarter of seniors live alone while most live in private homes with their spouses, families or friends and want to stay living independently as long as possible.

All Seniors Become Forgetful and Senile



- Most Seniors do not become senile.
- Some short term memory loss can occur with aging.

(8 second viewing pause)

Memory loss and confusion do not go hand in hand with aging.

When a senior acts forgetful or confused, we may think “senile”. When an younger person acts the same, we tend to not to think of it.

The real culprits may be medication, fatigue, stress or illness.

Seniors are too old to contribute to society



- **There are more seniors in the work force than ever.**
- **Others volunteer or keep busy in many ways to benefit.**

(8 second viewing pause)

Thousands of seniors contribute to the labour pool. Many are choosing to work past 65.

Those who choose not to work for pay often volunteer much of their time or spend it in other creative ways.

Seniors are “Cheap”



- Seniors are serious shoppers.
- Seniors do generally watch how they spend.

(8 second viewing pause)

Seniors are valuable consumers of material goods and services. Some seniors do have very limited incomes and have to watch their expenditures carefully, while others may have significant disposable income but are also likely to be careful value conscious shoppers. Most seniors grew up when there “easy credit” did not exist and were more aware of the value of their money. However today’s “boomer” generation now growing older are more likely to be free spenders.

Seniors have an easy life



- Many younger people envy what they consider to be an unrestricted life style of the senior population.
- Being a senior can be stressful in its own way.

(8 second viewing pause)

Seniors may have fewer time constraints after retirement, but theirs can hardly be considered an “easy” life. Retirement, relocation, illness, decreased income, loss of spouse and loss of friends all cause stress.

Despite these anxieties, seniors show remarkable resilience in adapting to changes around them.

Some Senior Limitations to Consider:



Aging inevitably can cause a variety of problems that can effect certain abilities.

Hard of Hearing



- **Almost all of us will experience hearing loss as we age.**
- **Hearing loss affects both sexes.**

(Pause 5 seconds to view slide)

As we get older, our ability to hear gradually decreases. By the time we're 80 - 8 out of 10 persons have hearing loss. Hearing loss associated with aging usually begins around 50, but may strike earlier for people regularly exposed to loud noise such as machinery or music.

We can help those who are hard of hearing by:

Minimizing background noise - air conditions, fans, heating systems, music and lowering ringers on phones in public areas. Also by using sound absorbing materials such as upholstered chairs, wall hangings, carpeting and other soft surfaces to absorb sound and decrease echoes, making it easier for seniors to hear primary conversations.

Tips for Communicating

- **Attract the person's attention before speaking,**
- **Make sure your face is visible and easy to read**
- **Use facial expression and body language to help project meaning.**

(Pause 10 seconds to view slide)

By attracting a person's attention before speaking, they can better read your lips. Just lightly touch their shoulder or discretely signal with your hand in their line of vision. Make sure your face is visible and easy to read

Avoid covering your mouth as you talk – with cups, cigarettes, your hand

Avoid standing with your face in the shadow – e.g. with back to a window

Stand still and avoid chewing gum or eating when speaking

Use facial expression and body language to help project meaning

Effective Communication



- **On the phone or in person.**
- **Avoid shouting**
- **Learn more about hearing loss**

(Pause 5 seconds to read slide).

When speaking talk clearly and naturally but a little slower than usual - Be alert for the need to say it another way

Some people with hearing loss often hesitate to say they cannot hear, so watch for signs that you were not heard

Emphasize key words and phrases that make the topic obvious. Stand or sit close to the person

Avoid shouting: Besides being embarrassing and unnecessary, shouting can cause discomfort for persons wearing hearing aids. If speech is not enough, consider writing the conversation on paper. Take time to understand about hearing loss from the hearing society and/or the internet.

Vision Impairment



One in nine seniors experience vision loss severe enough to impact daily living

There are many ways we can help the visually impaired.

(Pause 10 seconds to view slide)

For those visually impaired let them know you are addressing them by using their name.

Always identify yourself. Use a normal tone of voice

Always let blind or visually impaired people know when you are leaving

When escorting individuals describe room dimensions and lay-out, as well as location of people and objects.

Seeing better inside and outside



There are a number of different conditions that can effect how we see.

There are simple ways we can help seniors see better.

(Pause 8 seconds to view slide)

Seniors may require three to five times the amount of light to see as well as younger folks. Providing enough illumination is a basic first step to helping older citizens. Try to reduce shadows and avoid glare. Define the edges of steps using contrasting materials.

Make sure signage is bright and easy to read – also any written material should be in large enough type (minimum 12 point) to be able to be read easily. When doing renovations have a senior assess your plans.

Guide Dog Etiquette



- **A guide dog is responsible to and for its master.**
- **Never distract the working guide dog.**

(Pause 8 seconds to view slide)

Remember: The guide dog is considered an extension of the person, and unauthorized touching is a violation of personal privacy.

Do not touch, feed or talk to a working guide dog without permission from its master.

It is imperative that the guide dog not be distracted while working because the owner and dog could be harmed.

Mobility Constraints



- **Seniors more than any other age group are likely to have some degree of mobility constraint.**
- **Most mobility constraints are injury or age related.**

(Pause 8 seconds to view slide).

To help those with mobility problems there should be where possible alternatives to stairs such as ramps, elevators or single-level service areas. Doors should be easy to open. Door handles should also be easy to use.

Mobility Limitations



- Seniors may utilize a cane, walker, wheelchair or scooter to continue to remain mobile.
- None of us regardless of age want to be immobile.

(Pause 5 seconds to view slide).

Public spaces should be large enough for people using wheelchairs and other mobility aids to pass easily

Try this test: walk through spaces with your hands about six inches out from your thighs.

In waiting areas, allow enough space for a wheelchair to stand without obstructing traffic

In particular washrooms should be accessible and easy to use by those with limited mobility and dexterity

With doors easy to navigate or with privacy provided through space design. Towels and soap should be in easy reach; toilet flush handles easy to operate. Facilities should be regularly checked.

Mental Competence



- **Most seniors keep mentally agile into old age**
- **Reading and socializing helps keep minds active.**

(Pause 10 seconds to review slide)

Mental activity for the mind is as important as physical activity for the body. Recent studies indicate that different types of dementia including Alzheimer's may be delayed through mental exercise. For those with limitations from mild to serious, patience and understanding can go a long way towards assisting those with limited mental competence. Taking a little extra time can often help in dealing with individuals with mental limitations.

Serving the Senior Population



(5 second pause to view)

Helping Clients, Customers, Patients



- First impressions do count.
- Acknowledge problems quickly
- Take the time required to satisfy.

(10 second pause to read slide)

A smile and a genuine greeting are a good start to any personal interaction.

Applying correction action quickly can provide a satisfactory outcome for all concerned.

Be prepared to call in a co-worker to deal with other clients, customers or patients while you take the time to satisfy a seniors requirements – taking the time will give personal satisfaction and create good will.

Communicating with Seniors



- Keep it simple, but don't "talk down"
- Respect and consideration are important at any age.

(8 second pause to view slide)

We have a responsibility to make our customers, clients or patients feel they are receiving the attention they deserve. If you treat others as you yourself would wish to be treated then you will never disappoint those who come to your for help or assistance.

Use simple, everyday, conversational language – avoid jargon and acronyms

In written material use short paragraphs, short sentences, short words

Find out what Seniors Want and Need



- **Seniors appreciate being involved.**
- **Support employees with aging relatives.**

(8 second viewing pause)

Include seniors in customer research including senior-specific surveys and focus groups. Show enthusiasm and interest for seniors and seniors' matters. Support senior-focused community efforts including Seniors Week, the first week of June. Consider support for employees with aging relatives – Senior “day care” centres are becoming more popular.



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Thank you for taking the time to participate in this presentation and in helping to make our community “Friendly to Seniors” Please feel free to contact us at any time for additional information.