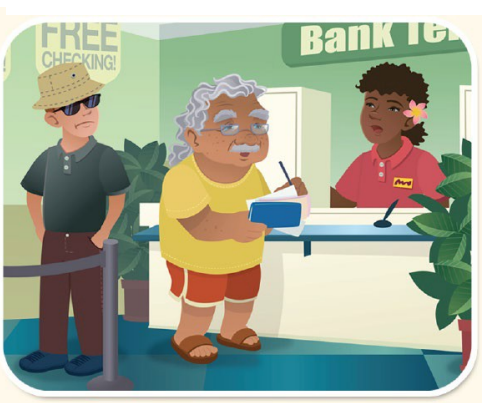




AN AGE-FRIENDLY HONOLULU
BUSINESS INITIATIVE

AGE-FRIENDLY HONOLULU Business Resource Guide

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Background



Honolulu is in the midst of an exciting transformation. It is committed to becoming an age-friendly city, an inclusive and accessible community that encourages active and healthy aging.

In October 2018, Mayor Caldwell signed Bill 54 (2018), an Age-Friendly Honolulu ordinance. It signals the City and County’s commitment to our kupuna.

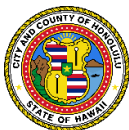
The **Kind2Kupuna business initiative** raises awareness and supports businesses in becoming “age-friendly” to better attract kupuna customers. This resource guide provides education on practical, low cost physical changes, marketing tips, and customer service skills that appeal to kupuna customers.

Kind2Kupuna works with local businesses to promote age-friendly practices and spreads the word to kupuna about their age-friendly business features through PR and other community outreach.

Funded By:



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3 Reasons to be Age-Friendly

1 IT'S A GROWING MARKET

Do you know your potential customers in Honolulu?

- In 2020, 21% of the population (192,000) will be 65+ in Honolulu. This number will grow exponentially.¹
- **More than half (57%) of consumer spending in Hawaii** is from adults 50+ or \$25.8 billion annually.²
- Becoming more age-friendly can help you expand your customer base and increase your bottom line.

2 GOOD FOR BUSINESS

- Age-friendly changes to your business make it more appealing to every potential customer, of all ages and abilities.
- Age-friendly practices also enhance overall customer service. Sensitizing staff to the needs of kupuna increases awareness of the needs of all customers.
- Businesses that support working caregivers and a multigenerational workforce show that they value employees.

¹ DBEDT 2040 series

² AARP Longevity Economy Hawaii



3 IT'S EASY TO DO

- Your business may already have some of the age-friendly features listed in the checklist on the next page.
- Many changes are low to no cost.
- We can help to advertise your age-friendly practices and features to potential customers through our network of Age-Friendly Honolulu partners so your business is more visible to kupuna customers.



Age-Friendly Checklist

MARKETING

- Promote products, services, and business features that are good for kupuna
- Make websites easy to navigate with zoom control/text resize features
- Use large, clear fonts for signage, printed materials, and websites
- Translate materials into different languages

AMBIENCE

- Have adequate lighting throughout, especially entrances/exits and hallways
- Minimize excessively loud music and noise

DESIGN

- Keep customer safety in mind by clearly marking stairs, inclines, or drops, and keeping aisles clear
- Avoid heavy doors or install electronic doors, and make sure aisles are wide
- Place products within reach on shelves or offer help reaching items
- Provide publicly accessible restrooms
- Have a place where customers can sit and rest

EXPERIENCE

- Train staff to provide respectful and patient human contact in person and on the phone
- Train staff to understand how to communicate with persons with memory loss or dementia
- Train staff on how to assist those with physical challenges and how to handle incidents
- Provide senior discounts or specials

VALUING EMPLOYEES

- Support the needs of working caregivers
- Provide benefits for working caregivers (e.g. flex time)
- Offer retraining for older workers
- Support a multigenerational workforce
- Provide pre-retirement education on finding purpose and remaining active and engaged in the community

