



Older people represent 14.5% of the U.S. population, or about 1 in every 7 Americans. By 2040, this age group is expected to increase to 21.7%.

Administration on Aging, 2016

“Accessibility allows us to tap into everyone’s potential”

*Debra Ruh, CEO
Ruh Global Communication*

Know Your Rights!

The Americans with Disabilities Act (ADA) & Older People

Why is the ADA Important for older people?

The lives of older people offer both opportunities and challenges. Many have free time they haven’t had in quite some time. Unfortunately, many also experience physical changes that impact the way we interact with the world. The ADA can be used as a tool to ensure you can continue to be a vital part of your community. For older people who continue to work, the ADA can help to ensure you get what you need from your employer to be successful.

How does the ADA help?

Accessible parking means that you can reserve your energy for the fun stuff once you get to where you are going.

Clear, wide paths without stairs ensures that no matter how you get around these days (a cane, a walker, or a wheelchair), you can easily get where you want to go without wearing yourself out.

No more heavy doors mean they are more easily opened by people who have arthritis or use a cane for extra balance.

Going to a Show? If you can no longer hear as well as you used to, theatres offer assisted listening devices to help! A percentage of these devices must be hearing-aid compatible so you can still enjoy the show.

Entrances and aisles have to be wide enough so that you are less likely to run into stuff due to overcrowding in stores when you can’t see as well as you used to.

Precise directional and informational signage in high-contrast colors with clear, large type and good lighting is easier to navigate in today’s giant stores.

Accessible printed materials that use large, clear type, in high contrast colors on solid backgrounds means that you’ll be able to read them even if you don’t see as well as you used to.

Websites designed to be visually accessible and easy to understand means enhanced comfort level and improved online shopping experience for web users.