

AGE AND DEMENTIA-FRIENDLY BUSINESS OVERVIEW FOR BUSINESS OWNERS

THE BENEFITS:

- Enjoy free publicity via City of Boston website, Boston Seniority magazine, and social media.
- Increased potential customer base and repeat customers.
- Potential increase in customers patronizing business during traditionally less busy times (during the day or early afternoon).
- Recognition showing commitment to older adults by the city.



THE CERTIFICATION PROCESS

- Complete an application online, email, or mail to Age-Friendly Boston.
- Age-Friendly staff visits the business to explain the process and fill out the checklist.
- Owner or manager of a business completes mandatory customer service training.
- Certificate and decal issued after completing the steps above.

OUR GOALS:

- Educate businesses on how to make their physical environment and customer service practices more inclusive for people of all ages and for people with dementia.
- Promote a culture where older adults and people with dementia are able to comfortably age in place and remain active in their community.
- Foster age-friendly environments where businesses thrive on a larger customer base and all people enjoy access to a variety of goods and services.

"My coffee shop -- I wanted it to be a coffee shop that's a community coffee shop."

-Miriam, Owner of Recreo

**Contact us for questions and information at
boston.gov/age-strong or call 617-635-4366**



City of Boston
Age Strong Commission