



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.

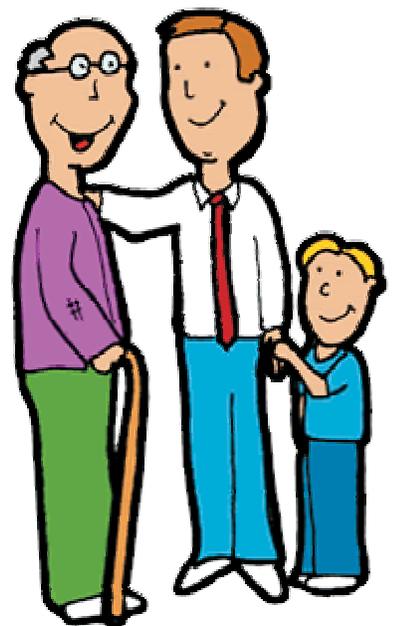


Appearances can be Deceiving

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.

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