

General areas

- Look for and remove any barriers that might restrict a customer's ability to move around while inside your business.
- Remove loose carpets or rugs.
- Provide an elevator if your business has more than one level.
- Provide an accessible route so people can access displays and items located on shelves. For example, widen aisles for easy maneuvering.

Eating areas

- To accommodate wheelchair users, tables should have adequate surface height, and knee clearance space between the floor and the underside of the table.
- Ensure tables have some removable chairs so customers with wheelchairs can pull up to the tables.
- Patios must also be accessible and have clear travel pathways between tables.

Accessible washrooms

- Ensure there is an accessible route to the washroom.
- Wide doors help a wheelchair user access a washroom cubicle.

- It is best to have a large separate accessible washroom. This will provide privacy and can be used by other customers such as families with children.
- The accessible washroom cubicle should be large enough for a wheelchair user to maneuver alongside of the toilet.
- The cubicle's walls should be equipped with handrails and drop-down rails.
- Ensure the sink has adequate surface height, and knee clearance space between the floor and the underside of the sink.
- Ensure soap dispensers, faucets and hand dryers can be reached by someone in a sitting position.

Sales and service counters

- Keep the area in front of an accessible counter clear so people using mobility devices can pull up alongside of it.
- Ensure debit/credit card systems are on a cord long enough to pass over the counter to someone in a mobility device.
- If your counters are high, provide an auxiliary table for people using mobility devices.

Train your staff

- Train your staff to provide good and understanding customer service to persons with a disability.
- Do not assume that a person using a wheelchair needs to be pushed. Ask before giving assistance.

The power of words

- Respect is key! When speaking to someone with a disability be aware of the language you use. Do not refer to someone's disability unless it is relevant.
- Use "people first" language. Instead of saying "handicapped" say "person with a disability".
- Instead of saying "confined to a wheelchair" or "wheelchair-bound" say "...uses a wheelchair" or "person with a mobility condition".

For more information, contact:

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Accessibility is good for business!



**Canadian
Paraplegic
Association
(N.B.) Inc.**

**Association
canadienne des
paraplégiques
(N.-B.) Inc.**

Freedom to go everywhere

**DOWNTOWN
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Why should your businesses be accessible?

- Accessibility makes your business safer and easier for staff and customers to navigate/use.
- Accessibility opens your business to people who have a mobility-related condition or disability.
- Accessibility makes it easier for everyone to visit your premises including older people and parents with strollers.
- Accessibility removes barriers and results in an increase in customers, and provides access to a significant and often underserved market.

Who are these potential customers and do they have money to spend?

- Per capita, New Brunswick has the second highest rate of disability in Canada.
- Over 82,000 New Brunswickers over the age of 15 have a disability related to mobility—11% of the population!
- New Brunswick's population is aging and there is a higher rate of disability among seniors.
- Over 34,000 New Brunswickers over the age of 65 have a disability related to mobility.

- The Royal Bank reported in 2001 that the combined disposable annual income for people with disabilities in Canada is approximately \$25 billion.
- In North America alone, people with disabilities spend more than \$13 billion each year on travel.
- People with disabilities are often accompanied by friends and/or family when they shop, travel, and eat out.

Will making my business accessible involve expensive renovations?

- Many businesses can go a long way to attract customers with disabilities by making small changes, often with just a small investment.
- If you focus on improving your entrance and provide appropriate training for staff, for example, you will help make people with disabilities feel like you welcome their business.

Once I've made my business accessible, how can I make it easy for people with disabilities to find it?

- Advertise your accessibility! It is one of the easiest and cost effective ways to increase your customer base.
- Promote your wheelchair access with a sign and make your entrance easy to see.

How can I make my business more accessible?

Be aware of what is and what is not accessible to a person who uses a mobility device!

Parking

- Provide accessible parking on level ground as close as possible to the entrance of your building.
- Parking spaces should have an attached access aisle. Access aisles allow people with mobility devices to exit their vehicles.
- Install a sign with the international symbol for access in front and on the surface of each accessible parking space.
- Ensure the route from your parking lot to your entrance is barrier free for a person using a mobility device. Keep the pathway

clear of ice, hills, pot holes, sandwich boards, garbage cans and abrupt changes in level.

- Ensure the area surrounding your building has adequate lighting.

Entrances

- An accessible entrance to your building should be your top priority. If potential customers cannot get into your building, they will take their business elsewhere.
- Replace steps leading to the front door with a ramp, lift or level entry.
- Clear snow and ice from your entrance in the winter.
- Ensure your entrance is free of obstacles; for example, advertising boards might block a person with a mobility device or cause a person with a vision disability to fall.
- Install lever or loop style handles on doors. Round door knobs, panel-type handles and handles with thumb latches are difficult or impossible to use for persons with hand and arm related conditions.
- An automatic door increases the accessibility of your entrance.