



2018 AGE-FRIENDLY BUSINESS AWARDS APPLICATION

DUE: JULY 31, 2018 BY NOON (12PM)

Submit completed applications to: AF Awards@eldersinaction.org

APPLICATION CHECKLIST

Business Name: _____

Completed Checklist

Cover Letter (see Guidelines document for more info)

Complete Award Application

- Section 1:
 - Business/Organization Information
 - Primary Contact Signature
- Section 2: Narrative

Supporting Documents or Photos (if applicable)

****INCOMPLETE OR LATE APPLICATIONS WILL NOT BE ACCEPTED.****

Award guidelines are available at agefriendlyportland.org/business-awards

2018 AGE-FRIENDLY BUSINESS AWARD APPLICATION**DUE: JULY 31, 2018 BY NOON (12PM)****Email completed application to: AF Awards@eldersinaction.org**

You must complete all fields and all components of each question. Late applications will not be accepted.

SECTION 1: BUSINESS INFO AND SIGNATURE***Business Name:**
_____**Business Size:**

Choose one from below

 1-19 Employees 20-49 Employees 50+ Employees**Business/Organization Type:**

Choose one from below

 Non-profit Private business Public agency**Business Website:**
_____**Mailing Address:**
_____**Primary Contact Name:**
_____**Primary Contact Title:**
_____**Primary Contact Signature:**
_____**Primary Contact Phone:**
_____**Primary Contact Email:**

DUE 7/31/18 BY NOON (12PM)

Submit completed application via email to: AF Awards@eldersinaction.org

SECTION 2: NARRATIVE

Detailed narrative responses may require additional pages. For businesses that are web- or home-based (and do not have on-site locations), please explain your circumstances in the appropriate section. Explain how your business serves older adults in the following areas:

1. **Explain how your business advertising and outreach strategies depict age-inclusivity and maximize the opportunity for older customers and/or workers to be represented by your business?**

Older adults make up the largest growing demographic in our region. Serving this large population *well* is good for business and good for Portland.

2. **Explain how your business' physical environment accommodates customers of all ages and abilities. Explain what, if any, plans you have to improve your space in the near future (within two years). *If your business does not have a physical space, you may skip this question.***

Business decisions about exterior and interior access to their space, goods and services send powerful messages to customers and workers:

Aisle Width – makes room for walking aids, wheelchairs, and strollers;

All-User Restrooms – facilities that are accessible to older adults, parents with young children, people with personal attendants and transgender people;

Entry/Exit – clear markings/signage, ramps and universal door handles (or similar hardware) ensure ease of access

Lighting – the typical 60 year old needs three times as much light as the typical 20 year old;

3. **Explain how the acoustics and visibility in your business accommodate customers of all ages and abilities?**

Are there options for individuals to receive assistance, avoid noise, or access better lighting? Does signage use universal terms, language, and symbols? Does signage design, font size, color choice and/or lighting make it easy to read? Does signage promote customer independence and is it obvious and easy to find? Is there an assistance option for those who need translation or other direction?

4. **Explain how the design of your business materials (i.e. brochures, flyers, menus) accommodates all ages and abilities. *Please attach at least one representative example of your age-friendly collateral.***

Do materials use universal terms, language, and/or symbols? Do design, font size, and/or color choice make materials easy to read? Do materials promote customer independence? Age-related vision changes, which begin to occur around age 40, include the need for more light, difficulty reading and doing close work, problems with

DUE 7/31/18 BY NOON (12PM)

Submit completed application via email to: AFawards@eldersinaction.org

glare and changes in color perception including distinguishing between certain color shares.

5. **Explain how your online presence (including website and/or social media) is accessible to people of all ages.** Does the website have zoom capabilities? Is the font chosen for visual clarity? Is it easy to navigate? Can someone reach your business by phone or email, and is it clear how to do so? Are accessibility issues addressed (i.e. are all images tagged with text, do you include images of people of all ages and abilities)?
6. **Explain how your business trains or prepares staff to be culturally inclusive and accommodating to people of all ages. How does your business directly address ageism or other forms of discrimination (through policies, training or practices)?** Ageism is stereotyping and discrimination on the basis of a person’s age (assuming a customer is “too old” for assistance, service or products). It marginalizes older adults and has negative impacts on their health and well-being. It is also bad for business (approximately 10,000 Baby Boomers will turn 65 every day through 2029).



DUE 7/31/18 BY NOON (12PM)

Submit completed application via email to: AFawards@eldersinaction.org