Safely Reopening Your Business

Toolkit and Guidelines for Retail Owners and Managers
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Questions
This Document Should Answer

1. What am I expected to do as a business owner to instruct and guide my customers and employees?
2. What can I do to get my employees safely back to work and ensure their continued safety?
3. How can I instill confidence in my customers?
Symptoms of COVID-19

Watch for Symptoms

People with COVID-19 have had a wide range of symptoms reported — ranging from mild symptoms to severe illness.

Symptoms may appear 2-14 days after exposure to the virus. People with these symptoms may have COVID-19:

- Cough
- Shortness of breath or difficulty breathing
- Fever
- Chills
- Muscle pain
- Sore throat
- New loss of taste or smell

Children have similar symptoms to adults and generally have mild illness.

This list is not all inclusive. Other less common symptoms have been reported, including gastrointestinal symptoms like nausea, vomiting or diarrhea.

When to Seek Emergency Medical Attention

Look for emergency warning signs* for COVID-19. If someone is showing any of these signs, seek emergency medical care immediately.

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion
- Inability to wake or stay awake
- Bluish lips or face

*This list is not all possible symptoms. Please call your medical provider for any other symptoms that are severe or concerning to you.

Call 911 or call ahead to your local emergency facility: Notify the operator that you are seeking care for someone who has or may have COVID-19.
Complying with COVID-19 Safety Requirements

1. **General Guidelines**
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Complying with COVID-19 Safety Requirements

General Guidelines

1. Provide clear guidelines and communications for customers and employees
2. Train your employees on safe practices
3. Have clear signage about social distancing and expectations
4. Instruct employees with symptoms to stay home
5. Establish workplace controls to reduce contact and prevent transmission
6. Follow guidelines in Executive Order 131 for retail businesses
Complying with COVID-19 Safety Requirements

Emergency Maximum Occupancy
How to Compute and Post

- Effective Friday, May 8th at 5:00 p.m. customer capacity cannot exceed 50% of stated fire capacity OR 12 customers for every 1,000 sq. ft. of the total square footage (including non-customer facing portions)
- Local governments cannot set different requirements for the maximum occupancy standard of retail establishments
- Maximum occupancy should provide that customers can stay 6 feet apart — even if it requires a reduction in maximum occupancy below the 50% or 12 customers for every 1,000 sq. ft.

Executive Order 131
Complying with COVID-19 Safety Requirements

Social Distance Markings
Distance, Location and Enforcement

- Six-foot delineations at point-of-sale and other high traffic areas to ensure social distancing is maintained (Executive Order 131)
- Six-foot delineations outside of retail establishments if customers will need to wait outside because of compliance with maximum occupancy or due to curb-side pick up of product
- Signage requesting customers to not enter the retail location if they have symptoms and requesting customers to maintain social distancing while shopping
- Enforcement of guidelines among customers and employees is the most crucial aspect of maintaining health and well-being
- When it is determined by the business that proper social distancing cannot be maintained, local health professionals strongly recommend employees and customers should wear a face masks
Complying with COVID-19 Safety Requirements

Cleaning and Disinfection
Where, How to Accomplish and How Frequent

1 Develop Your Plan

DETERMINE WHAT NEEDS TO BE CLEANED. Areas unoccupied for 7 or more days need only routine cleaning. Maintain existing cleaning practices for outdoor areas.

DETERMINE HOW AREAS WILL BE DISINFECTED. Consider the type of surface and how often the surface is touched. Prioritize disinfecting frequently touched surfaces.

CONSIDER THE RESOURCES AND EQUIPMENT NEEDED. Keep in mind the availability of cleaning products and personal protective equipment (PPE) appropriate for cleaners and disinfectants.

2 Implement

CLEAN VISIBLY DIRTY SURFACES WITH SOAP AND WATER prior to disinfection.

USE THE APPROPRIATE CLEANING OR DISINFECTANT PRODUCT. Use an EPA-approved disinfectant against COVID-19 and read the label to make sure it meets your needs.

ALWAYS FOLLOW THE DIRECTIONS ON THE LABEL. The label will include safety information and application instructions. Keep disinfectants out of the reach of children.

3 Maintain and Revise

CONTINUE ROUTINE CLEANING AND DISINFECTION. Continue or revise your plan based upon appropriate disinfectant and PPE availability. Dirty surfaces should be cleaned with soap and water prior to disinfection. Routinely disinfect frequently touched surfaces at least daily.

MAINTAIN SAFE PRACTICES such as frequent handwashing, using cloth face coverings, and staying home if you are sick.

CONTINUE PRACTICES THAT REDUCE THE POTENTIAL FOR EXPOSURE. Maintain social distancing, staying six feet away from others. Reduce sharing of common spaces and frequently touched objects.

This is from the CDC. For more information, please visit CORONAVIRUS.gov
Cleaning and Disinfection
What Areas Need Disinfectants vs. Sanitizers

- Cleaning and disinfecting work together
- Exclude areas outdoors
- Not all chemicals are the same
- Availability is an issue
- Sanitize food contact
Complying with COVID-19 Safety Requirements

Methods to Reduce and Mitigate Transmission
Top 10 Tips to Protect Employee Health

1. Actively encourage sick employees to stay home.
2. Develop other flexible policies for scheduling and telework (if feasible) and create leave policies.
3. Promote etiquette for coughing and sneezing and handwashing.
4. Perform routine environmental cleaning.
5. Provide education and training materials.
6. Have conversations with employees about their concerns.
7. Talk with companies that provide your business with contract or temporary employees about their plans.
8. Plan to implement practices to minimize face-to-face contact between employees.
9. Consider the need for travel and explore alternatives.
10. If an employee becomes sick while at work, they should be sent home immediately.
Complying with COVID-19 Safety Requirements

Methods to Reduce and Mitigate Transmission
Washing Hands and Face Masks

1. Washing your hands is the simplest, most effective way to slow the spread and protect yourself and others.
2. The Centers for Disease Control and Prevention (CDC) recommends wearing face masks when in public settings where social distancing may be difficult.
3. Surgical masks and N-95 respirators are still critically needed for healthcare workers. Cloth masks help conserve those supplies.
4. Cloth face coverings should:
   ▪ Fit snugly but comfortably against the sides of the face
   ▪ Cover both the mouth and nose
   ▪ Be secured with ties or ear loops
   ▪ Include multiple layers of fabric
   ▪ Allow for unrestricted breathing
   ▪ Be able to be laundered without damage or change to shape
5. When removing your mask, be careful not to touch your eyes, nose or mouth. Wash your hands immediately after removing your mask. Do not take your mask on and off while it's in use.
6. Cloth masks should be washed regularly, depending on how often you use them. Simply toss your mask in a washing machine to clean it.

This is from the Novant Health.
General Tips

Review Governor Cooper’s Executive Order 131 dated April 9, 2020 for a general context of what applies to your business.

Review and apply Guidelines for Conducting Essential Business.

1. Make a plan for stay-at-home and returning employees; consider employees at a higher risk of complications from COVID-19
2. Establish open and clear communications
3. Take common sense prevention measures
4. Practice and enforce social distancing, minimum 6-feet and provide room for outdoor lines
5. Cancel or postpone events depending on size and duration
6. Support from Local Health Department
Good Business Requires Certainty and a Balanced Approach

- Links to mobile training resources will be rolled out in the next few days.
- Purpose and objective is to protect employees, manage costs and instill confidence in customers.
- The CDC and Occupational Safety and Health Act (OSHA) have good resources for assessing risk and developing guidelines for training and instruction of employees as part of the COVID-19 response.
- Similar quotes from Governor Cooper and local government officials: “North Carolina cannot stay at home indefinitely” and “We have to get people back to work”. 
Building Confidence and Credibility for Your Customers

1. **Develop a plan** and communicate the plan
2. Share the **Facts About COVID-19** and how your business is doing its best to serve and protect its customers

3. Take **necessary precautions** to care for your employees and customers
Finding Practical Assistance

1. Ready-to-print Covid-19 business operations signs
2. Personal protective equipment (PPE) and support equipment
3. Workplace resource links
Finding Practical Assistance

Ready-to-Print Signage

These signs were created for all businesses to use at their locations to address much of the Covid-19 messaging needed for their customers. Click here for access to signage in additional languages.
PPE and Support Equipment
Where to Find it

- An adequate supply of Personal Protective Equipment (PPE) has become challenging for many businesses.
- The Charlotte Regional Business Alliance is setting up a site to match the needs of local businesses to sources of supply.
- This site will be launched in the near future once beta testing is complete.
Finding Practical Assistance

Workplace Resources
Additional Information Links

- Mecklenburg County [Key Messages for Print and Social Media](#)
- North Carolina Department of Health and Human Service (DHHS) [Resources for Businesses and Employers](#)
- CDC [Resources for Business and Workplaces](#)
- CDC Plan, Prepare and Respond [Guidance Documents](#)
- OSHA [Guidance for Preparing Workplaces for COVID-19](#)
- Atrium Health [COVID-Safe for Employers Solutions](#)
- Eradication Services [North Carolina](#)
- Eradication Services [South Carolina](#)
Appendix

1. Additional Covid-19 Information
2. Local Printer Contacts
3. Reopening Readiness: Signage Considerations
4. Infographics and Signage Catalog
Atrium Health Unveils COVID-Safe for Employers
Getting Organizations Ready to Return to Work Safely

- Provide invaluable worksite guidance, protocols, screening and testing related to a COVID-Safe environment
- Assist employers with determining safe re-entry plans for their teams
- Partner with a trusted source of clinical information, with symptom tracking and antibody testing
Contact these local printers if your business needs to produce signage and/or floor decals.

- AlphaGraphics CLT
- Bouley Printing
- Heritage Printing & Graphics
- ITEK Graphics
- Lincoln Printing Service
- QC Print Solutions
The following catalog of Covid-19 graphics was prepared to help businesses ensure a safe transition back into the workplace. Keep in mind of all the possible areas that may need safety signage.

- Parking decks
- Elevators
- Lobbies and entrances
- Sitting areas
- Conference rooms
- Workstations
- Bathrooms
- Breakrooms
- Common Areas

*A special thanks to 360˚ Creative Solutions Group for providing the following catalog as reference.*
SOCIAL DISTANCING - FLOOR DECALS

GRAPHICS

Standard Sizes
12 X 12  18 X 18
24 X 24  36 x 36  Custom sizes available
**HAND WASHING**

**GRAPHICS**

**H.01**

STOP THE SPREAD
FOR 20 SECONDS

**H.02**

NOTICE

WASH YOUR HANDS
BEFORE RETURNING
TO WORK

**H.03**

DID YOU
WASH THEM?

HAND WASHING STOPS
THE SPREAD OF GERMS

**H.04**

WASH YOUR HANDS

**H.05**

NOTICE

WASH YOUR
HANDS WITH
DISINFECTANT
SOAP

**H.06**

WASH YOUR HANDS

**H.07**

NOTICE

WASH HANDS
BEFORE LEAVING

**H.08**

PREVENT THE
SPREAD OF GERMS

PRACTICE PERSONAL HYGIENE

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**Standard Sizes**

8.5 X 11  17 X 22

Custom sizes available
RESTRICTED ACCESS

GRAPHICS

R.01

RESTRICTED AREA
DO NOT ENTER

AUTHORIZED PERSONNEL ONLY

R.02

SORRY

OUR LOBBY IS CURRENTLY NOT ACCEPTING VISITORS

R.03

CAUTION

NO ENTRY WITHOUT A FACE MASK

R.04

ENTER FROM OTHER SIDE

ONE WAY AISLE

R.05

STOP

NO ENTRY WITHOUT MASK

R.05

NO ENTRY WITHOUT MASK

Standard Sizes
8.5 X 11 17 X 22
Custom sizes available
CUSTOM BRANDED - INFORMATIONAL BANNERS
Multiuse graphics of basic COVID-19 preventive information, fully customizable

STOP THE SPREAD

KEEP SOCIAL 6FT DISTANCE

WASH YOUR HANDS FOR 20 SECONDS

IF YOU CAN STAY SAFE AT HOME

WEAR A MASK OUTSIDE

YOUR LOGO HERE

CIB.01

KEEP MINIMUM 6FT DISTANCE

WASH YOUR HANDS OFTEN FOR 20 SECONDS

STAY SAFE STAY HOME

WEAR A MASK WHEN GOING OUTSIDE

YOUR LOGO HERE

CIB.02

#WETHISTOSTHERGETHER

Covid-19 Safety Catalog
HARDWARE SOLUTIONS
Shields

360 CUSTOM
PROTECTIVE SHIELDS

Flatten the curve.

Protect your customers and employees with custom protective shields.

Add custom graphics. Choose from the standard 24 x 36 or ask us about custom size options.