



## Mask Up DeKalb County

### Suggestions for implementing masking regulations

**Wearing a mask and asking your customers and visitors to wear masks is necessary under current state guidelines. We recognize that this adds a new twist to the already-challenging conditions under which you are managing your business. Here are some suggestions to help you create a game plan that makes sense for you and your team.**

#### **Make It Clear**

- Display #maskup poster at all entrances to your place of business. Contact the DeKalb, Genoa, Sandwich or Sycamore Chambers of Commerce to pick up printed 11x17 posters or visit [www.dekalbcountyunites.com](http://www.dekalbcountyunites.com) and click on the #maskup link to find a printable PDF of the poster.
- Communicate your commitment to #maskup in all your social media, website and email communications. Visit [www.dekalbcountyunites.com](http://www.dekalbcountyunites.com) and click on #maskup for logos and images.
- Have an employee available to remind customers to wear a mask upon on entrance to your place of business.

#### **Make It Fun**

- Display the #maskup poster at all entrances to your place of business. Include masks in your displays or business entrance in a fun and encouraging way.
- Partner with local mask makers to make unique products available for purchase as part of your retail offerings. Visit [www.dekalbcountyunites.com](http://www.dekalbcountyunites.com) and click on #maskup for a list of local reusable mask makers.
- Order masks that reflect your business or your style for your employees.
- Show pictures of your customers and/or employees wearing masks on your social media with #maskup.

#### **Make It Easy**

- Provide free masks to employees.
- Have a supply of disposable masks on hand for customers who forgot or don't have a mask.
- Visit [www.dekalbcountyunites.com](http://www.dekalbcountyunites.com) and click on #maskup for a list mask suppliers.

## Show Your Commitment

- Model the behavior.
- Be consistent.
- Provide masks to all employees and require their use.

## Be Prepared

- Review the DeKalb County UNITES Business Reopening Guide. Visit [www.dekalbcountyunit.es.com](http://www.dekalbcountyunit.es.com) to review the Guide.
- Order disposable masks to have on hand. Visit [www.dekalbcountyunit.es.com](http://www.dekalbcountyunit.es.com) and click on the #maskup link to find a list of local suppliers.
- Provide masks to employees.
- Recognize that it will feel strange having people in your business wearing masks. Be aware of anxiety and concern on the part of both your staff and your customers.
- Understand that some people don't like the idea of wearing a mask. Ask customers to please wear their masks and thank them for wearing masks.
- Be ready to say why wearing a mask in your business is important. Here are a few ideas:
  - In order for us to be open and operate, we must follow state guidelines, which requires that our staff and our customers wear masks. Please help us comply with this state guideline by wearing a mask.
  - Wearing a mask shows that we care about our customers and that our customers care about us and each other. Please wear a mask.
  - We aren't medical experts; we are business owners who want to cooperate with state guidelines so that we can remain open and do business. Please help us by wearing a mask.
  - We are glad to have your business. Until we hear otherwise from the state, we must operate with our staff and customers wearing masks. It is not fair to make exceptions and it may threaten our ability to remain open. Please wear a mask.
- Employers will have to create a new social contract with employees and customers regarding safety. This will take time, patience and good communication. You can start by considering the following:
  - Take time to plan, discuss and provide employees with instructions should a customer or client choose not to wear a mask in your place of business.
  - Post clear signage at all entrances that state masks should be worn in your establishment. This lets customers/clients know expectations prior to entering in a non-confrontational manner.
  - Remind employees of your preferences for mask wearing as the owner/manager.
  - Provide instructions should a customer/client enter without a mask.
    - State a friendly reminder –  
*If you are able to wear a mask, we would appreciate it.*
    - They may have forgotten a mask or do not have one-  
*We have a free mask if you would like one.*
  - Remember, not everyone can medically wear a mask.

- Recognize and be careful of personal bias. Some groups have received negative treatment for wearing a mask because others feel threatened when they do. Talk to employees about being aware and welcoming of all.
- Don't take anger or negative comments made by customers and clients personally. Mask wearing can be stressful for some.
- Remain calm if you are challenged. Do not allow a confrontation to escalate.
- Never engage physically. Let employees know when to call you, a manager or, in extreme cases, law enforcement.

#### **Offer alternatives**

- If your customer is adamant that they do not want to wear a mask, offer alternatives, if possible.
  - I'm sorry the conditions under which we must operate right now don't work for you.
    - We would be happy to bring your items out to your car.
    - We would be happy to deliver to your home later today.
  - I trust you will understand that we are following state directives. We look forward to welcoming you back when circumstances change.