

## We Need Your Help to Encourage Customers and Staff to Follow the Rules

Following the relaxation of the national lockdown businesses across the UK have been opening up and welcoming customers and staff back. Sector specific guidance has been provided to support businesses to operate within the rules and regulations laid out by authorities across the UK. This guide provides some additional thoughts which businesses should read and consider alongside the sector specific guidance.

### Two pathways

Evidence from academic research highlights that individual's behaviour is likely to will follow two pathways.



### Your Business and Staff are Role Models for Both Groups in Public Health

We have seen that evidence suggests staff and managers behaviour and actions play an important signalling role for the behaviour and actions of the wider public. By living the guidance through your actions and processes, and encouraging your staff to do the same, you are demonstrating how others should behave, and with good role modelling we are more likely to see an increase in others (your staff and consumers following this). This relates to hand washing, mask wearing, social distancing and general patterns of movement within your business. Role modelling also plays an important role in supporting other businesses in your locality or sector to comply with the new rules and helps society as a whole turn them in to 'just the way we do things now' rather than something new and unknown.

### Following guidance and fitting it to your context

Your business must comply with all Covid-19 and wider H&S legislation and guidance. Our research into compliance shows that engaging your staff in developing how you will implement your sector specific guidance in your processes will support them to follow these rules. This is because it allows them to see how they can do this and why, allowing them to take ownership. Engaging people on why these new ways of working is important in the first instances of any violations or issues. Stringent enforcement of rules which are not accepted often leads to the development of workarounds from both staff and consumers.

### Clear and open rules and guidance

Staff and consumers are more likely to follow your processes and systems if they trust you. By complying to the guidance, they are likely to trust you more. Providing useful and reliable information which does not over exaggerate risks will increase the likelihood of individuals complying with your systems and processes. Where your business operates in culturally mixed locations, we recommend that signage and messaging is in different languages to accommodate lots of languages. Visual displays and systems convey messaging more clearly but are less effective for complex ideas. Warm colours will also enhance awareness of risk perception for staff and consumers.