



SENIOR PLANET

*Aging with Attitude*

# #Age Friendly

## What is Age-Friendly?

- Goal to make all parts of daily life inclusive for older adults
- Usually describes counties, cities, towns, businesses
- World Health Organization supports global network of cities

## Age-Friendly City

- Outdoor spaces and buildings
- Transportation
- Housing
- Social participation
- Respect & social inclusion
- Civic participation & employment
- Communication & information
- Community support & health services

## Age-Friendly Checklist

- Accessibility
- Marketing
- Ambiance
- Design
- Experience



## Online Reviews

- Online reviews—like on Facebook—influence the reputation of a business
- Include hashtags (#) to connect review to larger conversation
- Write #agefriendly or NOT #agefriendly and explain

