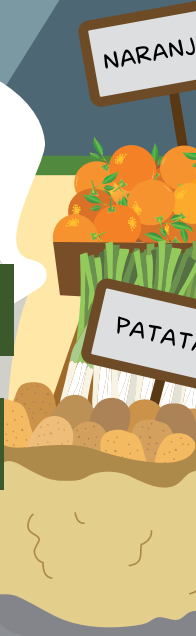




# Friendliness Guide for Establishments. Shops and Restaurants



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# 1. INTRODUCTION

## 1.1. Euskadi Lagunkoia Sustraietatik



EEuskadi Lagunkoia is an initiative from the Department of Employment and Social Policies of the Basque Government that promotes citizen participation and the participation of the public, private, and social sector to develop a movement of friendliness in the Basque Country in the promotion of enabling environments for aging people.

It is based on the “Age-friendly Environments Programme” initiative promoted by the World Health Organization.

[www.euskadilagunkoia.net](http://www.euskadilagunkoia.net)

In the framework of this project is the implementation of the “Friendly Establishment” program with the collaboration of the *Department of Economic Development and Competitiveness*.

## 1.2. Why this initiative?

There are currently 458,396 people over 65 years old in Euskadi (Eustat, 2015). This means that 2 out of 10 people are elderly. In 2029, this number will rise to 3 out of 10.

Elderly persons are big consumers. The average consumption for families of 60 and up is 96.67 euros a week, which is higher than the population of 16 to 44 years old.

Some characteristics of this group about their relationship with establishments are:

- They usually go to small shops nearby.
- They reward good service with faithfulness and loyalty.

However, they encounter problems or difficulties in many cases when visiting an establishment. For example, 21.4% of older people report having difficulties in making a purchase, i.e., almost 100,000 people need help buying goods. This occurs in 44% of people aged 80 and over.

## 2. FRIENDLY ESTABLISHMENT



### 2.1. Definition and objectives

Elderly people are usually loyal customers who know about the products they buy, daily buyers, and expecting personalized attention, thus generating a relationship of trust with the merchant.

The **“Friendly Establishment”** program consists of an educational campaign that provides low-cost or free practices to help companies attract elderly clients.

The **objective** of this initiative consists in making establishments friendlier for their clients, adapting them to the needs of the elderly, so they can continue to develop their lives in their regular environment in the most self-sufficient way possible.





## 2.2. What do we offer?

### The NO-COST option of:

- **Understand patterns to improve your business' friendliness**
- **Improve customer service and care for the elderly through a greater awareness among staff**
- **Perform a self-assessment of your business to identify areas for improvement**
- **Obtain the "we're friendly" seal that allows you to display your commitment**
- **Free promotion through the Euskadi Lagunkoia Network, the Map of Friendly Places, and the Guide of Friendly Establishments**

## 2.3. Training: Modules

In the following, you will find the guidelines and recommendations to provide a quality service to all people, especially elderly people, compensating the needs they may present in different areas, such as:



**Loss of mobility**



**Vision loss**



**Hearing loss**



**Cognitive impairment**



# 1 Loss of mobility

## What is the loss of mobility?

As you get older, a series of changes occur that limit the movement of people. Loss of mobility is related to decreased muscle strength, loss of elasticity in joints, decreased visual acuity, or impaired balance.

These situations are worsened in most cases by the presence of different diseases (osteoarthritis, osteoporosis, etc.) and may increase the probability of falls, which often results in the reduction of the places visited.

## Why do we need to know about it?

30% of people aged 65-74 have mobility difficulties, rising to 80% in people aged 85 and over.

Environmental factors are involved in 30-40% of falls. Uneven floors, stairs, poor lighting, obstacles in corridors, etc., can make mobility difficult for people with low vision, balance problems, or users of wheelchairs and walkers.

Help prevent falls by eliminating physical barriers. Create a safe environment that encourages your older customers to continue visiting your establishment.



## Some tips for improving customer mobility in your establishment:

- **If the entrance is not at ground level, consider installing a ramp.**
- **Leave doors and passageways with ample space. If possible, it should be enough for wheelchair access (90cm minimum).**
- **Make sure the floor is smooth and free of obstacles.**
- **Remove rugs, or have them fitted flush with the floor. If they are very thin, stick them to the floor**
- **Place objects at an appropriate height or make sure that there is staff available to help people with difficulties reach those products.**
- **Provide a chair or bench for rest while waiting.**
- **Provide a chair or bench outside of your business for rest and support for walker.**

*For more information on accessibility regulations, please see:*

*Guide of application of the technical regulations in force in the Basque Country (July 2012)*

*LAW 20/1997, December 4, for the Promotion of Accessibility*

*DECREE 68/2000, April 11, approving technical standards on accessibility conditions in urban environments, public spaces, buildings, and information communication systems*

## 2 Vision lossn

### What is vision loss?

The normal aging process of the eye leads to visual deterioration. The problem becomes more severe if this is compounded by degenerative diseases. Vision alters over time in visual acuity, field of vision, alterations of the internal musculature of the eyeball, contrast, color, etc.

Vision and hearing are among the senses most affected by aging, and vision can have the biggest effect on the relationship of the elderly with their surroundings.

### Why do we need to know about it?

20% of people aged 65-74 have some kind of limitation in their vision, rising to more than 40% at age 85 and older.

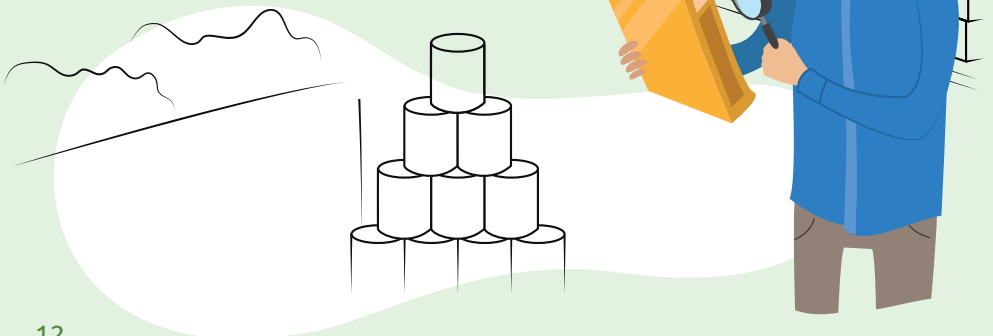
The alterations of the eyes have a special value in the elderly people for their frequency and their importance when maintaining their independence.

Take lighting into account to improve customer service, safety, and access to available information in your establishment.



## Some tips for improving visibility in your establishment:

- **Have good natural lighting.**
- **Provide good artificial lighting.**
- **Install appropriate lights, especially in hallways, dark areas, access points, or stairs.**
- **Avoid glare.**
- **In dark areas, substitute low-intensity fixtures with high-intensity light.**
- **Have reading glasses or a magnifying glass so people with limited vision can read the product specifications, information, menus, etc.**
- **Offer assistance to read materials out loud if the person needs it.**
- **Offer information in Basque, Spanish, and Braille whenever possible.**



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## Access to information

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### Some tips for improving printed material in your establishment:

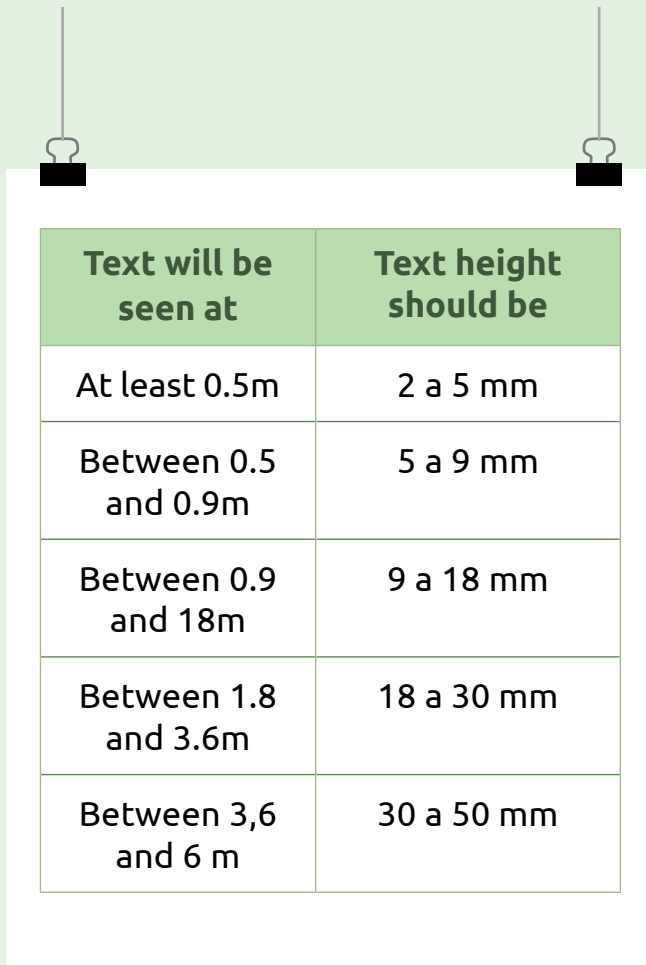
- **Dark-colored text on a plain light background, avoiding text over drawings or pictures.** In this case, the texts would be framed and the textbox would have a flat color to ensure contrast.
- Text would preferably be written in **lowercase**.
- **The font should be SansSerif (without little decorative elements):** Arial, Arial Narrow, Arial Rounded MT Bold, Century Gothic, Chicago, Helvetica, Geneva, Impact, Monaco, MS SansSerif, Tahoma, Trebuchet MS, and Verdana.

SansSerif font example

Serif font example

- You should **avoid cursive or underlined fonts**. If you want to highlight a certain aspect, it is preferable to use **bold**.
- The font size should be **as big as possible**. If the case of pamphlets and printed material, a minimum font size of 12 is recommended and 14 is preferred.
- Do not use more than two fonts (one for titles and another for the text body).
- You must ensure a good separation between paragraphs.
- Text should be left aligned.

- It is recommended to express numbers in digits and not letters, i.e., 3 instead of three.
- You should avoid Roman numbers.



Text will be seen at	Text height should be
At least 0.5m	2 a 5 mm
Between 0.5 and 0.9m	5 a 9 mm
Between 0.9 and 1.8m	9 a 18 mm
Between 1.8 and 3.6m	18 a 30 mm
Between 3,6 and 6 m	30 a 50 mm

## 3 Hearing loss

### What is hearing loss?

Hearing loss is bilateral, building gradually and affecting more and more precociously in acute sounds. It also causes interference in understanding conversations in noisy environments..

### Why do we need to know about it?

30% of people aged 65-74 suffer limitations in hearing. This number rises to 67% among people who are 85 and older.



Avoiding noise, loud music, or speaking clearly are important aspects for making your place of business more friendly.



## Some tips for improving hearing in the establishment:

- **Reduce the loudness of music. Loud music is an added difficulty for everyone.**
- **Background music often becomes background noise, considering the impact that music will have in the ability to carry a conversation. We recommend establishing hours with no music and/or quiet areas, like tables or specific locations.**
- **Use different options to reduce noise: thick walls with good soundproofing, double-pane windows, turn off or substitute vents, machinery that makes noise, keep doors and windows to noisy spaces closed, etc.**
- **If you are renovating, include sound absorption and soundproofing systems.**
- **For spoken communication, speak clearly and repeat whenever necessary.**
- **Provide written information about the offerings in your establishment.**



## 4 Cognitive impairment

### What is dementia?

Dementia is a syndrome related to different neurodegenerative diseases that affect the brain and is characterized by mood swings, a decrease in memory, orientation, organization, language, understanding and ability to solve problems.

Most people with dementia are over 65, but in some cases they may be younger.

### Why do we need to know about dementia?

Current estimates state that 1 out of 10 people over 65 suffer from dementia. Among adults over 85, it affects to 1 out of 3, which means that some people in Euskadi may find themselves in this situation.

People with dementia adapt to their limitations, selecting daily activities to perform with the goal of maintaining their independence and feeling good, useful, and capable.

Selected activities become routine, developing in a very rigid way, because it provides them with safety and control.

Within these routines, you can make purchases or go to a bar, always at the same time, in the same manner.

Establishments should encourage them to continue these routines and visit their store, bar, supermarket, etc., since these routines are the base of their independence and quality of life.



## How do we know if someone has dementia?

Things that happen to people with dementia can happen to any one of us on occasion, but they happen more often and more intensely. Gradually, they need help to cope with difficulties, such as:

- 1 Memory loss
- 2 Disorientation
- 3 Difficulty in solving problems
- 4 Changes in reasoning and planning
- 5 Difficulty in understanding
- 6 Difficulty in expression
- 7 Changes in behavior



## What does this mean for an establishment?

## How to help?

1. OLVIDOS FRECUENTES:	PAUTAS:
<ul style="list-style-type: none"> <li>The person may not remember what they came to do, what they were going to do next, or find what they wanted.</li> </ul>	<ul style="list-style-type: none"> <li>Calmly remind them where they are and what they normally do there.</li> <li>In shops, ask if they brought a shopping list.</li> <li>In restaurants, if it is a regular customer, ask if they want the usual.</li> </ul>
<ul style="list-style-type: none"> <li>Forget to pay or forget their card's PIN.</li> </ul>	<ul style="list-style-type: none"> <li>Help with payment (see: Difficulty in solving problems)</li> </ul>
<ul style="list-style-type: none"> <li>Performing the same task several times in the same day (buying the same thing, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Mention that they already did this before and ask if they still need to do it.</li> <li>If they seem disoriented, advise them not to do it again.</li> </ul>
<ul style="list-style-type: none"> <li>Purchase: in the case of establishments with scales to weigh products: Assist in the purchase of this type of products:             <ul style="list-style-type: none"> <li>Difficulty in differentiating the price from the product number</li> <li>Forgetting the product number.</li> <li>Not finding the number needed on the scale's panel.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Assist in the purchase of this type of products.</li> </ul>

## What does this mean for an establishment?

## How to help?

### 2. DISORIENTATION

### GUIDELINES:

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Where am I? How did I get here? Who are you? These might be questions from a disoriented customer.</li> </ul>   | <ul style="list-style-type: none"> <li>• Respond calmly and reassure. If it is a regular customer, mention what usually do in the establishment.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Difficulty finding the product they want, the bathroom, etc.</li> <li>• Small shop: difficulties if there is an accumulation of products in small spaces.</li> <li>• Large retailer: difficulty due to similarities in corridors, they may see the same and cause confusion.</li> </ul> | <ul style="list-style-type: none"> <li>• Give simple indications and/or accompany them.</li> <li>• Try not to accumulate products in traffic areas.</li> <li>• Distinguish corridors with posters, signs, and/or colors.</li> </ul> |
| <ul style="list-style-type: none"> <li>• Shop: a common problem is that products on lower shelves are more difficult to see.</li> </ul>  | <ul style="list-style-type: none"> <li>• Place the most common products on more visible shelves.</li> </ul>   |



## What does this mean for an establishment?

## How to help?

### 3. DIFFICULTY IN SOLVING PROBLEMS:

- Difficulties in paying:
- They do not know how to pick the money they need to pay.
- They do not look at change.

### GUIDELINES:

- Be patient and show calmness to other customer.
- Help them when paying, telling them which bills and coins they should give you.
- Give change back slowly, counting the money and handing them each bill and/or coin one by one.



## What does this mean for an establishment?

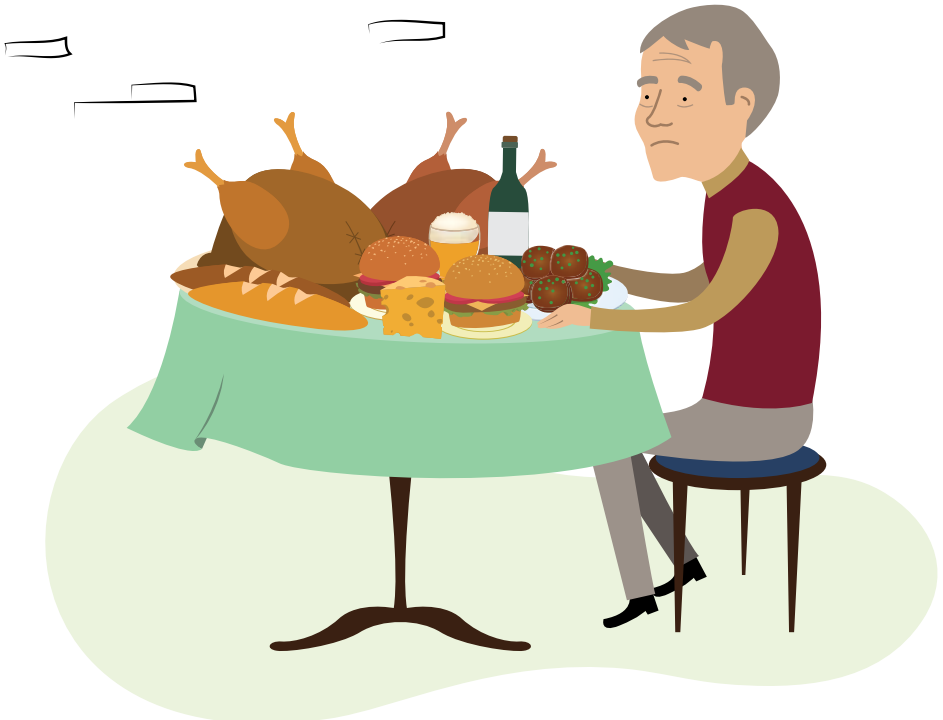
## How to help?

### 4. CHANGES IN REASONING AND PLANNING

- Buy or ask for a large quantity of the same product.

### GUIDELINES:

- Mention that the amount of products they want to buy seems like too much..
- If they seem disoriented, recommend that they buy less.



## What does this mean for an establishment?

## How to help?

5. UNDERSTANDING:	GUIDELINES:
<ul style="list-style-type: none"> <li>• They do not understand what you are telling them.</li> </ul>	<ul style="list-style-type: none"> <li>• Speak slowly, using short and simple language. Repeat whenever necessary. If there is a lot of noise, turn it down or go to a quiet place.</li> </ul>
<ul style="list-style-type: none"> <li>• They do not know how to respond faced with.</li> </ul>	<ul style="list-style-type: none"> <li>• Ask questions one by one, and if possible, yes or no.</li> </ul>
<ul style="list-style-type: none"> <li>• They have difficulties understanding posters or directions.</li> </ul>	<ul style="list-style-type: none"> <li>• Help guide them and accompany.</li> </ul>



## What does this mean for an establishment?

## How to help?

### 6. EXPRESSION:

- Certain confusion and breakdown in language can cause people to express themselves oddly, even though their phrases may follow a certain logic:  
“How to be outside?” could be a way of saying “Where is the exit?”

### GUIDELINES:

- Motivate them to express themselves and help them to do so.
- Do not speak for them. When they display difficulty in communicating, let them say what they want to get across, since that way, we contribute to maintaining language.





## What does this mean for an establishment?

## How to help?

### 7. CHANGES IN BEHAVIOR:

- These changes can take place quickly; shifting from happiness to sadness, getting angry with no apparent reason, seeming afraid with no cause.

### GUIDELINES:

- Approach from the front, slowly. Make eye contact. Do not put a hand on their shoulder if they have their back turned.
- Soothe them and transmit calmness to other customers.
- **Resort to non-verbal communication.** A smile can calm them and a hug or caress transmits kindness and security.
- **In case of hallucinations or harmless delusions, ignore them.** The best thing in these cases is go along with them so they show trust, and then try to distract their attention to another idea or activity.

## How can you help someone with dementia to continue visiting your establishment?

Maintaining good communication at all times with these people is basic to making your establishment a friendly place.

### General guidelines for communication

The first thing is **have patience and do not be afraid**. While staying calm and understanding, we can really help someone who is disoriented or has memory problems.

Some general keys to good communication:

- **Smile and make eye contact.**
- **Stay calm and be friendly:** "Can I help you?"
- **Use a soft tone of voice.**
- **Have a sense of humor.** Do not laugh at the person, but break the ice: "That can happen to any of us."
- **Simplify what you say,** but never patronize.
- **Be patient:** "Take your time, there is no rush."
- **Always treat the person with dignity and respect..**

If the person continues to look confused, ask them if they have a contact you can call. You can also ask for some kind of ID, phone number, etc., to find someone to contact.

## 5 Additional services

In addition to all previous tips and recommendations, to be a friendly establishment consider providing your clientele with some additional services, such as:

- Home delivery service
- Orders by phone
- Use of the bathroom
- Discounts
- Information about programs, services or activities occurring in their area (pamphlets, posters, etc.).

Indicate the existence of these services in writing or through posters.



## Additional services

### Cognitive impairment

In order to be a friendly establishment for people with dementia, consider offering the following additional services:

- **Shop: Accompaniment:** Have an accompaniment service while shopping or give advice to people shopping (do not shop for them, but with them).
- **Control:** In case you notice conduct that is not common in the elderly person who comes to your establishment, contact their family and/or neighbors. If necessary, contact Social Services at your city hall.



## 2.4. Self-assessment

It is time to assess your own establishment. Please fill out the following questionnaire:

Select the type of establishment

Shop  Restaurant

Your establishment... (select Yes or No)	YES	NO	Notes
1. ...has access for wheelchairs, carts, etc.?			
2. ...has a chair or resting place?			
3. ...provides assistance if needed for purchases or searching for items and reaching less accessible products?			
4. ...moderates the use of loud music and noise?			
5. ...has adequate lighting in all the areas in the establishment?			
6. ...uses appropriate graphic material (legible text, large font, etc.)?			
7. ...has different support elements, such as: reading glasses, magnifying glass, etc.?			
8. ...accepts phone orders?			



Your establishment... (select Yes or No)	YES	NO	NOTES
9. ...has a home delivery service?			
10. ...has a public service bathroom?			
11. ...offers discounts for specific groups (ex: unemployed, seniors, etc.)?			
12. If there is food in the establishment, do they adapt to the specific dietary needs, such as diabetes, hypertension, allergies, etc.?			
13. Do you offer a service of help or accompaniment for people who request it (people with dementia, in a situation of dependency, etc.)?			

Do you plan on incorporating these improvements in the future?	YES	NO	NOTES
1. Access for wheelchairs, carts, etc.			
2. A chair or place to rest			
3. Assistance if necessary for assistance with the purchase or in search and access to less accessible products.			



Do you plan on incorporating these improvements in the future?	YES	NO	NOTES
4. Moderate the use of loud music and noise.			
5. Provide adequate illumination in all areas of the establishment.			
6. Use appropriate graphic material (readable text, large font size, etc.).			
7. Provide support elements, such as reading glasses, a magnifying glass, etc.			
8. Accept phone orders.			
9. Have a home delivery service.			
10. Provide a public service restroom.			
11. Offer discounts for specific groups (ex: unemployed, seniors, etc.).			
12. If there is food in the establishment, adapt it to the specific dietary needs, such as diabetes, hypertension, allergies, etc.			
13. Offer a service of help or accompaniment for people who request it (people with dementia, in a situation of dependency, etc.).			



# Request for the “Friendly Establishment” Seal and commitment to the Euskadi Lagunkoia initiative.



Establishment: .....

Responsible: ..... Position: .....

Address: .....

Postal code:..... City: .....

Phone: ..... Email: .....

The establishment .....

..... wants to join the Euskadi Lagunkoia movement and commit to:

- Place the seal in a place that is visible to customers.
- Inform all employees in the establishment about the initiative and the offer of services, so the establishment is friendly.
- Continually strive to better serve elderly customers.
- Maintain and improve customer service as much as possible, the installations and products that ensure the friendliness of the establishment.

I hereby request the granting of the “Friendly Establishment” Seal on the basis of training, assessment, and signature of commitment.

In ....., on.....

Signature:





## 2.5. Enrolment and signature of commitment

In order to be a friendly establishment, fill out the letter on the previous page, the questionnaire, and sign the commitment with the Euskadi Lagunkoia initiative.

Send this information to [info@euskadilagunkoia.net](mailto:info@euskadilagunkoia.net)

### Physical address:

Matia Instituto  
Pinu Bidea 27  
20018 Donostia-San Sebastián

## 2.6. Seal

Once you have completed the training and sent the request, you will receive the seal, accrediting your establishment as committed to friendliness:



**Thank you for becoming part of  
the initiative!**



**[info@euskadilagunkoia.net](mailto:info@euskadilagunkoia.net)**