



BACK TO BUSINESS

playbook



KEARNEY AREA
CHAMBER OF COMMERCE
INVOLVEMENT. EDUCATION. ADVOCACY. MARKETING.

MESSAGE FROM OUR PRESIDENT.

Dear Chamber Family,

These unusual times have been challenging, to say the least. However, we're proud of you for helping our community succeed, from supporting the KAEER Fund, donating meals, to sewing masks, to simply sharing resources on social media. We are changing the unusual back to business as usual the best we can, for the community that we love and support. We are truly #KearneyStrong.

As we move forward, we know you are anxious to reopen your doors. To ensure the safety of our community and to help you navigate the new type of business as usual, we have created the *Back to Business Playbook*. This comprehensive guide includes many of the recommendations developed by the 'Get Nebraska Growing' Task Force, which was led by Nebraska Economic Development Director Tony Goins and local business leaders, along with guidelines from the CDC and other federal, state, and local agencies. This resource will act as a living document, which we will update as this fluid situation changes.

Though we know we wish to return to our regular lives, we must take necessary precautions during this time. The last thing we want is for the virus to grow during this phase. This playbook is a guideline to help you safely serve your customers and accommodate your employees. If you have any questions, please contact the Kearney Area Chamber of Commerce. We are here to help you.

Thank you for your support and courage as we continue to navigate through this pandemic together. We'll continue to persevere the only way we know how: together.

Stay safe,



Derek Rusher
President/CEO
Kearney Area Chamber of Commerce
drusher@kearneycoc.org



DISCLAIMER.

Please be advised that some or all of the information contained in this document may not be applicable to some businesses or places of work and may not include all information necessary for certain businesses and places of work. This document does not attempt to address any health, safety and other work place requirements in place prior to the age of COVID-19. As COVID circumstances continue to evolve, so will the public health and safety recommendations and requirements, and as a result this document may not include all current governmental or health expert requirements and recommendations. We strongly advise that before implementing any of the practices and procedures contained herein, you carefully evaluate all and consult with your own legal counsel and other advisers regarding the legality, applicability and potential efficacy of this information in your place of business and to determine what if any other recommendations or requirements may apply to your business.

The Kearney Area Chamber of Commerce bears no responsibility for any circumstances arising out of, or related to, the adoption, or decision not to adopt, any of the practices or procedures contained in this guide.

6 RULES TO KEEP NEBRASKA HEALTHY

- 1. STAY HOME.** No non-essential errands and no social gatherings. Respect the 10 person limit.
- 2. SOCIALLY DISTANCE YOUR WORK.** Work from home or use the 6-foot rule as much as possible in the workplace.
- 3. SHOP ALONE & ONCE A WEEK.** Do not take family with you.
- 4. PLAY AT HOME.** Help kids follow social distancing. No group sports & no playgrounds.
- 5. HELP OUR SENIORS.** Do not visit long-term care facilities. Keep seniors home by helping them shop.
- 6. EXERCISE DAILY.** Exercise at home or with an appropriately socially-distanced activity.

STRONGER TOGETHER.

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Click on the links below for guidance on reopening for specific industries from the Nebraska Department of Health and Human Services:

- [BARBERS & SALONS](#)
- [MASSAGE THERAPY](#)
- [BODY ART](#)
- [DENTAL OFFICE](#)
- [HOUSES OF WORSHIP \(ALSO IN SPANISH\)](#)
- [RESTAURANTS \(ALSO IN SPANISH\)](#)
- [OTHER NEBRASKA GUIDANCE DOCUMENTS](#)



GENERAL RECOMMENDATIONS TO PROTECT EMPLOYEES & CUSTOMERS.

The majority of these recommendations come from the 'Get Nebraska Growing' Task Force, which was led by Nebraska Economic Development Director Tony Goins and local business leaders, along with guidelines from the CDC and other federal, state, and local agencies. This playbook provides specific measures for business categories to aid in a safe, thoughtful reopening. The specific recommendations in each category support the overall goal of opening businesses in a way that protects employees and customers from exposure to COVID-19 and helps prevent the virus's spread. Individuals' temperature standards as used in this report will be in accordance with directions from Nebraska Department of Health and Human Services and Two Rivers Public Health Department.

It is also important that businesses take responsibility to ensure they have adequate supplies for their employees and customers such as soap, disinfectant, hand sanitizer, paper towels, tissue, face masks, etc. Companies should keep a minimum of a 15 day supply at all times.

EMPLOYEE & CUSTOMER PROTECTION.



Employees should wear Personal Protective Equipment (PPE) when possible.
Customers should consider using face coverings while in public.

Everyone in the store will be required to maintain a social distance of at least 6 feet between each other. Registers must be at least 6 feet apart. The number of people inside a store will be limited to 50% of fire marshal capacity or 8 people per 1,000 square feet. When possible, open all non-essential doors to reduce the need for direct contact. Stores with higher traffic will mark spaces 6 feet apart at registers & outside entrance.



Employees with a fever or are exhibiting COVID-19 symptoms will not be allowed to work. Employees should avoid touching their face and DO NOT shake hands. Employees will be required to take reasonable steps to comply with guidelines from the CDC and the Nebraska Department of Health & Human Services. Encourage workers to report any safety & health concerns to the employer. Any customers who have a fever, cough or any sign of sickness should not enter a sign should be posted with this notice.



Provide a place to wash hands or alcohol-based hand rubs containing at least 60% alcohol.
Train employees in proper hygiene practices.
Sanitize any high-traffic areas, such as doorknobs, counters, etc.
Customers will be required to use hand sanitizer upon entering the stores.



Limit cash handling. Encourage customers to use credit/debit cards, tap to pay, Venmo, PayPal or another form of contact-less payment. Sanitize point of sale equipment after each use. Provide hand sanitizer & disinfectant wipes at register locations.

KEEPING THE WORKPLACE SAFE.

GOOD.



PRACTICE GOOD HYGIENE



HOLD MEETINGS IN OPEN SPACES



INCREASE VENTILATION



LIMIT CASH HANDLING

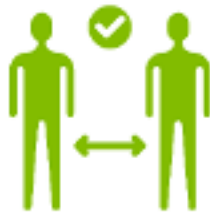


COMMUNICATE COVID-19 PLAN WITH STAFF

BETTER.



SANITIZE HIGH TRAFFIC AREAS



PRACTICE SOCIAL DISTANCING



LIMIT FOOD SHARING



USE BOOKING SYSTEM TO LIMIT CLIENTS



LIMIT BUSINESS TRAVEL

BEST.



STOP HAND SHAKING & TOUCHING YOUR FACE



USE VIDEO CONFERENCING



STAY HOME IF YOU OR A FAMILY MEMBER IS SICK



USE ONLINE TRANSACTIONS



ADJUST/POSTPONE LARGE GATHERINGS

COMMUNICATING WITH YOUR TEAM.

Communication during this time is incredibly important. Remain available to and transparent with your employees. Have conversations with employees about their concerns. Some employees may be at higher risk for severe illness, such as older adults and those with chronic medical conditions. Your team's health is of the utmost importance, so loop employees in on your COVID-19 strategy before reopening.

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.



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.



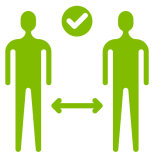
Actively encourage sick employees to stay home. Develop policies that encourage sick employees to stay at home without fear of reprisal, and ensure employees are aware of these policies.



Educate workers performing cleaning, laundry, and trash pick-up to recognize the symptoms of COVID-19. Develop policies for worker protection and provide training to all cleaning staff on site prior to providing cleaning tasks.



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.



The outbreak of coronavirus disease 2019 (COVID-19) may be stressful for people. Fear and anxiety about a disease can be overwhelming and cause strong emotions in adults and children. Coping with stress will make you, the people you care about, and your community stronger. Encourage employees to take breaks from watching, reading, or listening to news stories, including social media. Hearing about the pandemic repeatedly can be upsetting. Make sure employees are aware of mental health services your company provides, such as the Chamber's partnership with Buffalo County Community Partners. Encourage mindfulness, meditation and other healthy activities for your team. If an employee asks for help regarding their mental health, ask them to reach out to a healthcare provider and/or call the Disaster Distress Helpline: 1-800-985-5990.



PREPARING YOUR SPACE.

Before reopening, you must sanitize your business to limit the spread of germs to your employees and customers. Keep this process limited to as few people as possible.



Disinfect your business before anyone returns to work. Sanitize and disinfect all areas, giving special attention to tools, workstations and equipment, restrooms, food service areas, common surface areas, phones, computers and other electronics.



Replace HVAC air filters or clean/disinfect existing filters. Increase ventilation by opening windows or adjusting air conditioning.



Put tight controls in place on who enters and exits the site during the cleaning shutdown. Limit the number of workers during this time.

YOUR BUSINESS SHOULD BE 100% DISINFECTED PRIOR TO ANYONE RETURNING TO WORK (OTHER THAN THOSE ASSISTING WITH THE DISINFECTION PROCESS).

CLEANING + DISINFECTING AFTER OPENING.



CLEAN.

Clean surfaces using soap and water. Practice routine cleaning of frequently touched surfaces. High touch surfaces include: Tables, doorknobs, light switches, counter-tops, handles, desks, phones, keyboards, toilets, faucets, sinks, etc.



DISINFECT.

Water-diluted household bleach solutions may also be used if appropriate for the surface.

- Check the label to see if your bleach is intended for disinfection, and ensure the product is not past its expiration date. Some bleaches, such as those designed for safe use on colored clothing or for whitening may not be suitable for disinfection.

- Unexpired household bleach will be effective against coronaviruses when properly diluted.
- Follow manufacturer's instructions for application and proper ventilation. Never mix household bleach with ammonia or any other cleanser.
- Leave solution on the surface for at least 1 minute.

Alcohol solutions with at least 70% alcohol may also be used.

We recommend use of EPA-registered household disinfectant. Follow the instructions on the label to ensure safe and effective use of the product. Many products recommend:

- Keeping surface wet for a period of time (see product label)

PERSONAL PROTECTIVE EQUIPMENT.

Personal protective equipment is protective clothing, helmets, goggles, or other garments or equipment designed to protect the wearer's body from injury or infection. The hazards addressed by protective equipment include physical, electrical, heat, chemicals, biohazards, and airborne particulate matter. Businesses should keep a minimum quantity of 15-day supply of PPE. PPE can include masks, face shields and gloves.

Who should wear masks?



- Medical and isolation team members
- Health Screeners (i.e. a supervisor who takes employees' temperature)
- Disinfection team members
- Those with broad exposure to customers or employees.

Who should wear face shields?



Face shields are commonly used in healthcare and manufacturing. They can provide extra protection for those who must work within three feet of another person due to their job requirements. They are not necessary unless you work in healthcare/manufacturing, but they can help.

Who should wear gloves?



- Employees in isolation
- Those performing disinfection of common surfaces
- Employees handling trash
- Employees handling food

Note: Gloves put employees at higher risk of exposure and are not recommended for general protective use for the following reasons:

- The COVID-19 virus does not harm your hands, so gloves provide no protection, and touching your face with contaminated hands, whether gloved or not, poses a significant risk of infection.
- Gloves often create a false sense of security for the individuals wearing them; people are more likely to touch contaminated surfaces because they feel they are protected from the virus because of the gloves when in reality, they are not.
- When wearing gloves, people are less inclined to wash their hands; this is counterproductive and puts others at higher risk; we want people to wash their hands because it is the number-one defense against any virus.
- Proper removal of gloves takes training; if contaminated gloves are not removed properly, our employees are exposed to greater risk.

STAY PREPARED.

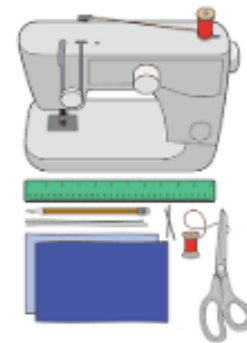
- Confirm operation has an adequate supply of soap, disinfectant, hand sanitizer, paper towels and tissues.
- Confirm stock of PPE.
- Have touchless thermometers on-site for employee screening.
- Businesses should keep a minimum quantity of 30-day supply of disinfectant supplies.

Make your own mask.

CDC recommends wearing cloth face coverings in public settings where other social distancing measures are difficult to maintain (e.g., grocery stores and pharmacies), especially in areas of significant community-based transmission.

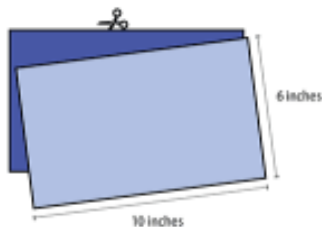
Materials

- Two 10"x6" rectangles of cotton fabric
- Two 6" pieces of elastic (or rubber bands, string, cloth strips, or hair ties)
- Needle and thread (or bobby pin)
- Scissors
- Sewing machine

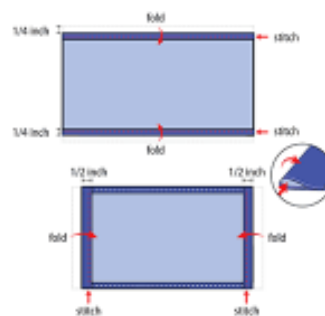


Tutorial

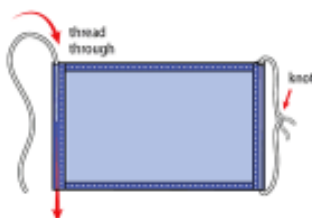
1. Cut out two 10-by-6-inch rectangles of cotton fabric. Use tightly woven cotton, such as quilting fabric or cotton sheets. T-shirt fabric will work in a pinch. Stack the two rectangles; you will sew the mask as if it was a single piece of fabric.



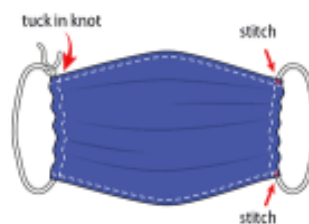
2. Fold over the long sides $\frac{1}{4}$ inch and hem. Then fold the double layer of fabric over $\frac{1}{2}$ inch along the short sides and stitch down.



3. Run a 6-inch length of $\frac{1}{8}$ -inch wide elastic through the wider hem on each side of the mask. These will be the ear loops. Use a large needle or a bobby pin to thread it through. Tie the ends tight. Don't have elastic? Use hair ties or elastic head bands. If you only have string, you can make the ties longer and tie the mask behind your head.



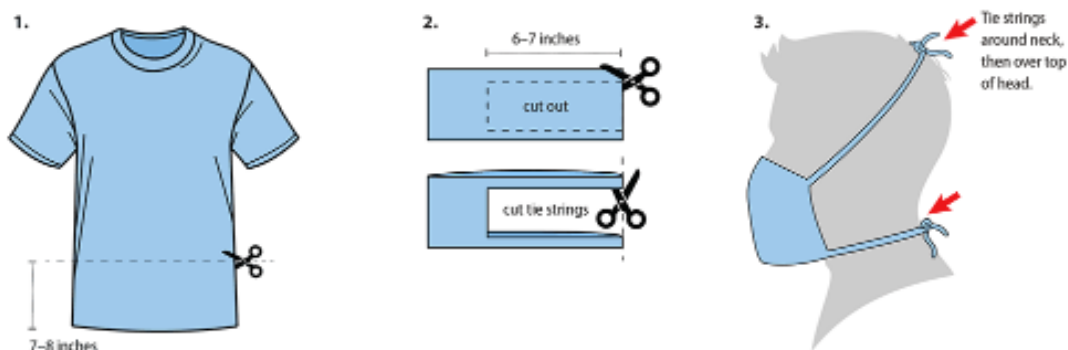
4. Gently pull on the elastic so that the knots are tucked inside the hem. Gather the sides of the mask on the elastic and adjust so the mask fits your face. Then securely stitch the elastic in place to keep it from slipping.



Materials

- T-shirt
- Scissors

Tutorial

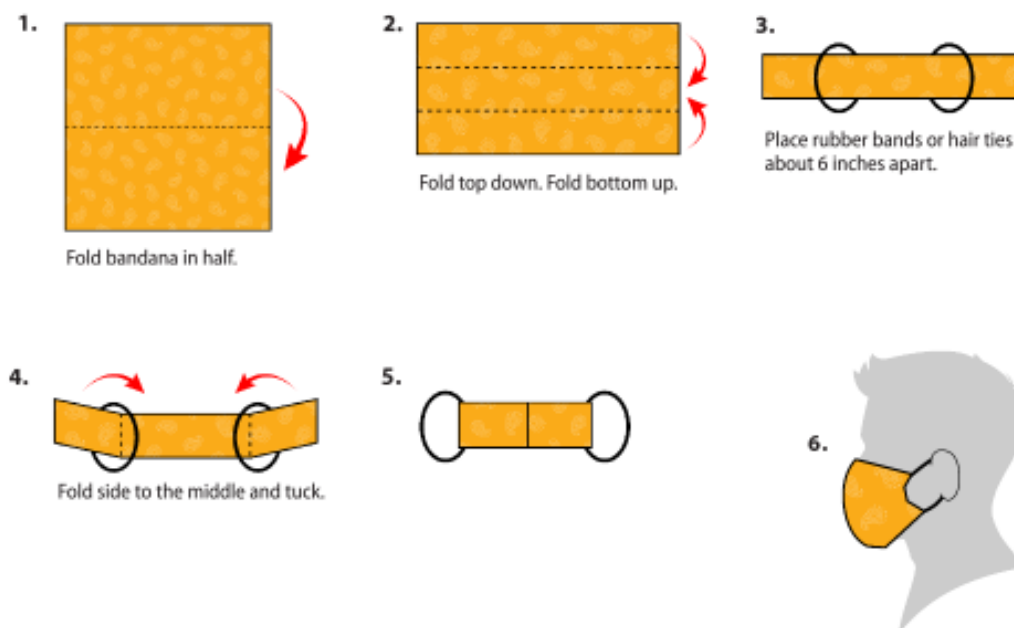


Bandana Face Covering (no sew method)

Materials

- Bandana (or square cotton cloth approximately 20"x20")
- Rubber bands (or hair ties)
- Scissors (if you are cutting your own cloth)

Tutorial



**REMEMBER: PPE IS ONLY EFFECTIVE IF IT IS WORN CORRECTLY.
TRAIN YOUR EMPLOYEES IN CORRECT PPE USAGE.**

Tutorials courtesy of CDC. For more information, visit www.cdc.gov/coronavirus/



HOW TO WEAR A MEDICAL MASK SAFELY

who.int/epi-win

Do's →



Wash your hands before touching the mask



Inspect the mask for tears or holes



Find the top side, where the metal piece or stiff edge is



Ensure the colored-side faces outwards



Place the metal piece or stiff edge over your nose



Cover your mouth, nose, and chin



Adjust the mask to your face without leaving gaps on the sides



Avoid touching the mask



Remove the mask from behind the ears or head



Keep the mask away from you and surfaces while removing it



Discard the mask immediately after use preferably into a closed bin



Wash your hands after discarding the mask

Don'ts →



Do not use a ripped or damp mask



Do not wear the mask only over mouth or nose



Do not wear a loose mask



Do not touch the front of the mask



Do not remove the mask to talk to someone or do other things that would require touching the mask



Do not leave your used mask within the reach of others



Do not re-use the mask

Remember that masks alone cannot protect you from COVID-19. Maintain at least 1 metre distance from others and wash your hands frequently and thoroughly, even while wearing a mask.

EPI·WIN



HOW LONG COVID-19 LIVES ON SURFACES?

ALUMINUM Soda Cans, Tinfoil 2-8 Hours	CARDBOARD Shipping Boxes 24 Hours	CERAMICS Dishes, Pottery, Mugs 5 Days	COPPER Pennies, Cookware 4 Hours
GLASS Glasses, Mirrors, Windows 5 Days	METAL Door Knobs, Jewelry, Tools 5 Days	PAPER Magazines, Mail, Money 5 Days	PLASTIC Bottles, Buttons, Toys 2 - 3 Days
	STAINLESS STEEL Appliances, Pots/Pans, Sinks 2 - 3 Days	WOOD Furniture, Decking 4 Days	

FOOD.

Coronavirus doesn't seem to spread through exposure to food. Still, it's a good idea to wash fruits and vegetables under running water before you eat them. Scrub them with a brush or your hands to remove any germs that might be on their surface. Wash your hands after you visit the supermarket. If you have a weekend immune system, you may consider buying frozen or canned produce.

WATER.

Coronavirus hasn't been found in drinking water. If it does get into the water supply, your local water treatment plant filters and disinfects the water, which should kill any germs.

TO REDUCE YOUR CHANCE OF CATCHING OR SPREADING COVID-19, CLEAN AND DISINFECT ALL SURFACES AND OBJECTS IN YOUR HOME AND OFFICE EVERY DAY.



SYMPTOMS OF novel coronavirus (COVID-19), a cold and the flu



SYMPTOMS	COVID-19	COLD	FLU
	Symptoms range from mild to severe	Gradual onset of symptoms	Abrupt onset of symptoms
 Fever	Common	Rare	Common
 Cough	Common	Common	Common
 Sore throat	Sometimes	Common	Common
 Shortness of breath	Sometimes	No	No
 Fatigue	Sometimes	Sometimes	Common
 Aches and pains	Sometimes	No	Common
 Headaches	Sometimes	Common	Common
 Runny or stuffy nose	Sometimes	Common	Sometimes
 Diarrhea	Rare	No	Sometimes especially for children
 Sneezing	No	Common	No

GOOGLE



Google your business and make sure the sites listed on your front page results contain your current information (hours of operation, special instructions for customers, and so forth). This is the first page your customers will see when they Google information about you - make sure it's correct!

SOCIAL



Update your business hours on your "About" page. Create a post that includes your current hours of operation, procedures on shopping, and sanitation process, if applicable, so your customers know what to expect. Pin this post to the top of your page so customers see it first.

EMAIL



If you have an email list, use MailChimp, Constant Contact, or a direct email (blind-copy all addresses) to **welcome your customers back, and include any new processes or procedures they can expect when visiting you.** This is a great time to give your email subscribers an exclusive, members-only discount or coupon to bring them back in!

CALL



Nothing beats a personal call and talking directly to your customers and clients. Spend some time each day to **call customers and let them know that you're back in business!** It's a personal touch that shows you care.



HIRING IN THE AGE OF COVID-19.

Hiring during these unprecedented times can present new challenges. The Kearney Area Chamber of Commerce can assist your business in recruiting and training employees. Through our partnerships with Kearney Works and Economic Development Council of Buffalo County, we can find qualified workers for you.

One of the primary goals of Kearney Works is to help employers find qualified job candidates. That goal includes providing services that support businesses and organizations seeking a workforce.



You can also post and search for job at the Kearney Chamber's website. Click on the Job Postings icon.

You are not legally required to rehire laid off workers, but there are advantages to rehiring your former employees:

Your former employees already know the job: You have already invested in their training, ensuring they have the required skills. You are familiar with how they work and how they fit into your company's culture.

It's good for the overall morale of your company: Staff members have formed relationships, which are broken when they lose a colleague. The team is made whole again when a worker is rehired.

It can save you money: Don't forget to take advantage of the HIRE Act, which gives you tax benefits for hiring a worker who is on unemployment.

Stay up-to-date with rehiring resources. Visit <https://networks.nebraska.gov/> for information.

Legal: While the U.S. continues to grapple with the health and economic consequences of the ongoing COVID-19 pandemic, businesses are very concerned that a wave of lawsuits will interfere with their ability to do business after reopening and otherwise work to help stabilize the economy. These fears are not unfounded as plaintiffs' lawyers are actively looking for ways to cash in on the current global crisis. Click here to learn more from the Institute for Legal Reform.



CLOSING.



We know this situation is difficult. Many of us are going through circumstances we never thought we would experience, from teaching our children at home to filing for unemployment. We will rise above this. We will emerge from this better than we were. We are #KearneyStrong.

Remember your Chamber team is here to help you and your business during this time. Do not hesitate to call or email us with your questions, concerns or ideas. We will continue to update our resources to serve you as this fluid situation develops.

Thank you for your support. Thank you for your drive. Thank you for your grit. Thank you for making the Kearney area what it is -- a place where amazing things happen.

