

# COVID-19

## *Safety Guidelines*



| **Fall 2020**

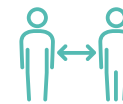
# Introduction

There's no shortage of information out there today related to COVID – maybe even too much. Sorting through information to find relevant resources is exhausting. That's why we created this document, to help you navigate guidelines and provide relevant best practices we've found in our local business community. Our hope is that this will help you determine areas of focus for your business and inspire you with ideas for championing safety in the Old Strathcona / Whyte Avenue district.

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\* This guide is by no means a comprehensive tool for preventing and containing COVID-19. It is only meant to complement official AHS public health guidelines. All members should stay informed and up to date with AHS' suggested protocols.

*Best Practices Related To:*



People



Place



Policy



Perceptions

Sourcing | Resources

# People

Perhaps the most important and equally difficult to manage is your employees. A continual focus on caring for your employees will ultimately benefit your customers at the end of the day.

## Best Practices for Staff

- 1) Have an action plan with things like:
  - Self-assessment tools, temperature monitoring, staggering breaks in shared spaces like lunchrooms, retrain-ing on cleaning protocols and expectations, and when/how to ask an employee to stay home.
  - In addition, determine how your policies will change during cold and flu season this year.
- 2) Direct them to mental health supports: <https://cmha.ca/>
- 3) Offer additional support and guidance outside work.
- 4) Consider internal surveys or virtual team huddles to monitor and address concerns.

## Best Practices for Customers

- 1) Manage expectations before customers get in the store (ex. Google My Business).
- 2) You don't have to deal with public health violations alone:
  - Refer to [City of Edmonton Mask Bylaw Toolkit](#) for resources.
- 3) Do the best you can to be empathetic while maintaining proper safety protocols.



# Pro Tip from the OSBA Community



## Make it Fun

Inspired by Kris Armitage

*Knifewear / Kent of Inglewood / OSBA Board Member*

In a time of intense change and uncertainty, it's important to remember what makes us all human. Fun is often removed from the pandemic world but Kris has managed to find small ways to build fun into his health and safe-ty processes. Having a staff cleaning song to jam out to together lightens the mood while simultaneously cham-pioning staff and customer safety.



# Place

Together with people, your physical space sets the basis for interaction. People often look to their environment for cues, so it's important to put the right measures in place to guide customers.

## Other Considerations:

- [Sanitization station](#)
- Directional signage
- Cleaning of high touch areas
- Separate entry/exit points

## Best Practice Spotlight: Line Management

- For restaurants, consider the use of a reservation tool or app to stagger arrival of guests.
- Offer guests a time limit to their visit to free up tables in a reasonable amount of time.
- Use distinct sidewalk markers with chalk or tape to denote a distance of 2 metres in between guests (reach out to the OSBA to borrow our 'be kind, be safe' stencils!)
- Stanchions or temporary fencing may help corral guests to avoid spilling out into the sidewalk or neighboring business storefronts.
- The City of Edmonton's temporary patio/retail space extension can help alleviate some spacing issues by giving you an extra lane to either expand your capacity or manage your line up.

# Pro Tip from the OSBA Community

## ALWAYS AVOID:

- 1 Close Contact**
  - Using signage, floor markers, and excellent customer service
- 2 Crowded Places**
  - By identifying maximum capacity given social distancing standards
- 3 Closed Spaces**
  - By avoiding tight and enclosed spaces where possible
- 4 Continuous Timeframe**
  - By moving customers through at a continuous pace, avoid lounging

## The 4 C's of Containment

Inspired by Alison Rees-Middleton

*No Frills / Economic Recovery Task Force Member*

When thinking of true champions of safety, Alison and her team at No Frills have done an exceptional job. Part of that success stems from creating easy to use frameworks for remembering important information like avoiding the **4 C's** of containment. This framework enabled Alison and her team to manage their high traffic volume with confidence and consistency.

# Policy

Setting policies or standards can help provide clarity and consistency for both your staff and customers.

## Dealing With Public Health Violations

- [Use this form](#) or call 1-833-415-9179 to submit a complaint or request service from AHS Environmental Public Health.
- To report matters that require immediate response, contact local law enforcement agency 780-423-4567 or #377 from an Edmonton mobile device.
- Do NOT call 911 unless it's an emergency.

## City of Edmonton Mask Bylaw

- You are encouraged to help educate your customers on the requirement to wear a mask, but you are not expected to enforce the bylaw.
- Proof is not required if someone claims they have an exemption. We encourage you to offer alternative services like online shopping or curbside pickup if you choose not to let them enter.



# Policy Continued

## Dealing With Outbreaks at Your Business

What to do if a staff member tests positive:

- As per AHS, if you come into contact with a confirmed case of COVID-19 in the last 14 days, you are directed to self-isolate. Call [Health Link 811](#) for additional advice.
- AHS will investigate all cases of COVID-19 and notify any persons the individual may have exposed while infectious. Public health teams will work with the business owner/operator to provide guidance and next steps if it is determined that a significant exposure occurred at the business.

If your business must close either voluntarily or involuntarily due to COVID-19, remember to:

- Update all social media profiles, website, and Google listing with changes to hours of operation.
- If you can, post signage on the door of your business.
- Contact the EPS beat officer on your block and let them know you will be closed.
- Have someone who was not exposed to COVID-19 regularly check on your property.

# Pro Tip from the OSBA Community

## Managing Face Masks Since Reopening

An Update from Kris Armitage | Knifewear | Kent of Inglewood

“So far the response from us has been mostly positive. We do have the odd walk away but I feel like they aren’t often a customer and more in the just looking camp. Many of our regular customers now come prepared with their own masks or are eager to get one from us. We basically have a waiting area with a stop sign at the front of the shops. We do permit people who know what they want to wait there if they would like to not mask up and we bring them their item and cash them out from behind plexiglass. For those that mask up, we will sanitize their hands and then give them a mask to put on themselves and then re-sanitize their hands after putting on the mask. We also kindly remind people to re-sanitize if they are touching/adjusting their mask before they can handle the merchandise.”

# Perceptions

The word “reality” is funny because we all live in the world we perceive. And these perceptions are what shape our attitudes, actions, and future patterns. Being safe doesn’t always mean your customers perceive you as so.

## Use Safety as a Branding Moment to Set Yourself Apart

Safety standards and communications are another touchpoint from which to engage your customers and communicate your brand values, here are some pointers:

- Talk about the steps you are taking to provide a clean and safe environment with every guest.
- Share this message online through social media posts and have it posted on your website.
- Use signage to remind staff and patrons of the expected behaviour inside your establishment.
- Remember to add your brand voice to these communications, try adding more inclusive and relatable messaging than the typical COVID signage.



# OSBA Team



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## Additional Resources

- [OSBA Website | COVID-19](#)
- [Alberta Bizconnect](#)
- [Business Link | COVID-19](#)
- [City of Edmonton One-on-One Support Program](#)

## RESOURCES

# Links Within Document

### PEOPLE

- Mental Health Support: <https://cmha.ca/>
- City of Edmonton Face Mask Toolkit: [https://www.edmonton.ca/programs\\_services/emergency\\_preparedness/masks-toolkit-for-businesses.aspx](https://www.edmonton.ca/programs_services/emergency_preparedness/masks-toolkit-for-businesses.aspx)

### PLACE

- Hand Sanitizer Guide: <https://www.alberta.ca/assets/documents/covid-19-relaunch-guidance-hand-sanitizer.pdf>

### POLICY

- Public Health Violations Info: <https://www.alberta.ca/covid-19-orders-and-legislation.aspx>
- Isolation Breach Info: <https://www.alberta.ca/isolation.aspx>
- Link to Report Health Violation: <https://ephisahs.albertahealthservices.ca/create-case/>
- Health Link 811 Info: <https://www.albertahealthservices.ca/info/Page12630.aspx>

### SOURCING

- Downloadable Posters: <https://www.alberta.ca/covid-19-information-posters.aspx>

# Special Thanks To...

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