



AGE-FRIENDLY & DEMENTIA-FRIENDLY BUSINESS APPLICATION

Please complete one application for each business location

www.fortworthtexas.gov/age-friendly-fort-worth

Date: _____

Business Name:			
Doing Business As:			
Address:		Zip:	
Contact Name/Title:			
Phone:		Website:	
Email Address:			

Industry:	<input type="checkbox"/> Arts and Entertainment	<input type="checkbox"/> Professional/Financial Services
	<input type="checkbox"/> Automotive	<input type="checkbox"/> Real Estate
	<input type="checkbox"/> Barber/Beauty/Spa Services	<input type="checkbox"/> Retail Services and Goods
	<input type="checkbox"/> Food, Beverage, Grocery	<input type="checkbox"/> Sports and Fitness
	<input type="checkbox"/> Health and Medical	<input type="checkbox"/> Telecommunications
	<input type="checkbox"/> Hotel/Travel/Tourism	<input type="checkbox"/> Utilities
	<input type="checkbox"/> Other (please describe):	

Eligibility

To receive the age-friendly and dementia-friendly business designations, the business must:

1. Be physically located in the City of Fort Worth
2. Have a valid, non-expired business license
3. Pledge to uphold the age-friendly and dementia-friendly checklist values within a year

Application

To apply for the age-friendly and dementia-friendly business designations, the business must:

1. Follow the attached checklist
2. Provide business logo and website link
3. Sign the Age-Friendly Fort Worth and Dementia-Friendly Fort Worth Pledges
4. For any questions or to submit pledge contact:

Age-Friendly Contact: Susan Williams | slwilliams@aarp.org | (214) 265-4081

Dementia-Friendly Contact: Gail Snider | gsnider@dementiafriendlyfw.org | (817) 332-6266



AGE-FRIENDLY & DEMENTIA-FRIENDLY BUSINESS BEST PRACTICE CHECKLIST

I attest that the best practices checked below are currently in place:

ENTRANCES & MOBILITY

Entrances

- Well-maintained sidewalks that are accessible and free from obstructions
- Non-slip entry ramps for wheelchair access, particularly if stairs are required to enter the building or access different interior areas
- Entrance doors are easy to open for a person in a wheelchair or walker
- For any automatic doors, have accessible buttons that allow enough time for those with wheelchairs and walkers to enter

Interior

- Aisles and spaces can accommodate a wheelchair or walker
- For any interior with multiple floors, stairs, or raised areas, provide access by ramp, elevator, or alternative means
- Washrooms on the main floor can accommodate a wheelchair, walker, or stroller
- Sufficient seating for patrons to rest, especially if waiting
- Place products within reach on shelves or offer help reaching items
- For any stairs or steps, railings are available
- All stairs, inclines, and drops are clearly marked and have railings

Parking

- Well-maintained, clearly identified parking
- Available parking, including handicap accessible parking
- Drop-off and pick-up areas are available, obstruction free, clearly identified, and conveniently located

AMBIENCE

- Parking lots, entrances, and store interior are well lit
- Minimize excessively loud music and noise
- Signage is easy to read

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EMPLOYEES

- Training provided to employees that are expected to use newer technologies
- Train staff to provide respectful and patient service in person and on the phone
- Train staff to be mindful when speaking to patrons of all ages backgrounds & cultures
- Train staff on how to assist those with physical challenges and how to handle incidents
- Staff complete Dementia-Friendly Education & Training Session Pre-Test (attached)
- Staff complete *Understanding Dementia*, a training through the North Central Texas Chapter of the Alzheimer's Association (www.training.alz.org). Online or live training acceptable
- Staff complete additional dementia training based on clientele served and recommendations from DFFW.

MARKETING & COMMUNICATION

- Promote products, services, and business features that are good for older adults
- Make websites easy to navigate with zoom control or text resizing features
- Use large, clear, sans-serif fonts for signage, printed materials, and websites
- Translate website into multiple languages
- Telephone answering services give clear, slower-paced instructions and include the options to repeat the menu and to speak with a representative

OTHER BEST PRACTICES: You may submit additional Age-Friendly Features below.

FOR ANY UNCHECKED ITEMS ABOVE, PLEASE EXPLAIN.



AGE-FRIENDLY BUSINESS PLEDGE

I pledge to be an Age-Friendly Fort Worth recognized business and promise to uphold Age-Friendly practices to the best ability of the business within a year. At the end of the first year, I understand that I enter into a continuous cycle of improvement and will receive a certificate for our accomplishments and commitment to Fort Worth's Age-Friendly efforts.

Signature

Business

Date



DEMENTIA-FRIENDLY BUSINESS PLEDGE

I pledge to be a Dementia-Friendly Fort Worth ("DFFW") recognized business and promise to uphold Dementia-Friendly practices to the best of my ability and understand that DFFW will support me in these efforts by assisting with training (cost may apply) and direction as needed or requested. By completing this DFFW Pledge, we enter an ongoing relationship with DFFW and its representatives. DFFW and its representatives are available to assist our company/organization in continuing to improve our awareness and education around dementia and how we can best serve the clientele that frequent businesses such as ours.

Signature

Business

Date

Received by

Date