

# Child Friendly Business Recognition Program

**We're a Child  
Friendly Business**

[edmonton.ca/childfriendly](http://edmonton.ca/childfriendly)



**Edmonton**





Consider a business from a child's perspective. Would all children feel welcome when they arrive? Can all children have a great experience when they visit?



We asked Edmontonians what makes a business child friendly, and they gave us a large collection of ideas. These ideas can be divided into three categories; **attitude**, **amenities** and **activities**. Once you're ready to submit a business, visit [edmonton.ca/childfriendlybusiness](https://edmonton.ca/childfriendlybusiness) to fill out a simple form, tag **#ChildFriendlyYEG** and the **business name** on social media, or email [childfriendly@edmonton.ca](mailto:childfriendly@edmonton.ca).





Breastfeeding  
encouraged  
and supported here!



WHAT DOES IT TAKE TO BE A CHILD FRIENDLY BUSINESS?

# Attitude

**Attitude** is the most important way to become child friendly. Businesses can make families with children feel more welcome by expressing patient, friendly, and understanding service. When staff take the time to greet and welcome younger customers, it creates a more comfortable family experience. Children want to feel included and important, and staff who take the time to say hello to the whole family are appreciated. Families are more likely to stay in the business and continue shopping if they know their children are welcome.

Aside from a warm smile and a greeting, here are some suggestions on how to show a welcoming attitude.





### → **Good Start:**

- Add a sign or poster welcoming children to the entrance of your business.
- Move seating specifically for children, such as high chairs or booster seats, to be visible from the entrance of your business.
- Allow children an opportunity to provide feedback on their experience at your business; happy and sad face stickers could be given to children to post on a comment card.

### → **Best Practices:**

- Provide training to all staff that may interact with customers on how to work specifically with children to make them feel welcome; be sure to explain to the staff why the business has chosen to be child friendly.
- Let customers know why the business has chosen to be child friendly, that way, the customers that do not have children feel included in the decision and may be more welcoming to children and their families, themselves.
- Actively seek out feedback from children and their adults about how your child friendly business practices could be improved—what makes children and their adults feel welcome in your business, what would make them want to return, is there anything that could be added to make their visit better, etc.
- Invite families to your business to participate in focus groups discussing their customer experience, and to help explore potential opportunities for improvement.
- Welcome groups, whether school or community, for field trips.



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# Amenities

**Amenities** are choices that businesses can make to improve the experience for adults with children. Some amenities, like providing seating for children and washrooms that can be used by all genders to change diapers, are considered 'must-haves' for child friendly businesses, but many other items are choices.

### → **Must have's:**

- Washroom for all adults to use for diaper changes.
- Child friendly seating options.
- A variety of different types of seating, from high chairs to booster seats.

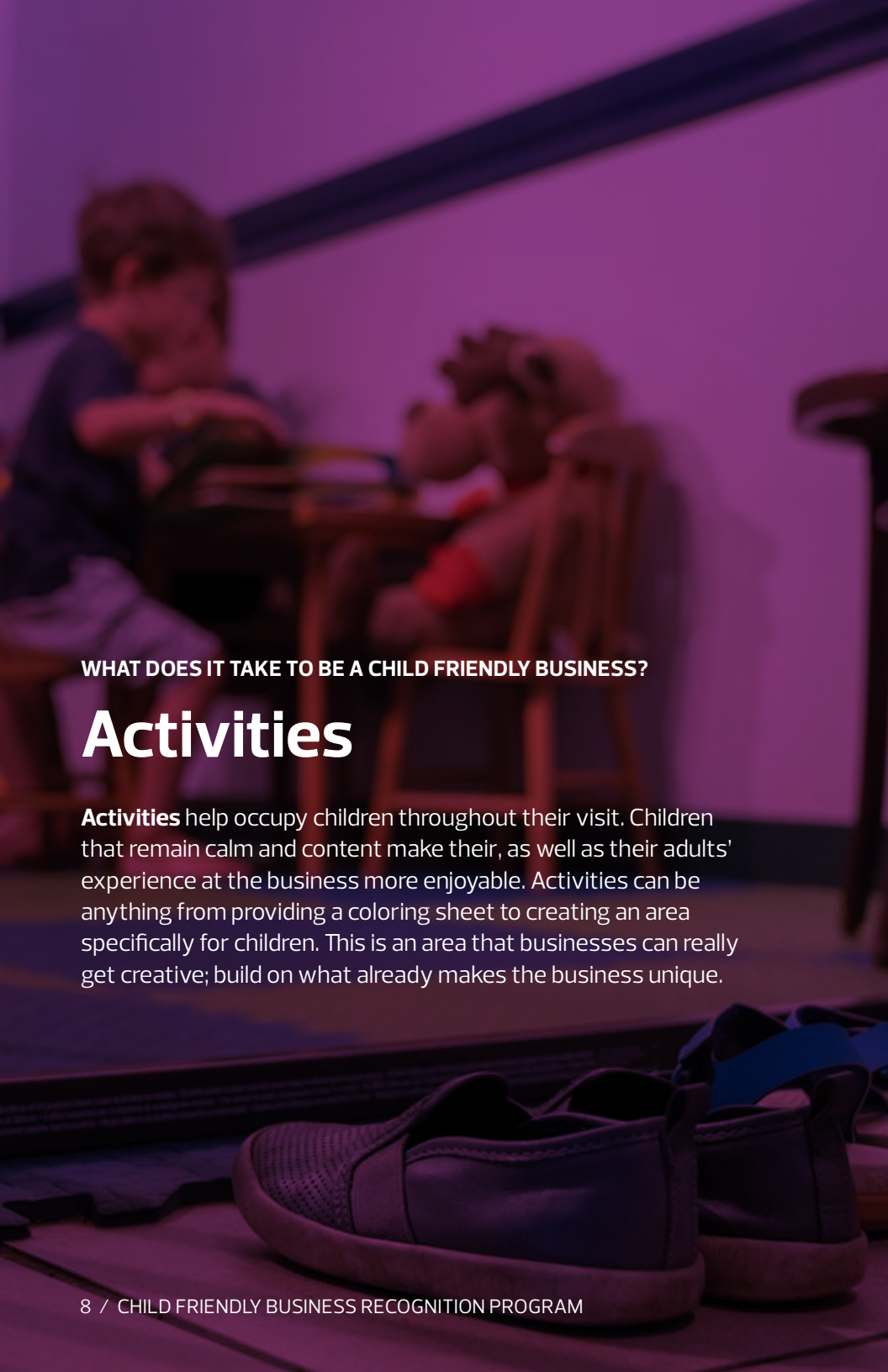
### → **Good Start:**

- Place visual signage, including words and symbols to show locations of elevators and ramps.
- Clearly labeling automatic flush toilets and hand dryers with pictures is a great way to help prevent children from being taken by surprise.
- Add stools to washrooms so that children can wash their own hands.
- Ensure that soap and paper towel dispensers can be reached by children.
- Provide healthy alternatives to candy as treats.
- Include healthy items on menus that are available in smaller portions and/ or without strong spices.
- Rearrange seating to allow for wider aisles.
- Encourage adults to rearrange tables and chairs to be able to have strollers out of aisles and if not possible, set aside a space for stroller parking.

### → **Best Practices:**

- Choose easy to open doors; push or wave to open buttons really help.
- Make sure that gaps between ramps and doorways are filled, and lips in doorways are smooth.
- Offer a quiet corner or room for feeding young children or calming down an overwhelmed or crying child.
- Ensure that child seats in shopping carts have safety belts that are not damaged.
- Provide child sized shopping carts or trolleys.
- Healthy meal, snack and drink options in appropriate portion sizes for children as determined by Canada's Food Guide.
- Provide high chairs with closed backs and safety belts.
- For businesses with counters, lowering the height of at least a portion of the counter would not only make it easier to access for children but also for wheelchair users.





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# Activities

**Activities** help occupy children throughout their visit. Children that remain calm and content make their, as well as their adults' experience at the business more enjoyable. Activities can be anything from providing a coloring sheet to creating an area specifically for children. This is an area that businesses can really get creative; build on what already makes the business unique.





### → **Good Start**

- Table activities:
  - Coloring sheets and crayons (personal preference as to crayons or colored pencils- crayons are easier for young fingers to grip but generally are messier than colored pencils).
  - Interactive games.
  - Riddles or tongue twisters.
- Promote interaction with others eg. 'I Spy' game cards.
- If there are TV's in the business, provide the option for age appropriate shows.
- Provide books or other reading materials for quieter spaces.

### → **Best Practices:**

- Create a space within the business for children and their families to play and interact.
- For businesses with limited space, incorporate a games wall with activities such as "X&O's" or a maze.

**“It’s really nice when businesses welcome children instead of frowning upon them or behaving as though they are an inconvenience.”**







## Child Friendly Edmonton aims to promote businesses that are intentionally welcoming to children and their families.

To submit a business, visit [edmonton.ca/childfriendlybusiness](http://edmonton.ca/childfriendlybusiness) to fill out a simple form, tag **#ChildFriendlyYEG** and the business name on social media, or email [childfriendly@edmonton.ca](mailto:childfriendly@edmonton.ca).

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Child Friendly Edmonton is a City of Edmonton Council Initiative, working with community organizations and citizens to make Edmonton a better place for children and their families.

[ChildFriendly@edmonton.ca](mailto:ChildFriendly@edmonton.ca)

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