Safe Return to Business Series

Risk Mitigation through Infection Prevention, Communication, and De-escalation

06/25/2020
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Risk Mitigation through Infection Prevention, Communication, and De-escalation

Today’s Topics:
1. Infection Prevention – Precautions to help keep your employees and customers safe
2. What, When, Why, and How to communicate to employees and customers
3. Practical Advice to De-escalate an upset customer
4. Latest on testing and screening
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Infection Prevention – Precautions to keep your employees and customers safe
The Basics

- Universal masking
  - does this mean?
  - Does time matter?
- 6 feet distancing
  - What if this can not be maintained?
  - Is there a difference between staff and customers?
- Screening
  - Who to screen- Do you screen staff or customers?
  - How to screen- What questions should you ask?
Face Coverings and Gloves

- Types of masks/face covering
  - Masks and face coverings are not created equal
- Gloves
  - Do gloves provide additional protection?
- Washing hands vs Sanitizing hands
  - What’s the difference?
Cleaning Facts

- What to clean
  - What is considered a high touch item?
- How often to clean
  - Does every item need to be cleaned every time it is touched?
- What to use/How to use
  - Where can I get a list of products?
  - Are there special considerations for use?
- EPA website link:
  
  [https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2-covid-19](https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2-covid-19)
Best Practices

- **Cash/Point of Sale machines**
  - Can cash be accepted?
  - Does cash need to be handled differently?
  - Do point of sale machines need special cleaning?

- **Paperwork**
  - Are paper items safe to handle?

- **Industry standards**
  - Look to your peers—but look cautiously

- **Federal CDC and Maine CDC**
  - Source of truth-tips for use.
What, When, Why, and How to communicate to employees and customers
The Maine Mindset

• First global pandemic with social media as a key element – (that’s good and bad)

• Effective reliable communication is critical to rumor control & misinformation

• You set the tone for your business

• Mainers thoughts about healthcare could reflect a general attitude
This is no time to be shy!

• Share your message far and wide
• Many tools at your fingertips (some are free!)
• Use social media – Face Book, Twitter, Instagram, etc.
• Update your web site
• Update your voice mail with current info and direct to your website or Face Book page
• Put signs in your windows
• Use curbside “sandwich” boards
• Flyers and handouts still work!
• Chambers of Commerce can be helpful
• You have a platform – use it!

Northern Light Health.
Be welcoming ... a community

This is your community – your family, friends, neighbors ... make them feel safe, welcomed, and appreciated.

Promises made must be kept.
Free Shareables

Northern Light Health posters

Bangor Region Chamber Recovery Toolkit

CDC – guidelines and other resources
Practical advice to de-escalate an upset customer
Ten Tips to keep calm and reduce the intensity of a conflict:

1. You cannot control another person’s behavior; you can only control how you respond.

2. Keep your tone and body language neutral.

3. Avoid over-reacting.
Ten Tips to keep calm and reduce the intensity of a conflict:

4. Move to a private area.

5. Be empathetic and non-judgmental.
   "I understand you are frustrated. I know a lot of our customers feel the same way."

6. Set boundaries.
   "It’s important for you to stop yelling in order for us to talk."
   "In order to enter, you need to wear a facial covering."
Ten Tips to keep calm and reduce the intensity of a conflict:

7. Use the “Yes, And” stance.
   “I know it’s confusing when rules change, and it’s not okay to yell at staff.”
   “I understand you don’t want to wear a face covering, and it’s a requirement for everyone.”

8. Ignore challenging questions.
   Customer: “Why is everyone freaking out about this virus anyway?”
   You: Silence. Then reiterate the protocol.
Ten Tips to keep calm and reduce the intensity of a conflict:

9. Allow time for decisions.

“If you need a few minutes to decide whether or not you’d like to put on a facial covering and come in, please feel free to use the benches over there.”

10. Practice, practice, practice!

When you anticipate points of conflict and practice strategies for managing them, you’re much more likely to influence behavior in a positive way.

Additional Resources: Crisis Prevention Institute (www.crisisprevention.com)
Latest CDC Guidelines on Testing
Testing Update

- Northern Light Health Testing Expansion
- State Testing Expansion
- Utility of Screening Tests – Recent Study
Tools you can use:

https://northernlighthealth.org/Resources/Safe-Return-to-Business

For the safety of all

STOP AND CALL
If you have any of the following symptoms, stop and call ahead before entering the building:

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

Please call: 844.489.1822

If you have questions about COVID-19 or think you may have been exposed, visit northernlighthealth.org for more information.

Develop a communication plan

- Child day care
- Make a plan that allows you to communicate, check in on your child’s health, and update them on what decisions will be made.
- Make sure you have a clear plan of how information will be shared.
- Keep your customer’s needs in mind when you communicate.

Stay true to your values

- Be genuine.
- Be honest.
- Be open.
- Be clear.
- Be available.
- Be friendly.
- Be understanding.
- Be authentic.

Demonstrate leadership

- Strategize. Mail out the front. Learn from the people.
- Make sure your employees know how to recognize and handle their symptoms.
- Make sure your customers have a clear plan of how information will be shared.
- Remember, it’s important to build a reputation and trust. It can take literally a few moments for something to spread.

Ten tips to keep calm and reduce the intensity of a conflict

1. Don’t react.
2. Keep your cool.
3. Avoid making promises.
4. Don’t blame.
5. Be empathetic.
6. Avoid personal attacks.
7. Use the “Yes, And” approach.
8. Show your confidence when you’re right.
9. Avoid using negative language.
10. Listen.

Risk Mitigation through Infection Prevention, Communication, and De-escalation
Contact:
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Join us next Thursday:
Helpful tips on facility modifications, PPE purchasing, and resiliency.
Legal Disclosure:

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