



## Department of Psychology | Clinical Neuropsychology

401 Sunset Avenue

Windsor, Ontario, Canada N9B 3P4

T 519-257-8986

[www.uwindsor.ca/psychology/clinicalneuropsychology](http://www.uwindsor.ca/psychology/clinicalneuropsychology)

To Whom It May Concern:

Greetings from Dr. Lori Buchanan's Cognitive Neuropsychology Laboratory at the University of Windsor in collaboration with the March of Dimes. We would like to invite you to participate in an opportunity to increase your business while supporting people with aphasia in our community.

Aphasia is a language disorder that affects a person's ability to speak, read, write or understand, but it does not affect intelligence or memory. Aphasia does not discriminate; it can affect people of any age or gender, socioeconomic status or educational level. Although aphasia is persistent in an estimated 25% of stroke survivors, most people have never heard of it. By the very nature of the condition, it is difficult for people with aphasia to advocate for themselves. They are dependent on organizations like clinical neuropsychologists and speech pathologists to educate others about their needs and to advocate for their rights and access to services.

We are therefore launching an Aphasia Friendly Business campaign to increase public awareness of the disability. The goal for this project is to increase the accessibility of public services to people with aphasia by educating, training, accrediting and endorsing local businesses as "Aphasia Friendly". Please read more in the attached document about how your business can benefit by participating in this project, and how your business can get involved. Thank you for your consideration and we are hopeful for a potential partner in our mission to deliver services that meet the needs of people affected by aphasia.

Sincerely,

Julia Borsatto

Associate Director of the Aphasia Friendly Business Campaign

226 787 7550

[borsatt@uwindsor.ca](mailto:borsatt@uwindsor.ca)

**Your business will benefit by participating in the Aphasia Friendly Business Campaign by:**

- Receiving local attention for joining our efforts
- Receiving recognition as an “Aphasia Friendly” business in the community, including being listed on a registry of Aphasia Friendly businesses. This registry will be provided to local health care providers, including speech pathologist, and clinical neuropsychologists for their distribution to their patients
- Expanding access to services at your business for people with disabilities
- Being awarded an “Aphasia Friendly” business decal to display

**Your business can become an “Aphasia Friendly” business by:**

1. Allowing Dr. Lori Buchanan and her Clinical Neuropsychology Honours students to survey your business for accessibility of reading material (such as signs, instructions or menus), and employee knowledge of aphasia and ways to facilitate communication
2. Having representatives/ employees from your business take the ‘Awareness of Aphasia’ survey and participate in a one-hour on-site training about aphasia
3. Reviewing recommendations regarding how to make your business more accessible to Aphasics (implementations of recommended changes is optional)
4. Celebrating recognition as an an “Aphasia Friendly” business

**The proposed timeline for the Aphasia Friendly business campaign is:**

1. Complete the site evaluation & administer a brief ‘Awareness of Aphasia’ survey to employees
2. Review recommendations with the business owner/manager
3. Complete the Aphasia awareness training module
4. Complete a brief post-training survey with business employees
5. Implement any desired changes to the business; and
6. obtain recognition as an “Aphasia Friendly” business