



PREVENTIVE GUIDELINES FOR **FOOTWEAR RETAIL**

This document highlights various key health safeguards to keep in mind when resuming Footwear retail operations as footwear retail is a high contact industry.

STORE OPERATIONS

- Since stores have been shut for extended periods, thoroughly inspect facilities for any damage / issues caused by extended vacancy such as but not limited to mechanical, air, electrical and water systems.
- Implement a regular cleaning regime (after every few hours) for frequently touched surfaces, which are most likely to cause transmission of communicable diseases. It is recommended to clean surfaces with 1% sodium hypochlorite or phenolic disinfectants. Some of frequently touched surfaces include:

General:

- Light & other power switches
- Chairs, tables, & benches

Point of sale (PoS) /checkout:

- Cash registers, including touch screens, keyboards and other computer peripherals such as mice and scanning guns
- PIN Pads (touch screen, keypad, and pen)
- Cabinet pulls
- Card swipe machines
- Pins and bands used to bind cash and bills and other paper

Restrooms:

- Door handles and flush levers
- Toilet bowl and toilet paper holder
- Sinks and faucets
- Paper towel holders and air dryers

Sales floor

- Fixtures with handles or pulls
 - Shelves & Hangars
 - Any other identified “high-touch” surfaces
- Place sanitising hand rub dispensers at prominent places (e.g. store entrances and checkouts) for customers and employees and ensure that they are regularly refilled.
 - Ensure cleaning ‘kits’ including disinfectant wipes or sprays, disposable gloves, paper towels, masks, hand sanitizers and other cleaning supplies are readily accessible throughout the store, including point of sale terminals and other stations. Ensure these too are cleaned periodically throughout the day.
 - Install no-touch trash bins at checkouts/cash counters.
 - Disinfect store every day post closure with 70% Isopropyl alcohol solution. While performing end of day sanitization, there should not be more than 2 members of the staff inside the store.
 - Place signage at prominent locations throughout the store, particularly high-traffic areas such as entrances and exits, checkouts, etc. Message on the signage may include:
 - Asking customers and employees not to enter the store if they are sick or have felt sick within the last 72 hours
 - Encouraging customers and employees to maintain six feet of distance at all times
 - Floor markers located six feet apart any place where customers are likely to queue

- Consider programming in-store audio messaging to frequently remind employees and customers to follow guidelines on hygiene and physical distancing.
- Establish procedure for regularly disinfecting inventory and newly-received stocks.
- Ensure that store personnel are updated for Government advisory issued from time to time and that they comply with the same.

EMPLOYEES

- Identify Who Returns to Work and When: Consider timing schedules (e.g., bringing back all employees, or staggering return to work dates), how many employees will be allowed in a store at once (including any applicable occupancy limits required by law). Determine if individual employees are safe to return to work by implementing screening measures and consider plans for “at-risk” employees.
- Evaluate whether any roles that have traditionally been performed in store can be performed remotely and encourage Work-From-Home for the same.
- Encourage employees who feel sick to stay home.
- Ensure that the staff attendance in a store on any given day should be as per govt. guidelines i.e. Maximum 50% of regular strength.
- Provide at least one thermo-gun to every store and screen every employee daily for any signs of infection. Give sick leaves wherever necessary.
- Ensure every staff member has registered on the Aarogya Setu app. Also ensure that each employee does a self-assessment on Aarogya Setu app every day along with the submission of Employee Health Declaration Form.
- Mandate employees to wear face masks, gloves at all times (if possible). Provide the necessary masks, gloves to employees if needed. Make sure employees are trained on how to properly use and safely dispose these items.
- Make a fixed timetable to be followed by store staff for hand sanitization. This would be in addition to the sanitization done post shoe trials and ending sales cycle.
- **Train/Educate employees on the following:**

- Social distancing guidelines and expectations.
- How to monitor personal health and body temperature.
- How to properly wear, remove, and dispose of face masks, gloves
- Guidance on how to launder cloth face masks and uniforms
- Cleaning protocol, including how to safely and effectively use cleaning supplies

- Employ virtual / digital means for staff training.
- Update employees on the latest safety protocol through regular communication and easy-to access resource documents. This will ensure guidelines are understood and followed.
- Disallow sharing of lunch or cutlery among staff. Adequate arrangements are made to ensure social distancing and hygiene during lunch time.
- Encourage employees to use their private vehicles while commuting to work, consider providing fuel allowance wherever feasible.

CUSTOMERS

- Ensure that every customer is screened using infrared thermometers or thermal scanners; only allow customers with normal reading into the store.
- Post signs at entrances notifying customers to STOP if they are sick and ask them not to enter the store.
- Ensure limited customer occupancy inside a store basis the size of the store to ensure a distance of six feet or more between customers in the shop and in the queue.
- Post important signage at specific zones (e.g. billing stations; displays; etc.), advising customers about the new processes for shopping.
- Mark areas for customers to stand with 6ft. distance at cash tills.
- Request customers to bag their own purchases if they choose to use reusable bags encouraging them to clean the bags frequently.
- Communicate/Engage with customers through print campaigns, social media, and other channels on how retail is working to offer safe shopping environment.
- Also communicate safe shopping practices with them through in-store signage and other communication
- Concept like #SafeShoppingwithUs can be adopted and supported across marketing channels by brands and retail which can help faster and wider reach.

SALES

A normal shoe shopping cycle involves customers sitting and trying out shoes with the help of sales staff. The sales staff places the shoe boxes on floor and helps customer wear the shoe. This is a point of physical contact making with a high risk for both customer and staff of contamination. Following can be practiced in-store to reduce/eliminate the transmission of virus:

Use of Shoe covers: Retailers may adopt usage of shoe covers when customers enter the shoe store or shoe zone (within departmental store). They can choose to opt from following options available:

- Basic shoe cover for customer to cover the shoes worn by them. This is manual process and may require support from store team
- Automated shoe cover laminator machine – which mainly covers the bottom of outsole
- Automated shoe cover dispenser machine – which releases the shoe covers when pressed by worn shoe

Limiting the in-store trials:

- Making single use disposable socks available to customers for trials
- Limiting in-store trials to 2- 3 pairs. However, a wider range can be presented on a handheld device to the customer to drive sales.

Training team for product trials:

- To ensure social distancing, sales team can bring shoe boxes from back-store, un-box, un-lace and place the shoe from a distance for customer to undertake self-trials
- Sales team to wear disposable or washable gloves along with masks.
- Sales team to sanitize their gloved hands post-trial and ending sales cycle. Store may offer special washable aprons for better safety
- Store to define norms for storage and cleaning protocol in case of re-usable gloves, masks or aprons. Tie ups with laundries for safe sanitizing of reusables post usage can be considered
- For disposable ones, a process needs to be worked for safe discarding after the defined usage period

Post shoe trials:

- Sold and unsold shoes to be disinfected before re-boxing for sale or storage in store warehouse
- Shoe retailers can work with shoe care manufacturers for developing specialized disinfectant spray or wipes, which need to be material-friendly across the wide range of materials and components used for shoe making
- The disinfectants or sanitizer products or wipes available in the market may need to be tried and properly checked so that they don't interfere or damage the materials, finish or colours due to the chemicals or high alcoholic content in them

Store Return and exchange policy : Implement a strict return / exchange policy with an emphasis on hygiene by explaining the same to customer in light of the current circumstances.

Restocking norms need a relook : Footwear reaches the customer passing through multiple stages and stakeholders from manufacturing, warehousing, logistics, transportation till it reaches store warehouse for back room stocking and then the front end display. Seek assurance and ensure transparency, across all stakeholders in the supply chain, to ensure safety protocols have been followed before it reaches store warehouse.

- Sanitize stocks when received at store
- Close stores for periods to focus on re-stocking
- Temporarily close off aisles during stock movement while re-stocking shelves
- Ensure minimum staff at the store while restocking, designate period and days for restocking activities and plan ahead.

Billing & Payment

- Install Plexiglass sheets near cash counters as cashiers are at higher risk
- Replace physical bills with softcopy to be sent to customers via email / SMS.
- Implement and encourage use of contactless payment options for customers and contactless signatures for deliveries. If contactless signature for deliveries is not possible, then employees should use their own pen.
- Mandate cashiers to extend a tray to receive or return currency / cards for payments.
- Adopt measures to sanitize cash before it gets accepted and ensure cashiers wear gloves while dispensing cash.

ANNEXURE - I

FORMAT FOR SELF DECLARATION FORM

COVID-19 Employee Self-Declaration Form

The safety of our employees remains the company's primary concern. To help prevent the spread of COVID-19 and reduce the potential risk of exposure to our employees we are conducting a simple screening questionnaire. Your participation is important to help us take precautionary measures to protect you and everyone in the building.

Thank you for your time and co-operation.

Contact Information

Name:

Mobile No:

Email:

Store Location:

Employee Details

Employee ID:

If the answer to question 1 below is yes, access to the store will be denied.

1. Are you showing any signs of one or more of the following symptoms? Temperature $>38^{\circ}\text{C}$ (100.4°F) or higher, cough, shortness of breath, difficulty breathing, tiredness?

YES NO

2. Is the information you provided on this form true and correct to the best of your knowledge?

YES

3. Did you come in contact with someone having COVID-19 symptoms during last 14 days?

YES NO

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Signature

ANNEXURE - II

How to Make Strong (0.5%) Chlorine Solution from Liquid Bleach

Use strong (0.5%) chlorine solution to clean and disinfect surfaces, objects, and body fluid spills.
Make new strong (0.5%) chlorine solution every day. Throw away any leftover solution from the day before.

1 Make sure you are wearing extended PPE.

2a From 1.25%: Pour 2 parts liquid bleach and 3 parts water into a bucket. Repeat until full.

2b From 2.6% or 8° chlorum: Pour 1 part liquid bleach and 4 parts water into a bucket. Repeat until full.

2c From 3.5% or 12° chlorum: Pour 1 part liquid bleach and 6 parts water into a bucket. Repeat until full.

2d From 5%: Pour 1 part liquid bleach and 9 parts water into a bucket. Repeat until full.

3 Stir well for 10 seconds.

4 Label bucket "Strong (0.5%) Chlorine Solution - Cleaning."

5 Cover bucket with lid.

6 Store in shade. Do not store in direct sunlight.

Supplies Needed: Measuring cup or liter bottle, bucket with lid, water, liquid bleach, stick for stirring, label.

WARNING: Do NOT drink chlorine water. Do NOT put chlorine water in mouth or eyes.

Source: Centers for Disease Control and Prevention (CDC)

ANNEXURE - III

How to Make Strong (0.5%) Chlorine Solution from 70% Chlorine Powder

Use strong (0.5%) chlorine solution to clean and disinfect surfaces, objects, and body fluid spills.
Make new strong (0.5%) chlorine solution every day. Throw away any leftover solution from the day before.

1 Make sure you are wearing extended PPE.

2 Add 10 tablespoons of HTH (70% chlorine) to 20 liters of water in a bucket.

3 Stir well for 10 seconds, or until the HTH has dissolved.

4 Wait 30 minutes before use.

5 Label bucket "Strong (0.5%) Chlorine Solution - Cleaning."

6 Cover bucket with lid.

7 Store in shade. Do not store in direct sunlight.

Supplies Needed: Tablespoon, bucket with lid, water, 70% HTH, stick for stirring, label.

WARNING: Do NOT drink chlorine water. Do NOT put chlorine water in mouth or eyes.

Source: Centers for Disease Control and Prevention (CDC)

ANNEXURE - IV

IR Thermometer Checks – Preventive controls

Why: Using the infrared thermometer to check the body's temperature requires a short amount of time without the risk of cross-infection. Therefore it's well-suited for use in places with a high flow of people.

Wear Mask and simple goggles/ glasses while carrying out this operation.



1. Hold Scanner at 15cm to 20cm distance . Scan across the forehead from center to left or right
2. If the Temperature reads
 - 36°C(96.8°F) and below then its Normal
 - 36.1 °C (97°F) or above – Indication of Fever
 - Recheck again to conclude
3. If its above 36.1 °C (97°F) - It could be normal fever or just high body temperature. For preventive measure ask/request employee /customer to avoid entry.

Comparison	Regular Thermometer 		IR Thermometer 	
Measurement Method	Tongue/ Rectum/ Armpit	Oral	Ear	Forehead
Accuracy	High	High	High	Low
Convenience and speed	Average	Average	High	Very high
Reference level for Fever	>37.5 °C (99.5°F)	>37.5°C(99.5°F)	>38°C(100.4°F)	>36°C(96.8°F)

Comparison among different measurement methods (www.mdk.gov.hk), Department of Health

ANNEXURE - V

Face Masks and its Important aspects

Type	Advantage	Duration	Filter level	Draw back
Cloth Mask	Washable	Can use whole day	80% of total atmospheric particle	Doesn't fit well. Allows air passage though gaps
Normal single layer PP Non-woven mask	Disposable	Breathing difficulty with prolonged use. More than 2 hours	Filters 90% of Atmospheric particle	Doesn't fit well. Allows air passage though gaps
3 ply mask (Non-woven)	Disposable	Breathing difficulty prolong use. More than 2 hours	Filters 90% of Atmospheric particle	Nose clip provision Fits well
P2.5 ,N95 mask	Usable as long as filter is not wet	Maximum 1 hour followed by normal breathing (without mask for an hour)	Filters 95% of 0.25 micron particles in the atmosphere	Breathing issue. Not recommended for Pregnant ladies and kids

Common issue with masks is that they typically have gaps between the face and the edges of the mask, that allows entrance of air and particles into the mask (and thus the user's respiratory system). Take care of following aspects while buying masks:

1. All mask must have a **Nose clip / adjustment provision to hold fit at the nose**
2. **Stretchable and adjustable loops or string tie** which enables compact fixing of the edges with face to avoid exposure to airborne particles in those gaps
3. **Reuse cloth mask - Wash regularly with detergent and dry before using**

ANNEXURE - VI

HOW TO WEAR A MEDICAL MASK SAFELY

who.int/epi-win

Dos →

- 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 World Health Organization

Source: World Health Organisation (WHO)

SOURCES:

- Retailers Association of India
- National Retail Federation (NRF)
- Preparing Shoe Retail post Lockdown by AstorMueller
- More Retail Limited
- Bata