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## Public Entities and the New Senior Citizen

In North America's aging society, the next thirty years or so will see more energetic, active seniors than ever before. We can expect that many of them will want, and have, an active interest and involvement in the public entities that serve them.

This is summed up in the slogan in a public service announcement of the United States National Senior Service Corps.: **"We don't just want to change the world. We are old enough to know how."**

David Wolfe, author of "Ageless Marketing" has conducted a great deal of research into this growing population. He believes that the new senior is creatively and intellectually involved in their world. They read newspapers, take adult education courses, travel to enlightening places (or would if they could afford to). They also have a strong desire to share their experiences with others – to mentor, teach and tell stories. New seniors are, he says, generally more compassionate about others and concerned about the well-being of the world around them. They are just not 'out for themselves'. Finally, he believes that new seniors are not like the seniors of our past. They are generally more vital and productive and will continue to be so into their 80's and 90's.

Proactive public entities will find ways to utilize the skills of these citizens in a way that allows them to satisfy their need to give to the community while improving community life as a whole. Organizations who actively recruit these new seniors will be able to enhanced deliver the types of services listed below:

- Increase public awareness of municipal services, activities at community centers and during special events;
- Contribute to problem-solving efforts on community issues; and
- Assist in service delivery challenged by funding limitations through volunteers who complement the work of paid staff.

How will your community take advantage of this available, willing, and able, workforce?

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**“As soon as there is life,  
there is danger.”**

~ Ralph Waldo Emerson ~

## Signs Are Everywhere: Is anyone paying attention?

One to the simplest and least expensive means to transfer risk is to use clear, concise, well-placed signs. Have you ever drafted a warning sign? It is not as easy as you might think.

Begin by considering exactly what the hazard is that you are warning people about. What is the best way to convey your message? Is it through words, pictures - or both? Not everyone can read English or French or has one of those as their first language. Those who can read these languages may not take enough time to read a lengthy warning. Ensure the font is large enough to give notice from a sufficient distance and is strongly worded to convey the seriousness of the hazard.

Yellow, ‘A-board’ ‘slip and fall’ signs are one of the most common signs; they are also one of the most effective. Think how clear, concise and readily understandable they are.

Once you have your message, color, font and/or picture decided and your sign in place you can breathe easy, right? No - not so fast! Some tips to increase sign effectiveness are:

- Insist that employees enforce the message. For example, if you post ‘No Running’ at pools, pool staff must stop anyone running.
- Post signs where they will be visible during daylight hours and at normal entrance points to the facility.
- Light, or use reflective surfaces to increase night-time visibility.
- Take photos as records of installed signs; and note the date it was installed.
- Include sign inspection and maintenance in daily inspection logs.

Signs are important tool in risk transfer. Implementing these tips will help you ensure your signs convey your message and improve your defense of a claim.

## Special Events are Special Risks

*Special Events are Special Risks* is a terrific resource. *Topics include: Event Operations and Planning, Alcohol-related Risks, Event Security, waivers and much more!* Order now at [www.cunnart.com](http://www.cunnart.com) or send an email to [joy@cunnart.com](mailto:joy@cunnart.com).

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