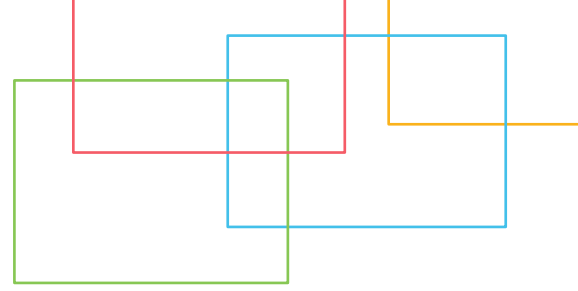


Age-friendly Business Program Strategy



The Age-friendly Business program (AFBP) is a component of the Age-friendly project of City of Kawartha Lakes.

Age-friendly City of Kawartha Lakes Mission:

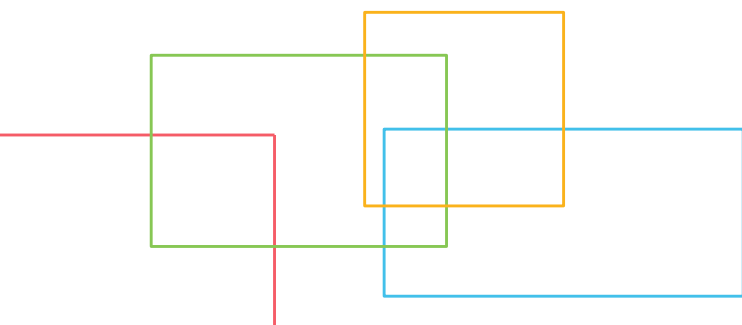
The Age Friendly Steering Committee in the City of Kawartha Lakes is a group of dedicated individuals and community partners working collectively to create a healthier, accessible community.

Objective:

The Age-friendly Business program (AFBP) will provide education, support and recognition to businesses in the City of Kawartha Lakes to help them enhance their business practices to create an atmosphere that enables older adults to access their goods and services.

Age-friendly Business Program Goals:

1. Inform and inspire our business community about age-friendly practices and philosophy.
2. Provide support to businesses to institute and promote age-friendly business practices.
3. Recognize and celebrate businesses who successfully demonstrate age-friendly practices.
4. Support the municipality and the age-friendly committee's strategic plans to increase the age-friendliness of City of Kawartha Lakes and achieve the World Health Organization recognition.



Age-friendly Business Program Actions

Goal 1: Inform and inspire our business community about age-friendly practices and philosophy.

Actions:

1. Develop marketing materials that promote the age-friendly business program (AFBP).
2. Support local business networking organizations to market and promote the age-friendly business program.
3. Gather relevant and up to date data to support the benefits of an age-friendly approach.
4. Continue to attend events that allow the AFBP to be showcased.
5. Maintain a web presence, with a webpage and social media.
6. Develop a list of funding opportunities available to businesses that will be available on our

Goal 2: Provide support to businesses to institute and promote age-friendly business practices.

Actions:

1. Provide guidelines and tools (checklist, resource list) for businesses to use as a resource.
2. Promote improved customer experience for older adults and individuals with physical and cognitive impairments through training and education resources.
3. Look for opportunities to partner with local organizations to provide training.
4. Provide support for businesses looking to apply for funding.
5. Support businesses to develop and implement additional age-friendly practices and features through on site assessments and mentorship.

Goal 3: Recognize and celebrate businesses who successfully demonstrate age-friendly practices.

Actions:

1. Maintain an up to date list of businesses that achieved the age-friendly criteria, market this list (website, newspaper, social media, etc).
2. Partner with other business associations to recognize age-friendly businesses at their annual events. (Chambers, DBIA's, Newspaper awards, etc)
3. Provide marketing material to age-friendly businesses, eg. Decal, logo.
4. Develop a mentorship program, where business owners support other business owners to implement age-friendly practices.
5. Gather data to support the value of the AFBP.

Goal 4: Support the municipality and the age-friendly committee's strategic plans to increase the age-friendliness of City of Kawartha Lakes and achieve the World Health Organization recognition.

Actions:

1. Facilitate ongoing participation in the provincial age-friendly business initiatives.
2. Provide updates to council, the age-friendly committee and the business community on the progress of the AFBP.
3. Apply for available funding to help the implementation of the AFBP.