BACK TO BUSINESS
TOOLKIT

CAMBRIA
REGIONAL CHAMBER

Are you ready to get back to business?

As our region begins the process of re-opening, the Chamber has developed this resource guide to assist you in reopening your business safely and responsibly. We've included documents from the Pennsylvania Department of Health, Center for Disease Control and the Pennsylvania Chamber of Business & Industry, along with posters and social media tips to help you get back to business.

The Chamber continues to work remotely to assist you as we navigate these uncertain times together. We are here to help, so please contact us with any questions or needs.

CAMBRIA
REGIONAL CHAMBER

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Our office at 416 Main Street, Suite 201 is currently closed to the public, but we're happy to assist by phone and email.

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DEPARTMENT OF HEALTH
COVID-19 INFORMATION FOR BUSINESSES

BACKGROUND

The Department of Health (DOH) is working with local and federal partners to slow the spread of coronavirus disease 2019 (COVID -19) into Pennsylvania. This fact sheet has key information to help your business prepare for the spread of COVID-19. Due to this evolving situation, we encourage you to visit the Centers for Disease Control and Prevention (CDC) COVID-19 webpage for frequently updated information, guidance, and materials.

To prevent stigma and discrimination in the workplace, use only guidance from the CDC or DOH. Do not make determinations of risk based on an employee's race or country of origin and be sure to maintain confidentiality of people with suspected or confirmed COVID-19.

WHAT SHOULD BUSINESSES DO?

The CDC has issued interim guidance for businesses and employers with the following recommended strategies:

1. Actively encourage sick employees to stay home.
2. Separate sick employees who appear to have acute respiratory illness symptoms (cough, shortness of breath).
3. Emphasize staying home when sick, respiratory etiquette and hand hygiene by all employees.
4. Perform routine environmental cleaning.
5. Advise employees before traveling to take important steps.
6. Employees who are well but who have a sick family member at home with COVID-19 should notify their supervisor and refer to CDC guidance for how to conduct a risk assessment of their potential exposure.

WHAT IF WE HAVE AN EMPLOYEE WHOSE HEALTH IS BEING MONITORED?

Employees returning from travel to a high risk country should:

1. Self-monitor for symptoms like fever, cough, or trouble breathing.
2. Call **1-877-PA-HEALTH (1-877-724-3258)** immediately if they become sick.
3. Tell their doctor's office or emergency room *before* arriving that they have become sick after visiting a country at high risk of COVID-19.
4. Know how to self-monitor and practice social distancing.
5. If an employee is confirmed to have COVID-19, employers should inform fellow employees of their possible exposure to COVID-19 in the workplace but maintain confidentiality as required by the Americans with Disabilities Act (ADA).

PREVENTIVE MEASURES

DOH encourages businesses to increase education on preventing illnesses such as the cold, flu and also the coronavirus:

• **Wash** hands often with soap and water for at least 20 seconds. Use an alcohol-based hand sanitizer if soap and water are not available.

• **Cover** any coughs or sneezes with your elbow, do not use your hands!

• **Clean** surfaces frequently, such as countertops, light switches, cell phones and other frequently touched areas.

• **Contain**- if you are sick, stay home until you are feeling better.

RESOURCES FOR MORE INFORMATION

DOH – https://www.health.pa.gov/topics/disease/Pages/Coronavirus.aspx (includes posters for download/print)

CDC – https://www.cdc.gov/coronavirus/2019-ncov/index.html

OSHA Guidance on Preparing Workplaces for COVID-19

Prepare your Small Business and Employees for the Effects of COVID-19

During an infectious disease outbreak, such as the current outbreak of COVID-19, small business owners must prepare for disruption in their business as well as prepare to protect their employees' health and safety in the workplace.

These steps are recommended to protect employees and prepare your business for disruption:

Coronavirus disease 2019 (COVID-) is a respiratory illness that can spread from person to person. It spreads between people who are in close contact with one another (within about 6 feet) and through respiratory droplets produced when an infected person coughs or sneezes. **Symptoms** (https://www.cdc.gov/coronavirus/2019-ncov/about/symptoms.html) can include fever, cough, or difficulty breathing, which may appear 2-14 days after exposure.

Identify a workplace coordinator who will be responsible for COVID-19 issues and their impact at the workplace.

Examine policies for leave, telework, and employee compensation.

- Leave policies should be flexible and non-punitive, and allow sick employees to stay home and away from co-workers. Leave policies should also account for employees who need to stay home with their children if there are school or childcare closures, or to care for sick family members.

- When possible, use flexible worksites (e.g., telework) and flexible work hours (e.g., staggered shifts) to help establish policies and practices for social distancing (maintaining distance of approximately 6 feet or 2 meters) between employees and others, especially if social distancing is recommended by state and local health authorities.

Review your leave policies with all employees and provide information about available employee assistance services. Share information on steps they can take to protect themselves at work and at home, and any available.

Identify essential employees and business functions, and other critical inputs such as raw materials, suppliers, subcontractor services/products, and logistics required to maintain business operations. Explore ways you can continue business operations if there are disruptions.

Prepare business continuity plans for significant absenteeism, supply chain disruptions, or changes in the way you need to conduct business.

Establish an emergency communications plan. Identify key contacts (with back-ups), chain of communications (including suppliers and customers), and processes for tracking and communicating about business and employee status.

Share your response plans with employees and clearly communicate expectations. It is important to let employees know plans and expectations if COVID-19 occurs in communities where you have a workplace.
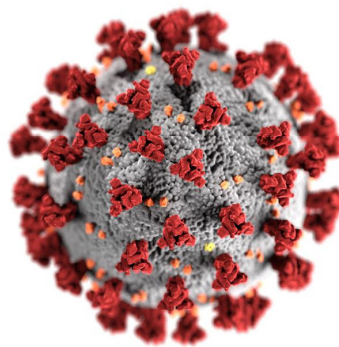
Top 10 Tips to Protect Employees' Health

Healthy employees are crucial to your business. Here are 10 ways to help them stay healthy.

- **Actively encourage sick employees to stay home.** Develop policies that encourage sick employees to stay at home without fear of reprisals, and ensure employees are aware of these policies.

- **Develop other flexible policies for scheduling and telework (if feasible) and create leave policies** to allow employees to stay home to care for sick family members or care for children if schools and childcare close.

- **Promote etiquette for coughing and sneezing** (https://www.cdc.gov/healthywater/hygiene/etiquette/coughing_sneezing.html) and **handwashing** (https://www.cdc.gov/handwashing/index.html). Provide tissues, no-touch trash cans, soap and water, and hand sanitizer with at least 60% alcohol.
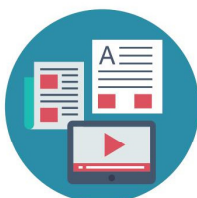
- **Perform routine environmental cleaning.** Routinely clean and disinfect all frequently touched surfaces, such as workstations, countertops, handrails, and doorknobs. Discourage sharing of tools and equipment, if feasible.

- **Provide education and training materials** in an easy to understand format and in the appropriate language and literacy level for all employees, like **fact sheets and posters** (https://www.cdc.gov/coronavirus/2019-ncov/communication/index.html).

- **Have conversations with employees about their concerns.** Some employees may be at higher risk for severe illness, such as **older adults** (https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/older-adults.html) and those with chronic medical conditions.

- **Talk with companies that provide your business with contract or temporary employees about their plans.** Discuss the importance of sick employees staying home and encourage them to develop non-punitive "emergency sick leave" policies.

- **Plan to implement practices to minimize face-to-face contact between employees if social distancing is recommended by your state or local health department.** Actively encourage flexible work arrangements such as teleworking or staggered shifts.

- **Consider the need for travel and explore alternatives.** Check CDC's **Travelers' Health** (https://wwwnc.cdc.gov/travel) for the latest guidance and recommendations. Consider using teleconferencing and video conferencing for meetings, when possible.

- **If an employee becomes sick while at work,** they should be separated from other employees, customers, and visitors and sent home immediately. Follow CDC guidelines for **cleaning and disinfecting** (https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/cleaning-disinfection.html) areas the sick employee visited.

For more tips and information see the **CDC Interim Guidance for Businesses and Employers** (https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html) and the **OSHA Guidance for Preparing Workplaces for COVID-19** (https://www.osha.gov/Publications/OSHA3990.pdf).

cdc.gov/coronavirus

COVID-19 Safety Procedures for Businesses
PROTECTING CUSTOMERS AND EMPLOYEES WORKING IN THE COMMONWEALTH

Requirements for Businesses Authorized to Continue In-Person Operations:

Health and Cleaning

- Provide masks for employees to wear at all times.
- Clean and disinfect the building frequently, especially high-touch areas.
- Make sure employees have access to soap and water, hand sanitizer, and disinfectant wipes.
- Tell employees they should notify their supervisor if they are sick and stay home.

Social Distancing

- Prevent large groups from entering or leaving the building at the same time.
- Limit the number of employees in common areas.
- Conduct meetings virtually. For in-person meetings, limit the number of employees to 10 and maintain a distance of six feet.
- Don't allow non-essential visitors.

If there is a COVID-19 exposure in your building

- Establish a plan for employee COVID-19 exposure, that includes building cleaning and notifying affected employees. See COVID-19 Safety Guidance at pa.gov for more details.
  - Secure and clean the exposed areas.
  - Take each employee's temperature before they enter the building and send home those who have a temperature of 100.4°F or higher.
  - Employees should notify their supervisor if they have symptoms and go or stay home.
- Advise sick employees to follow CDC recommended guidance on home isolation.

Additional Safety Guidance for Any Retail Operations at Your Location

- Conduct business with the public by appointment only, when possible.
- Limit the number of people inside the building to no more than 50% of the total maximum occupancy.
- Modify business hours so there is enough time to clean and restock.
- Install shields at check-out areas to separate cashiers and customers.
- Provide delivery or pick-up options and encourage online ordering.
- Designate a specific time for people at high risk to use the business at least once a week.
- Require customers to wear masks or face coverings.
- Limit check-out lanes to every other register and rotate every hour to allow for disinfection.
- Schedule handwashing breaks for employees at least every hour.
- Assign an employee to wipe down carts and handbaskets before the customer uses it.

Questions or Concerns?

Businesses
Contact the Department of Health at 1-877-PA-HEALTH (1-877-724-3258).

Employees or Customers
If you feel unsafe at your workplace relative to COVID-19 concerns, file a complaint with:

- A local health department or law enforcement agency.
- The Occupational Safety and Health Administration at OSHA.gov.
- The PA Department of Health at health.pa.gov.

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Remember These Important Steps to Stop the Spread of COVID-19

- Maintain a distance of at least 6 feet from other individuals.
- Wash hands with soap and water for at least 20 seconds as frequently as possible, or use hand sanitizer if soap and water are not available.
- Cover coughs or sneezes with a sleeve or elbow.
- Do not shake hands.
- Regularly clean high-contact surface areas.
- When sick, stay at home.
- Do not gather in groups larger than 10 people.

COVID-19 Safety Procedures for Businesses
NOTICE

All businesses in the Commonwealth that elect to maintain in-person operations, if permitted to operate under the Orders of the Governor and Secretary of Health, must strictly adhere to the guidance published by the Pennsylvania Department of Health, and must prominently display this notice and the foregoing COVID-19 SAFETY PROCEDURES FOR BUSINESSES at each work location (building or worksite).

In addition, each business must, for each work location (building or worksite), identify a Pandemic Safety Officer to respond to employee and subcontractor questions regarding these requirements. This business's or work site's Pandemic Safety Officer is:

Name _____ **Number** _____ **Email** _____

As business owner/operator/site foreperson/manager, I acknowledge and understand the foregoing, and confirm that my business/worksite will adhere to these requirements, as may be amended by orders of the Governor or Secretary of Health.

Signature _____ **Date** _____

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An initiative of the PA Chamber

PA Chamber Launches 'Bringing PA Back' Initiative, Website

As part of its bold new initiative to help businesses safely re-open their facilities and jumpstart the economy, the PA Chamber has launched of the 'Bringing PA Back' website.

The site, developed after weeks of meetings with local Chambers of Commerce, business associations and industry leaders from throughout the state, is a powerful tool to assist businesses through the re-opening phase safely and effectively.

"Our 'Bringing PA Back' initiative aims to do just that with a user- friendly website that will help employers as they prepare to re-open their physical locations, and ensure the safety and well-being of their employees and customers," said PA Chamber President and CEO Gene Barr. "Working together, we know that we can come out of this unprecedented time stronger than before and with our economy moving forward."

The comprehensive website features critical information for employers, including:

• guidance from trusted sources on on workplace readiness – such as cleaning and safety standards;

• employment opportunities;

• industry-specific guidance (e.g. construction, manufacturing, restaurant/food safety, lodging, retail, etc.)

• and policy recommendations that will help to revive Pennsylvania's economy.

The website also includes a map of the Commonwealth – identifying which phase of the re-opening process each county is currently in – along with an overview of the Wolf administration's guidance for each phase. The PA Chamber has also developed policy recommendations that are focused on the state's economic recovery and which we will be working with elected officials to enact – all of which are highlighted on the website. As the 'Statewide Voice of BusinessTM,' the PA Chamber will be advising elected officials on how best to proceed.

The PA Chamber will be regularly updating the website to keep employers apprised of new government guidance and industry best practices. Learn more: http://www.bringingpaback.com

US CHAMBER STATE-BY-STATE REOPENING GUIDE

The US Chamber has created a State-by-State resource for re-opening, as part of its **PATH FORWARD** initiative. Additionally, the organization offers Webinar Wednesday trainings, National Town Halls and other programs and resources to help businesses through the COVID-19 crisis.

FOR THE STATE-BY-STATE RESOURCE FOR RE-OPENING GUIDE, visit https://www.uschamber.com/article/state-by-state-business-reopening-guidance

COVID-19 REOPENING PHASES

	WORK & CONGREGATE SETTINGS	SOCIAL SETTINGS
RED PHASE	• LIFE-SUSTAINING BUSINESSES ONLY • RESTRICTIONS IN PLACE FOR PRISON + CONGREGATE CARE • SCHOOLS CLOSED FOR IN-PERSON INSTRUCTION • MOST CHILD CARE CLOSED	• STAY AT HOME ORDERED • LARGE GATHERINGS PROHIBITED • RESTAURANTS/BARS LIMITED TO CARRY-OUT + DELIVERY • ONLY TRAVEL FOR LIFE-SUSTAINING PURPOSES
YELLOW PHASE	• TELEWORK MUST CONTINUE WHERE FEASIBLE • BUSINESSES WITH IN-PERSON OPERATIONS MUST FOLLOW SAFETY ORDERS • CHILD CARE OPEN WITH WORKER + BUILDING SAFETY ORDERS • RESTRICTIONS IN PLACE FOR PRISON + CONGREGATE CARE • SCHOOLS CLOSED FOR IN-PERSON INSTRUCTION	• STAY AT HOME RESTRICTIONS LIFTED IN FAVOR OF AGGRESSIVE MITIGATION • LARGE GATHERINGS PROHIBITED • IN-PERSON RETAIL ALLOWED CURBSIDE/DELIVERY PREFERRED • INDOOR RECREATION, HEALTH AND WELLNESS FACILITIES (SUCH AS GYMS, SPAS), AND ALL ENTERTAINMENT (SUCH AS CASINOS, THEATERS) REMAIN CLOSED • RESTAURANTS/BARS LIMITED TO CARRY-OUT + DELIVERY
GREEN PHASE	• ALL BUSINESSES MUST FOLLOW CDC AND PA DEPARTMENT OF HEALTH GUIDELINES	• AGGRESSIVE MITIGATION ORDERS LIFTED • INDIVIDUALS MUST FOLLOW CDC AND PA DEPARTMENT OF HEALTH GUIDELINES

OPERATIONAL PLANNING

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Employers should consider developing a re-entry plan as appropriate for the size and type of organization.

Considerations may include:

Safety and Health Costs

Sanitation and protection of employees/customers may have associated costs. Bringing employees and customers back in phases may help off-set some of the costs.

Communications

Transparency and communication with employees will be key for a successful re-entry.

Employees Survey: Conduct a survey to help with developing your re-entry plan. This survey should be used to establish who is ready and can come back to work. It can also identify any hardships on the employee which include, but are not limited to, lack of childcare, financial issues, and mental stress.

Sample Survey Questions

1. Are you comfortable with returning to work?

   a. If no, why?
      (Refusal to return to work without cause can negate unemployment benefits.)
   b. When would you be comfortable with returning to work?

2. Will you have a hardship with returning to work due to:

   a. Child care

   b. Caring for a family member

3. Have you traveled outside of the region in the last 14 days?

   a. Where?

   b. Did you self-quarantine after your return?

   c. Have you had any COVID-19 symptoms in the last 14 days?

   d. Have you care for a person you know who has been diagnosed with COVID-19?

   e. Have you been around anyone who you know has been diagnosed with COVID-19?

Employee Assistance

Human Resources should be readily available to provide assistance on lapsed benefits, questions on COVID-19 issues and mental health assistance.

Contact your health insurance provider for updated materials, brochures, etc. to provide to your employees, if needed.

In addition, help is available for people who are struggling with their mental or emotional health or feeling anxious or overly stressed. **Contact the Crisis Text Line by texting PA to 741-741.**

Source: PA Department of Health – additional resources for businesses are available here:
https://www.health.pa.gov/topics/disease/coronavirus/Pages/Coronavirus.aspx

OPERATIONAL GUIDELINES

Pennsylvania's Health Secretary has established operational protocols for businesses that are authorized to maintain/resume in-person operations, including protocols upon discovery of an exposure to a person who is a probable or confirmed case of COVID-19. The full order is available to read/review here.

https://www.governor.pa.gov/wp-content/uploads/2020/04/20200415-SOH-worker-safety-order.pdf

Protocols include:

- Following guidelines from the Centers for Disease Control (CDC) for regularly cleaning & disinfecting facilities, provided here:

    https://www.cdc.gov/coronavirus/2019-ncov/community/disinfecting-building-facility.htlm
    Clean: Use soap and water to remove germs, dirt, and impurities from surfaces.
    Disinfect: Use disinfectant products to kill germs on surfaces.

- The U.S. Environmental Protection Agency has compiled a list of disinfectant products, including ready-to-use sprays, concentrates, and wipes, here:

    https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2.
    Follow the product label instructions and safety information including leaving the product on the surface long enough to kill germs and rinsing off the product to avoid ingesting it.

- Requiring employees and customers/visitors to wear face masks, except to the extent an employee is using break time to eat or drink. Employers may approve masks obtained by or made by employees.

- Businesses should deny entry into a facility to customers/visitors not wearing masks, unless the business is providing medication, medical supplies, or food, in which case the business must provide alternative methods of pick-up or delivery of such goods.

- Providing employees access to regular handwashing with soap, hand sanitizer, and disinfectant wipes and ensure that common areas (including but not limited to break rooms, locker rooms, dining facilities, rest rooms, conference or training rooms) are cleaned on a regular basis, including between any shifts.

- Handwashing breaks should be scheduled at least every hour.

- Maintaining social distancing of 6 feet for employees and customers.

- When practical, stagger work start/stop times and breaks for employees to avoid large gatherings.

- Where feasible, businesses should conduct business with the public by appointment only. To the extent that this is not feasible, businesses must limit occupancy to no greater than 50% of the number stated on the applicable certificate of occupancy at any given time, as necessary to reduce crowding in the business, and must place signs throughout each site to mandate social distancing for both customers and employees.

- Shields or other barriers should be installed at registers and check-out areas to physically separate cashiers and customers or other measures taken to unsure social distancing.

- Meetings or gatherings of employees, while maintaining social distancing, should not exceed 10 people.

Additional PA Dept. of Health resources for businesses are available here:

https://www.health.pa.gov/topics/disease/coronavirus/Pages/Businesses.aspx

PLAN COMPONENTS

Returning Employees

1. Establish optional work plans:

    Work remotely when feasible.

    Return workforce in phases.

    Develop alternating schedules/shifts between working in the office & remotely.

2. Employees with a temperature greater than 100.4 should stay home.

3. Those who feel ill should take sick time or be allowed to work from home for 72 hours.

4. Employees should wear masks.

5. Wash hands frequently

6. Disinfect personal workstations at the start and end of the workday.

Building Access

1. Only employees should initially be allowed in a non-retail business.

2. In applicable, limit/control the entry and exit door for employees.

3. Tape off the section/desk area of the receptionist at six feet or install a barrier.

4. If your business requires outside patrons/guests:

5. Require and/or provide masks.

6. Provide hand sanitizer as they enter the building.

Meeting Rooms

1. In-person meetings should be limited to employees only.

2. Meetings with others should be conducted virtually.

3. Limit meetings to no more than 10 people, maintaining social distancing.

4. Disinfect meeting rooms before and after each use.

Common Areas

1. Limit common areas where employees are likely to congregate with strict social distancing protocols. These areas should be disinfected at the end of each day.

2. Use of shared equipment such as copiers should be minimized and any shared equipment should be sanitized between each employee's use.

3. Sanitize employee food and containers before storing in a common area. Food stored in a common refrigerator should be sanitized.

Travel

1. Minimize non-essential travel initially.

Printable posters from the CDC are available at https://www.cdc.gov/handwashing/materials.html

Social Media Marketing TIPS

Every piece of content you post on social media should be carefully thought-out. If you're posting just to post something – there may be a better way to do it. It helps to learn the various purposes of each network before creating content. Here are some examples:

- **LinkedIn** – A professional network that is perfect for B2B audiences. Great for sharing industry news and curated articles.
- **Facebook** – Almost everyone has a Facebook account. Particularly good for news/ entertainment related content. Drives more traffic than any other social site.
- **Instagram** – Perfect if your content is highly visual. Static images and short videos work incredibly well for branding, but it's not as good at driving traffic back to your site. You can link it to a Facebook store to tag products for purchase in posts.

SOME QUICK TIPS

Perform a social media audit - be sure that each account is updated with any changes you've made during the Covid-19 response. Are your hours of operation correct?   Include new procedures like cleaning or curbside pick-up.

Are you answering messages? - Be sure that you are actively responding to messages coming in through your accounts. Most people expect a fairly quick response, so if you're not able to monitor the accounts closely, we suggest adding an auto-response in Facebook Messenger.

Create a Content Calendar - If you're not taking the time to plan your social media calendar in advance, you could end up scrambling to find content to share. This can be a problem because sharing quality content across your social channels is key to engaging your audience and attracting new followers.

Get hyperlocal. Small business owners don't have to market to the world, it's all about building strong connections with the community.

Optimize your social media channels.

- ☑ All the information is accurate.
- ☑ All buttons go to the correct link.
- ☑ Business Instagram linked to business Facebook.
- ☑ Your Instagram has a link in the bio.
- ☑ You have a company page on Linkedin.
- ☑ You have an updated personal Linkedin profile.
- ☑ You have a YouTube account for your business.

NEED HELP?

Request a Zoom meeting with your friends at the Chamber! Amy Bradley and Jen Tiffany will review your marketing, answer questions and brainstorm ideas with you.

WELCOME BACK!

For your safety and the safety of our team

MASKS REQUIRED

If you don't have a mask or would prefer not to enter, call us for personalized service:

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Thank you!
#CambriaStrong

WELCOME BACK!

We observe...

SOCIAL DISTANCING

Keeping **6 feet** between you and **other people**

Thank you!

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