



# How retailers will manage mask rules as mask mandates are removed

Survey of RCC Members

March 2022

## **INTRODUCTION**

As provinces across the country begin to remove rules on the mandatory wearing of masks in retail environments, the responsibility on how masks will be used in retail going forward now falls to retailers.

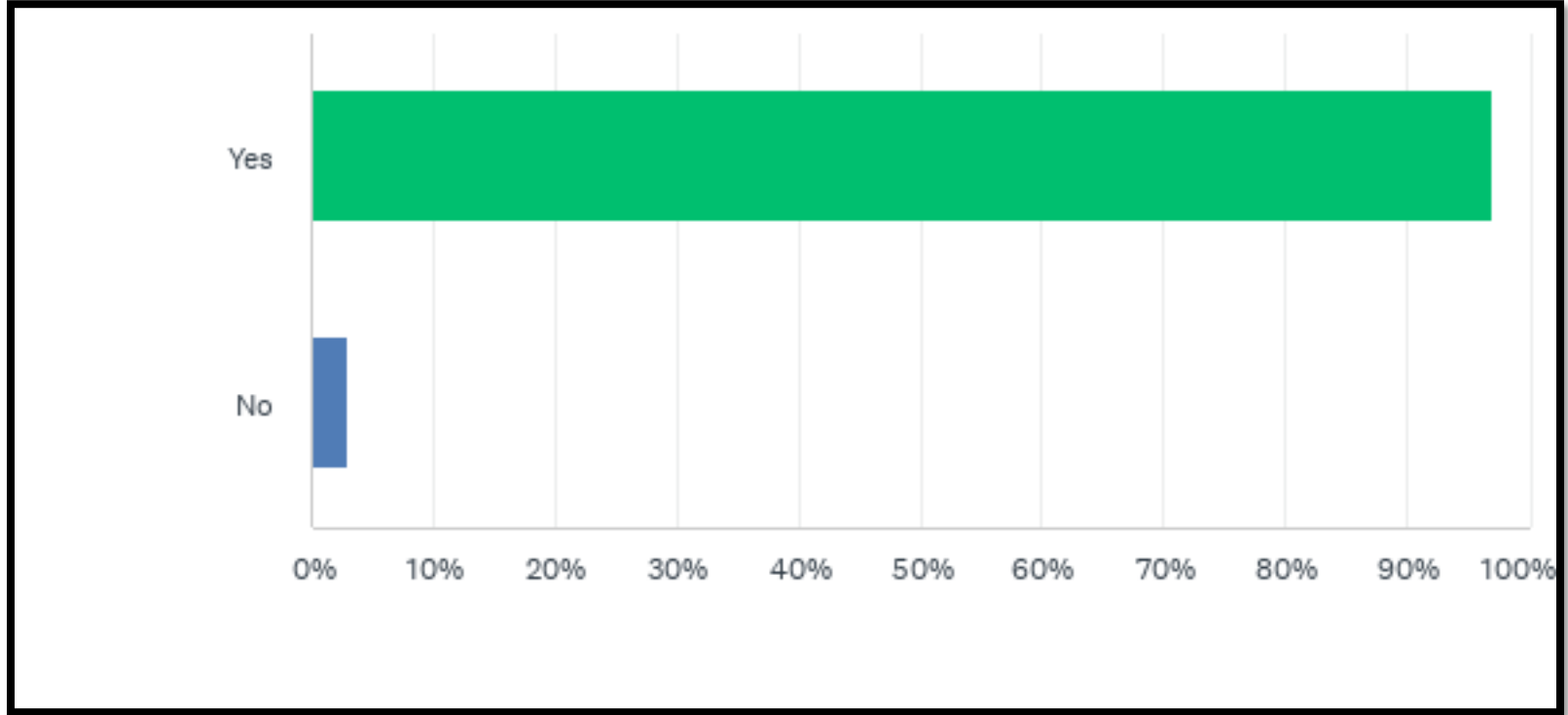
Retail Council of Canada surveyed members the week of March 7, 2022 and the following summary reflects the views of over 40 retailers, who represent all types of retail, and more than 6,000 storefronts across Canada.

## **SUMMARY**

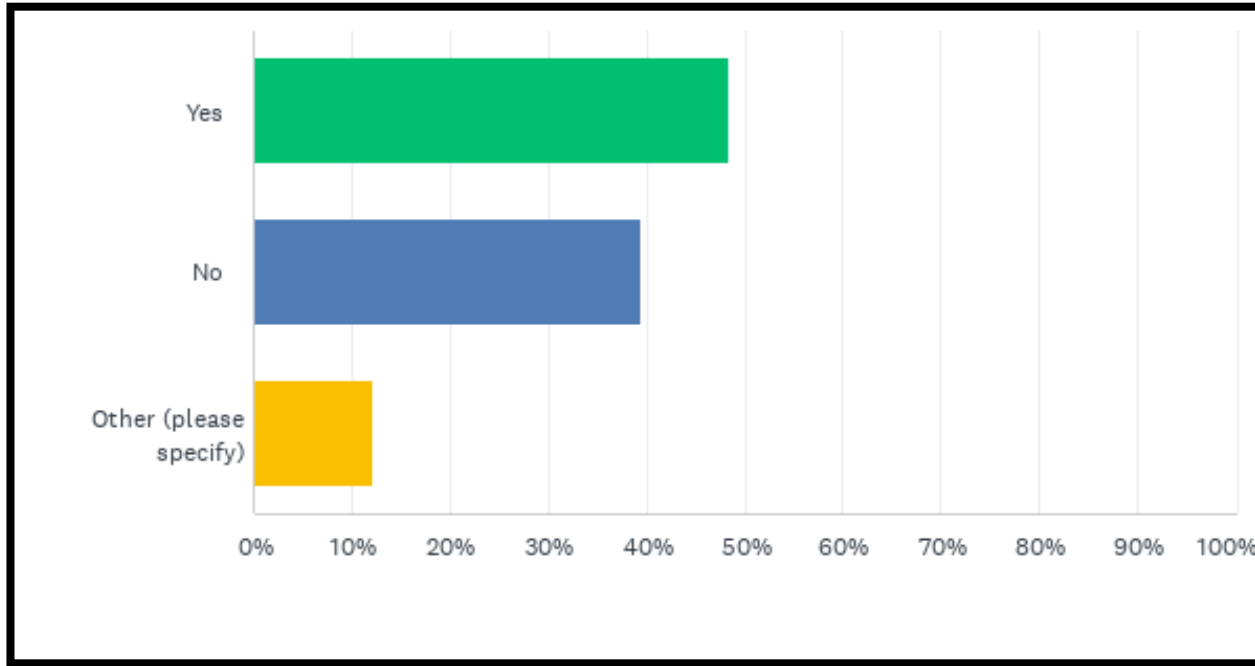
For those retailers who are no longer requiring masks, or planning to no longer require masks of associates, over 95% of respondents will encourage/support staff if they choose to wear masks even if they are not required to do so. And 48% will maintain any messaging (signs or otherwise) indicating that customers may/should continue to wear masks but that they are not required to do so.

For those who continue to require masks of associates (at all times or in special circumstances), 57% will provide specific communications as to why associates are being required to wear masks when many customers will not.

# Q1: Will staff be encouraged/supported if they choose to wear masks even if they are not required to do so?



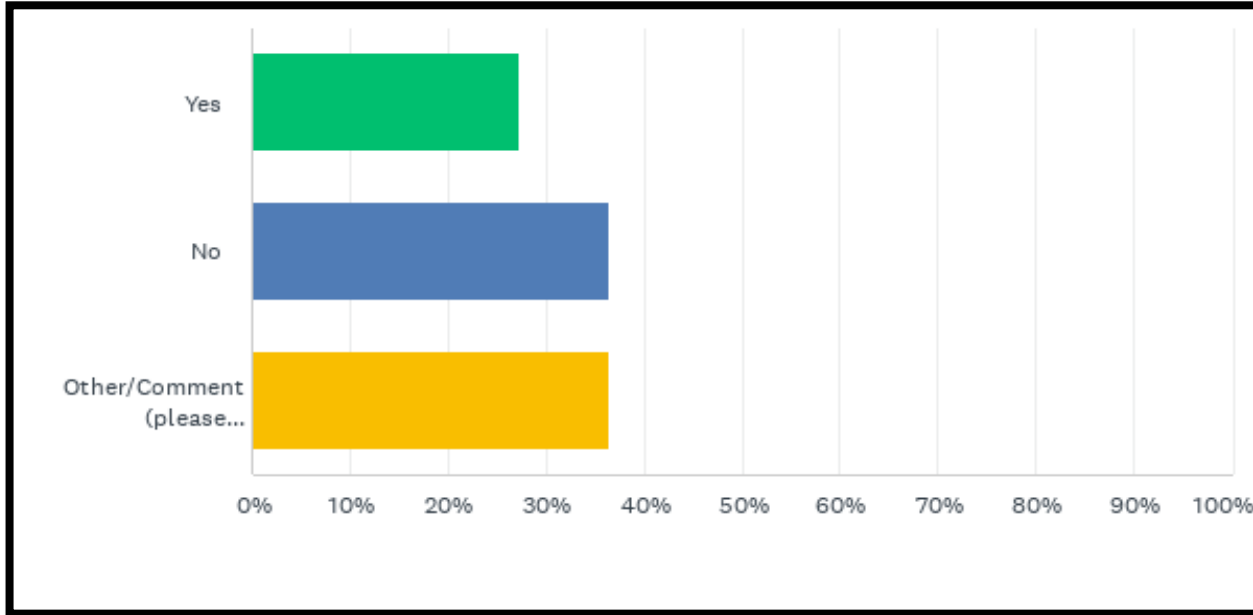
## Q2: Will you maintain any messaging (signs or otherwise) indicating that customers may/should continue to wear masks, but that they are not required to do so?



### Comments

- We will follow local public health guidelines
- In jurisdictions where masking has gone away, we will not have messaging - where masking is still in place, we will have messaging
- Under consideration

### Q3: Are you making any special provisions for associates who are concerned about interactions with unmasked colleagues or customers?

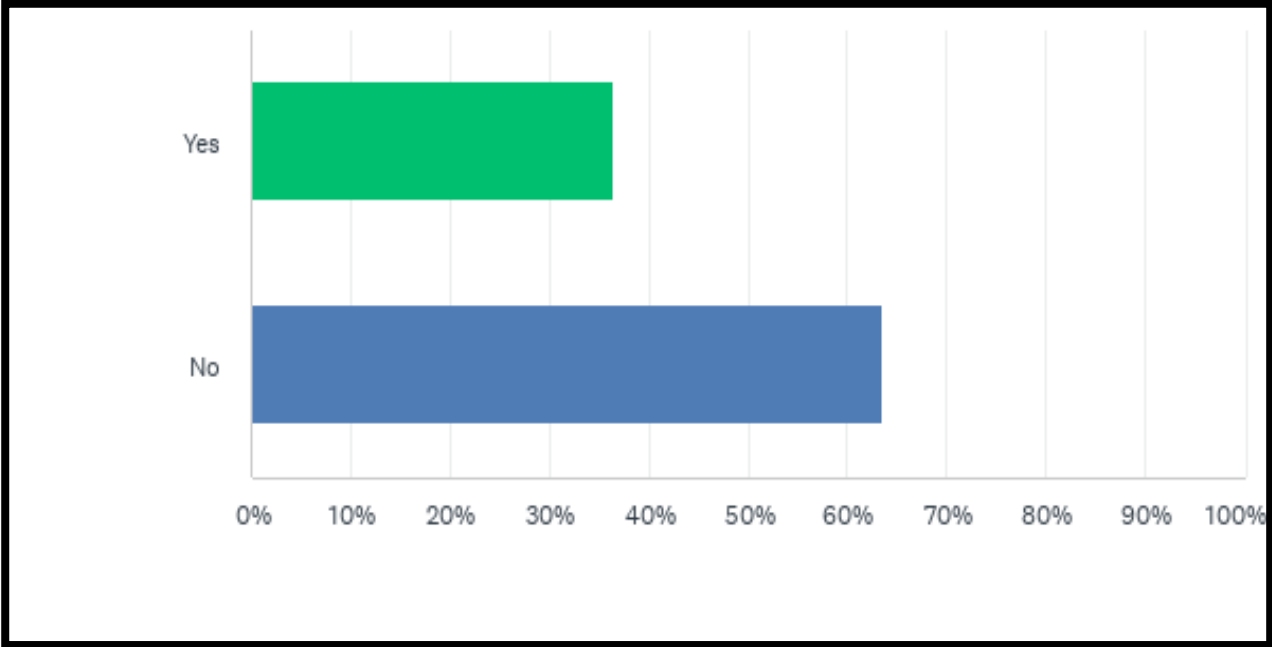


#### Comments

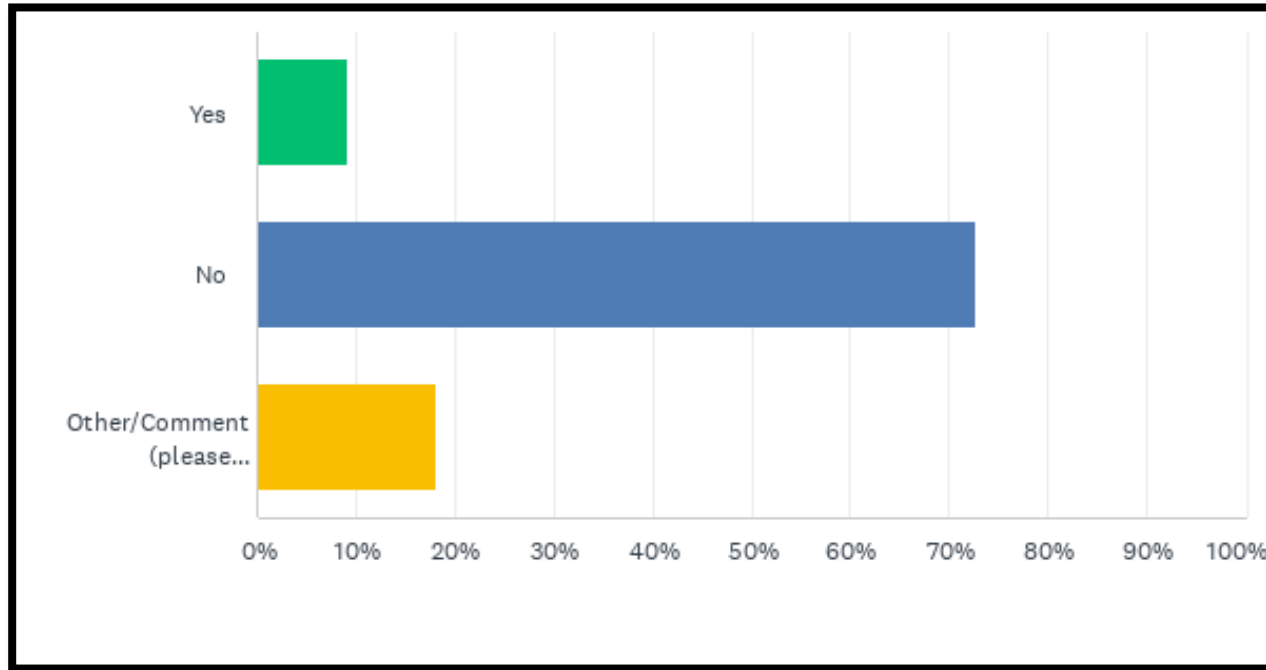
- Offering level 3 masks for use
- Those concerned can continue to wear masks. If working with consumers, they can opt not too, and we are making accommodations for those to work remotely on occasion
- Employees can choose to wear masks or not
- Distancing, support from other associates

**Q4: Are you making any special provisions for customers who are concerned about interactions with unmasked associates or fellow customers?**

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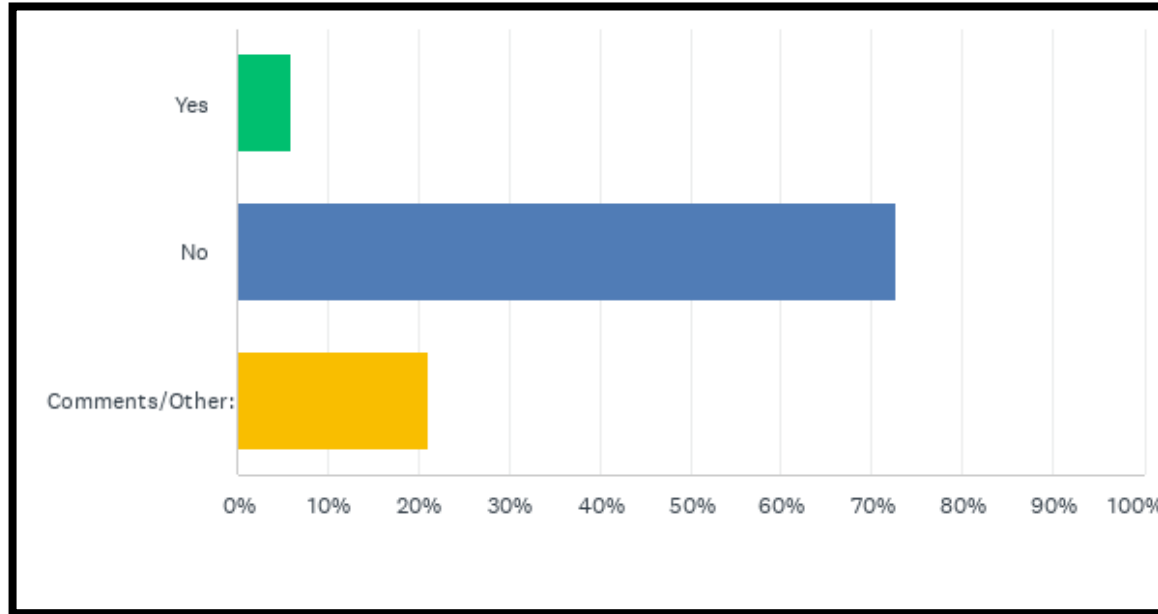
## Q5: Will unmasked staff face any prior conditions, e.g., proof of vaccination or negative tests?



### Comments

- Pre-screening prior to entry is still in place for associates
- All have been vaccinated so proof is on file
- Looking at provincial occupational health and safety order requirements
- Our proof of vaccination policy remains in effect for now. We will not be requiring unmasked employees to submit negative test results

**Q6: Are there any specialized settings in which masks (for customers and/or associates) will still be required for the time being, e.g., make-up application, measurement for tailoring or eyewear, personal interviews/vaccinations with pharmacy staff, etc.? Other?**



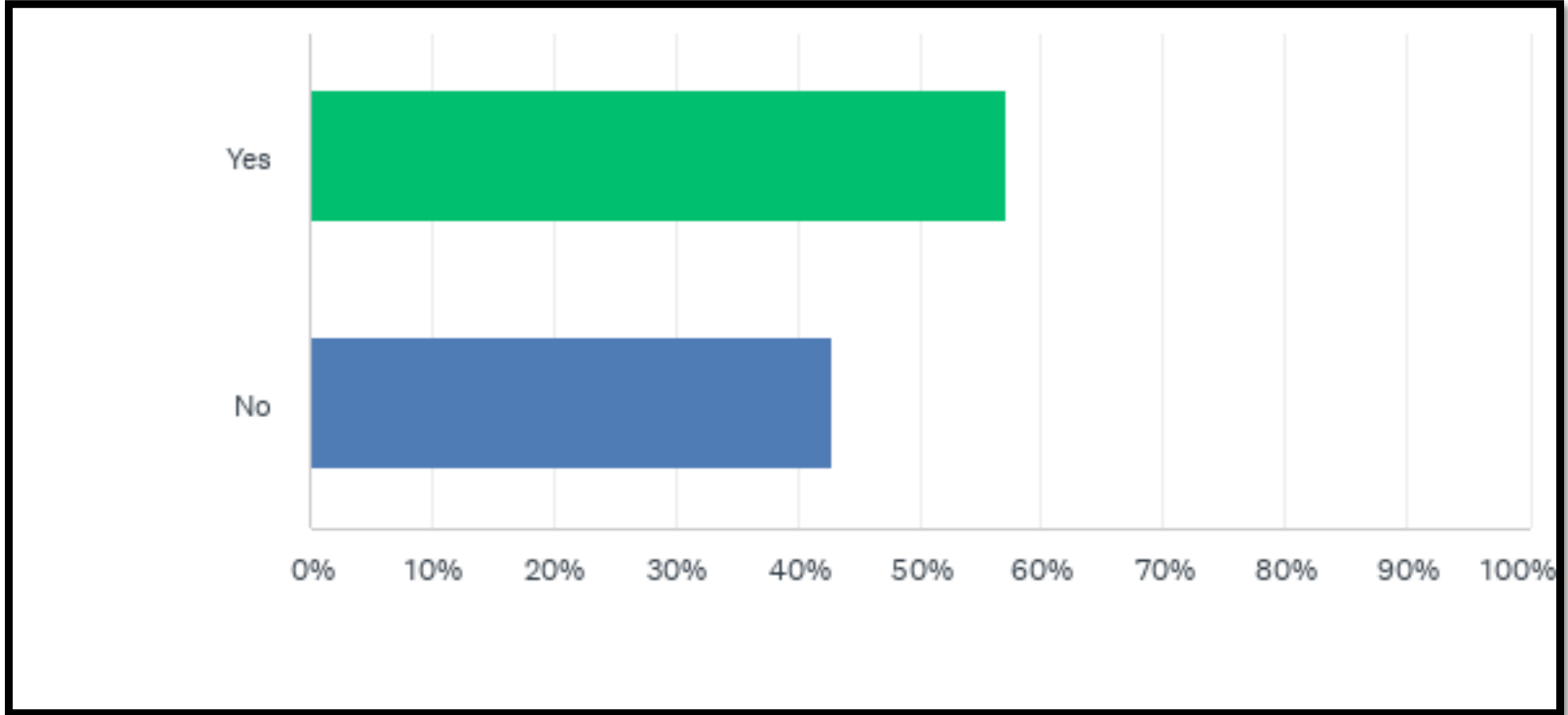
### Comments

- Recommended/required if distance cannot be maintained (depends on provincial guideline)
- In home delivery
- Depends on the jurisdiction - if masking is still in place, then yes, if no masking required, then no
- Masks will be required for associates for 2 weeks after the restriction is lifted

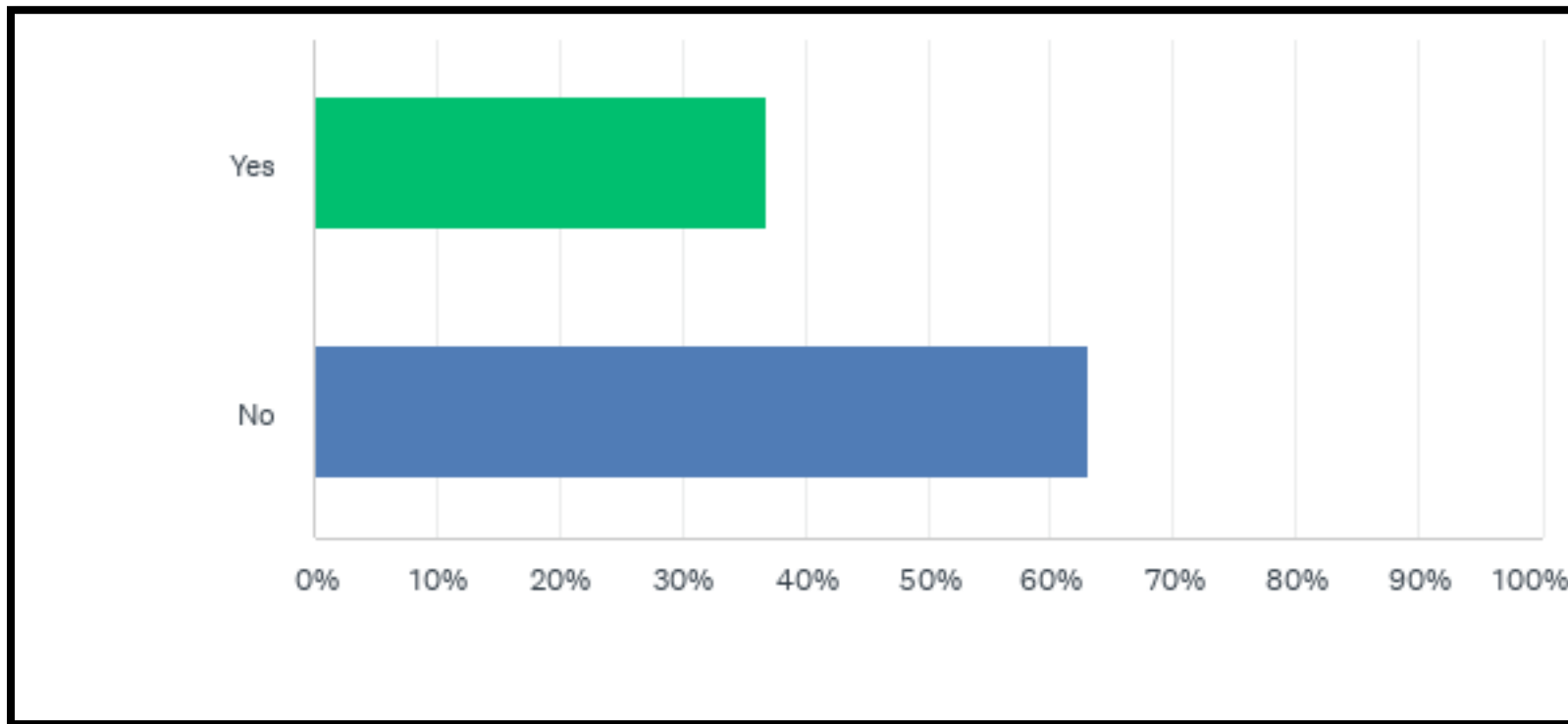


**Q7: Will you be providing any specific communications as to why associates are being required to wear masks when many customers will not?**

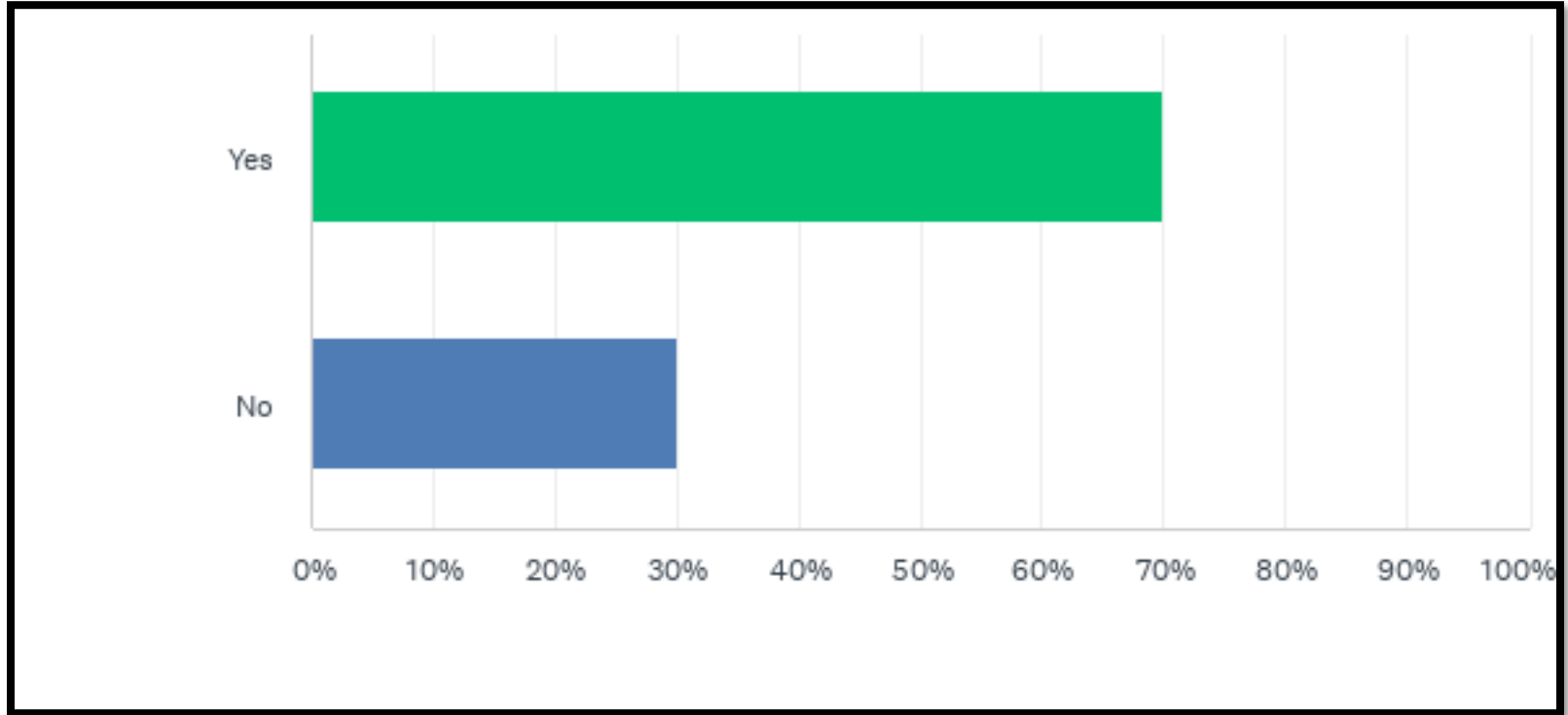
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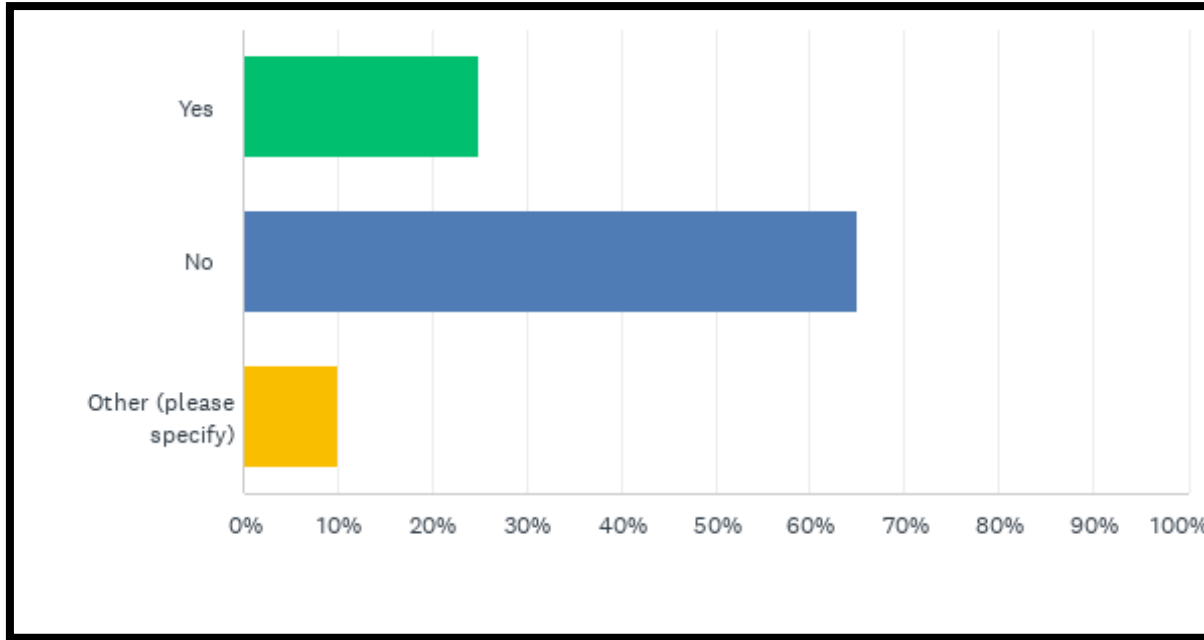
**Q8: Will you maintain any messaging (signs or otherwise) indicating that customers should continue to wear masks, but that they are not required to do so?**



## Q9: Will you indicate a timeline/review point at which your mask requirement for associates will be reassessed?



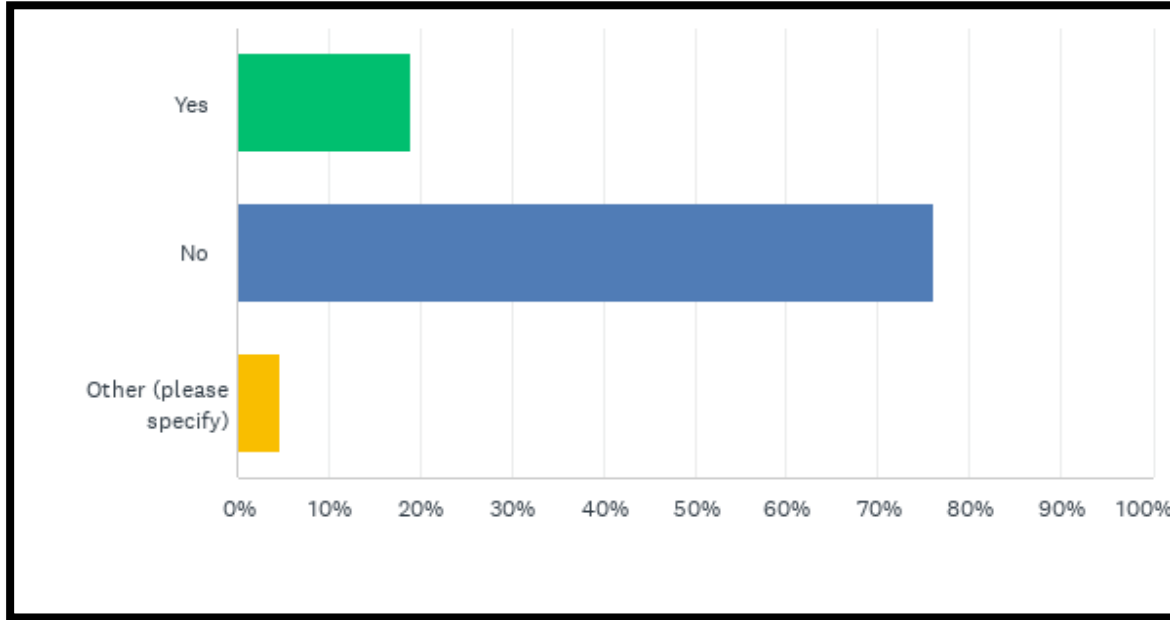
## Q10: Are you looking at mask alternatives such as face-shields, plexiglass screens or redeployment for associates who would prefer not to wear masks?



### Comments

- Plexiglass screens will remain at cash desks
- Leaving shields in place

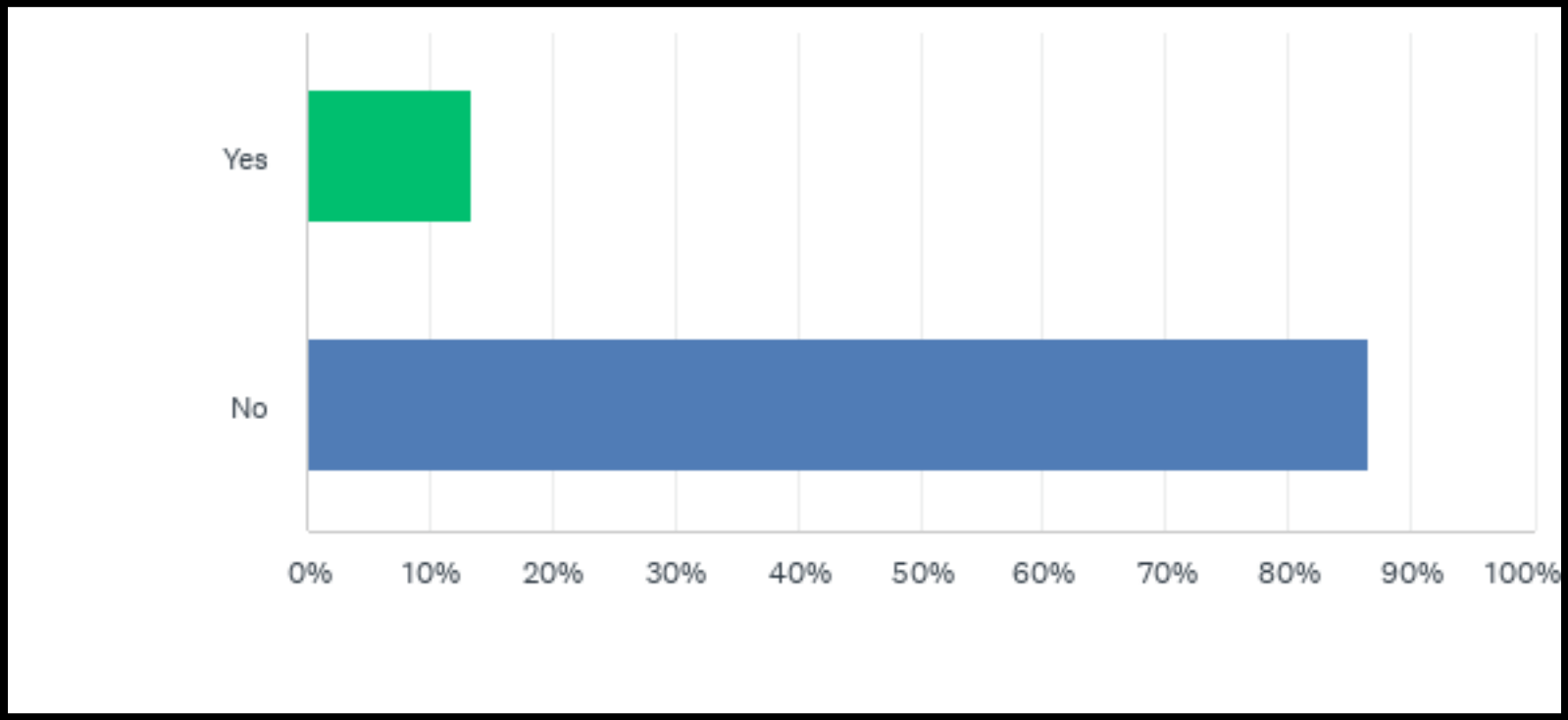
**Q11: Are you making any differentiation between associates who are fully-vaccinated, and those who are partially vaccinated, or unvaccinated, or for those who can show a negative test result?**



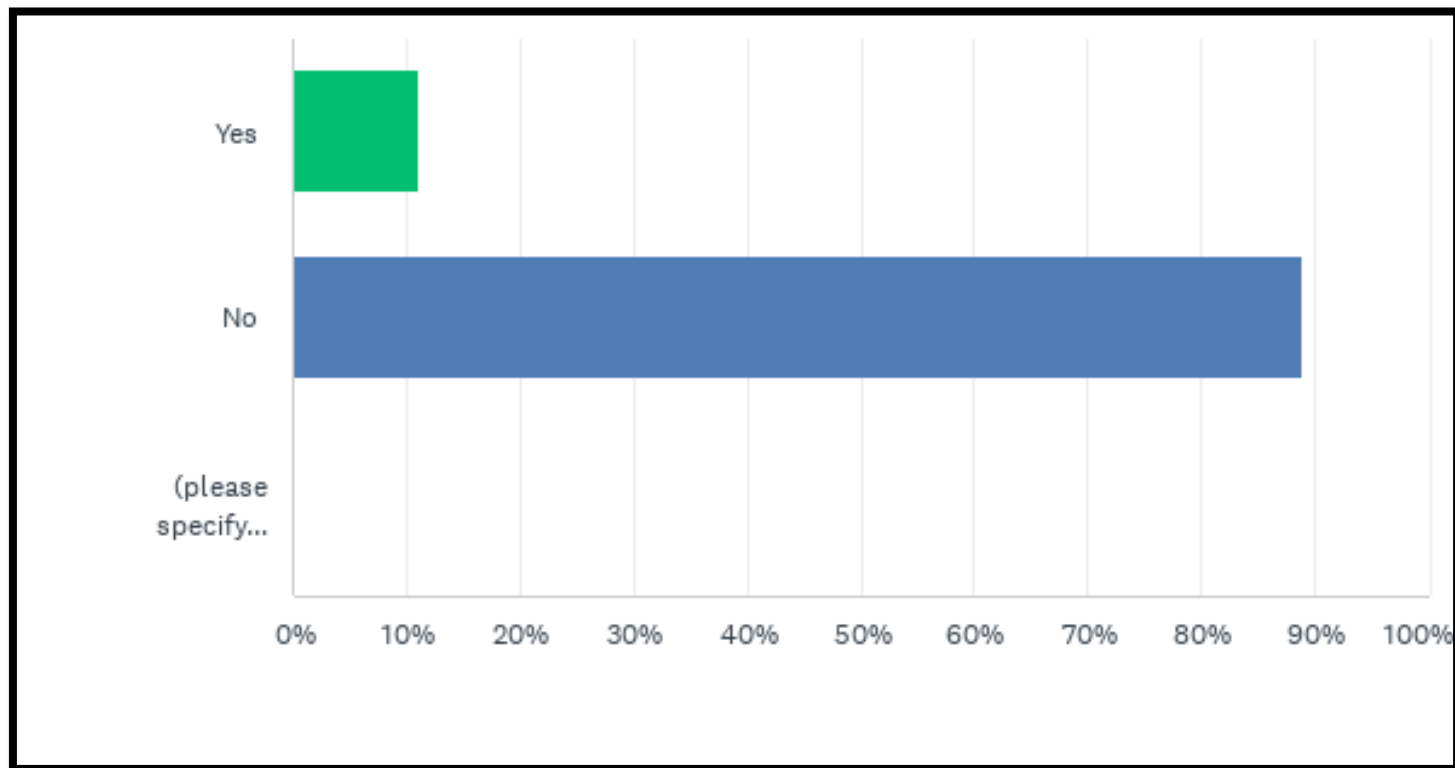
### Comments

- New hires must be fully vaccinated, 96% of current staff are

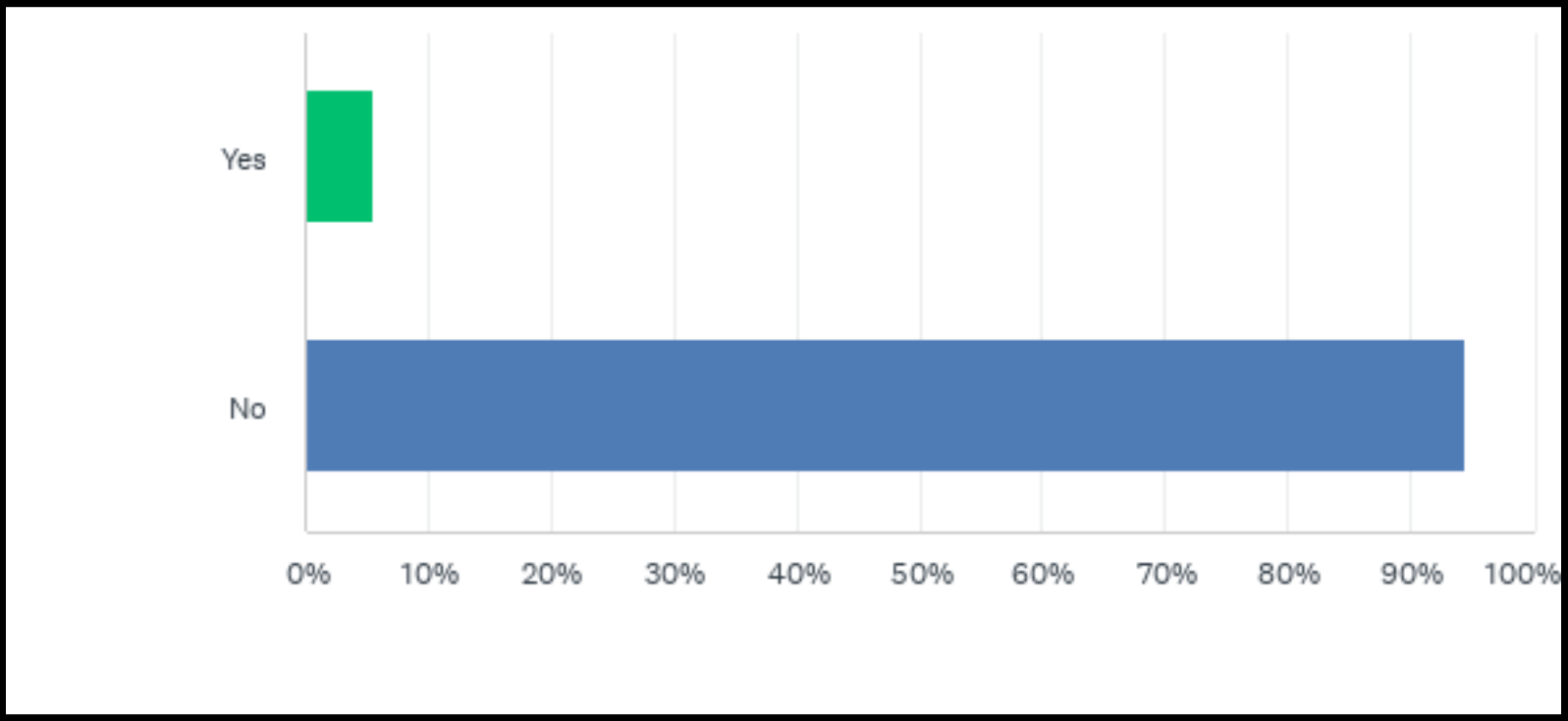
**Q12: For those who continue to require masks of customers (whether generally or in specialized settings), is your requirement of general application to customers?**



**Q13: Are there any specialized settings in which masks for customers will still be required for the time being, e.g., make-up application, measurement for tailoring or eyewear, personal interviews/vaccinations with pharmacy staff, etc.? Other?**

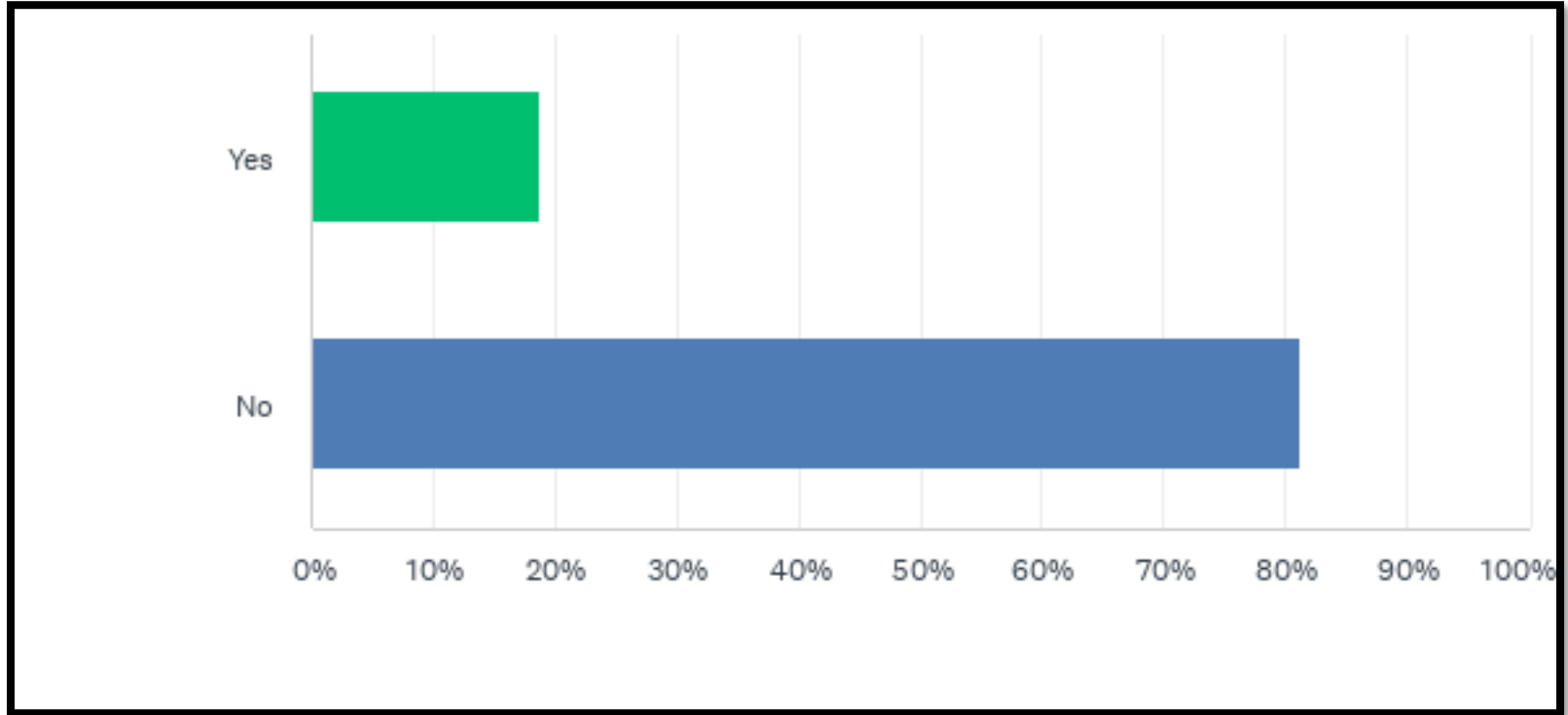


# Q14: Will you maintain any messaging (signs or otherwise) indicating that customers must continue to wear masks?

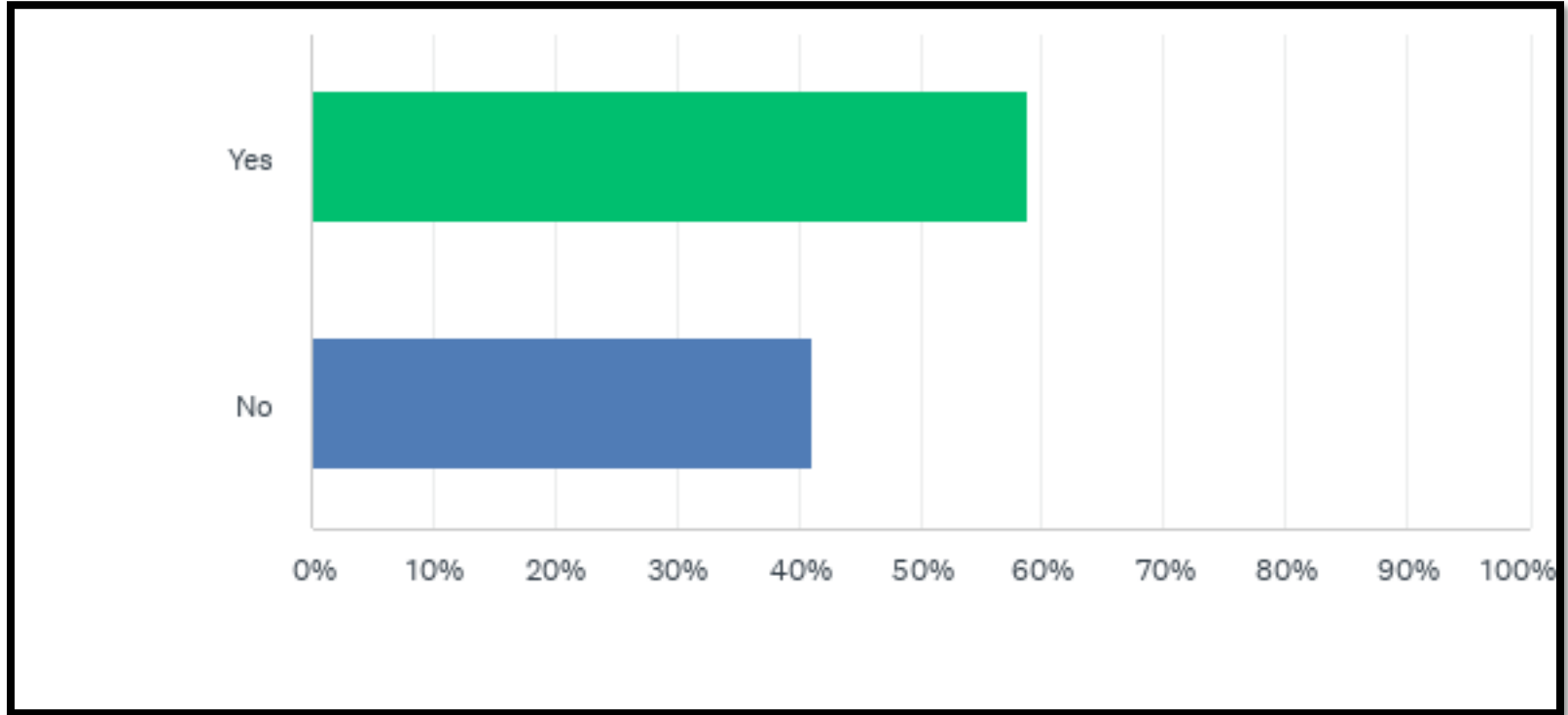




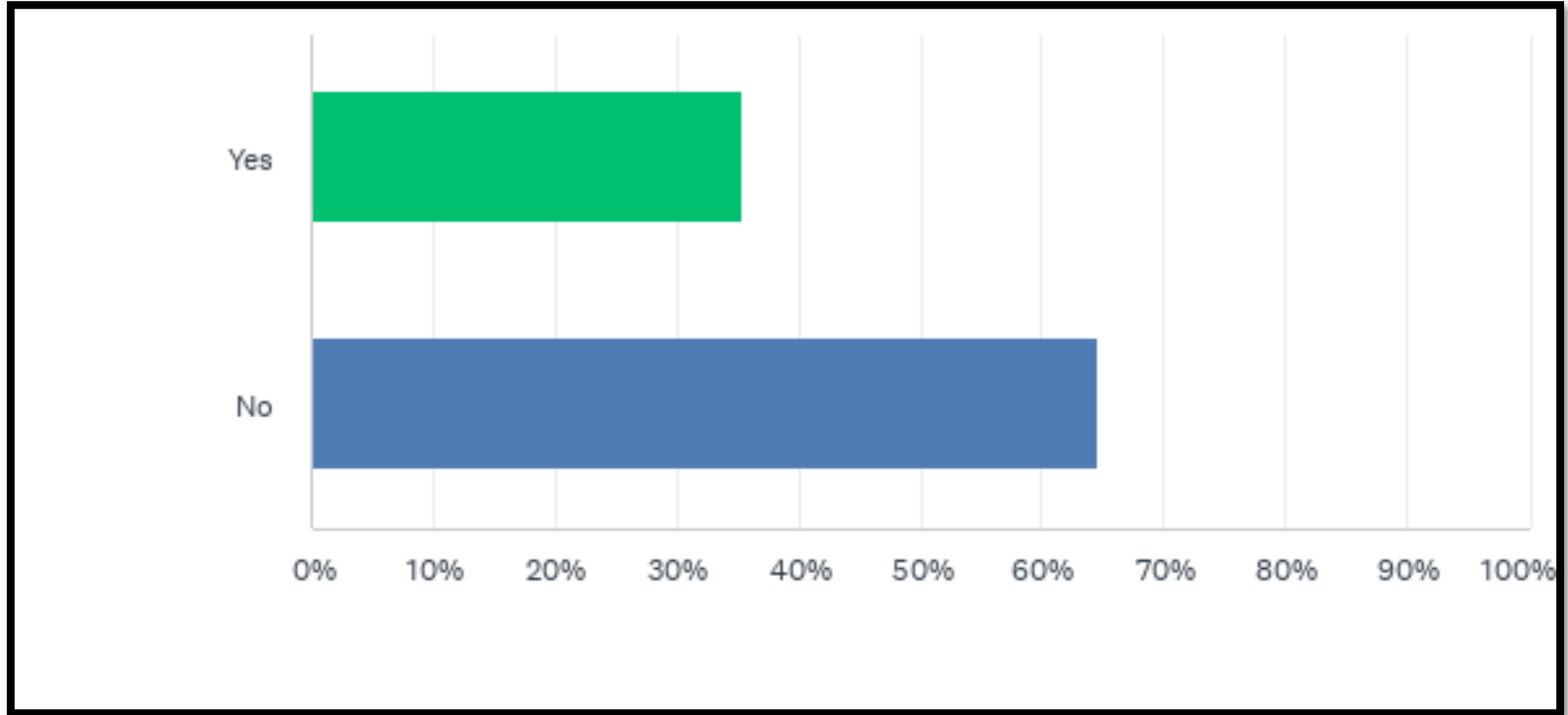
## Q15: If so, are you going to provide a publicly-facing rationale within these communications?



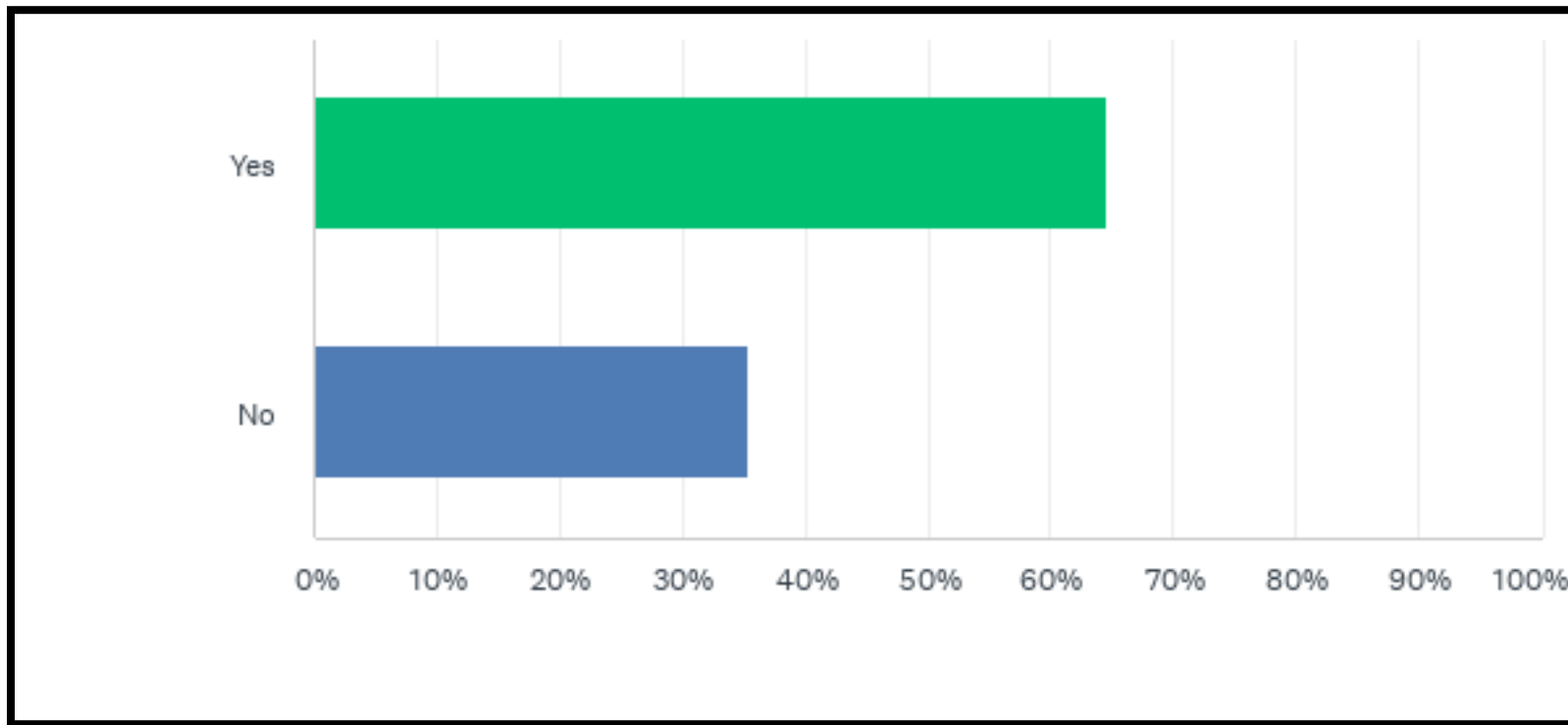
**Q16: Will you have internal messaging to associates on how to explain the rationale/defuse tensions with those who say “I no longer have to wear masks. It’s the law”?**



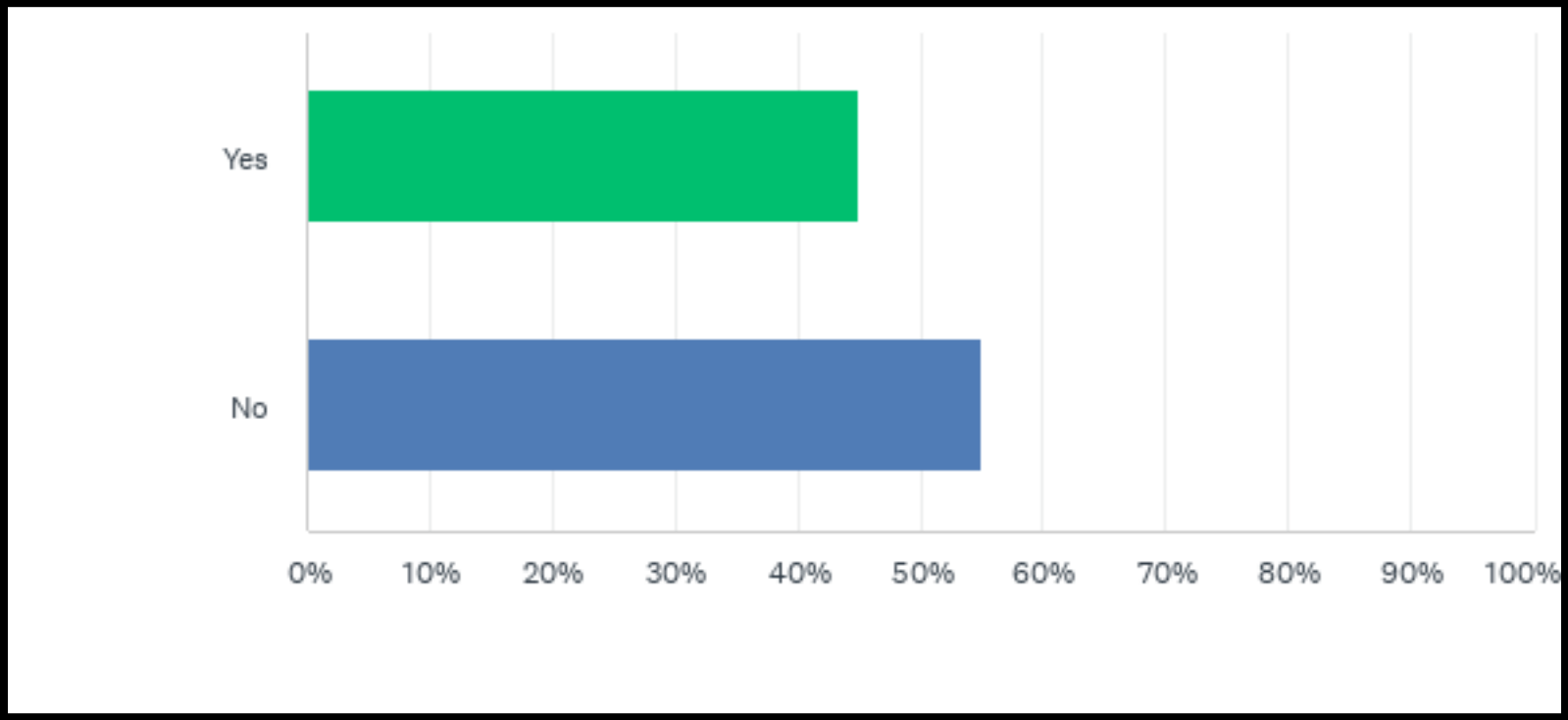
## Q17: Will you indicate a timeline/review point at which your mask requirement for customers will be reassessed?



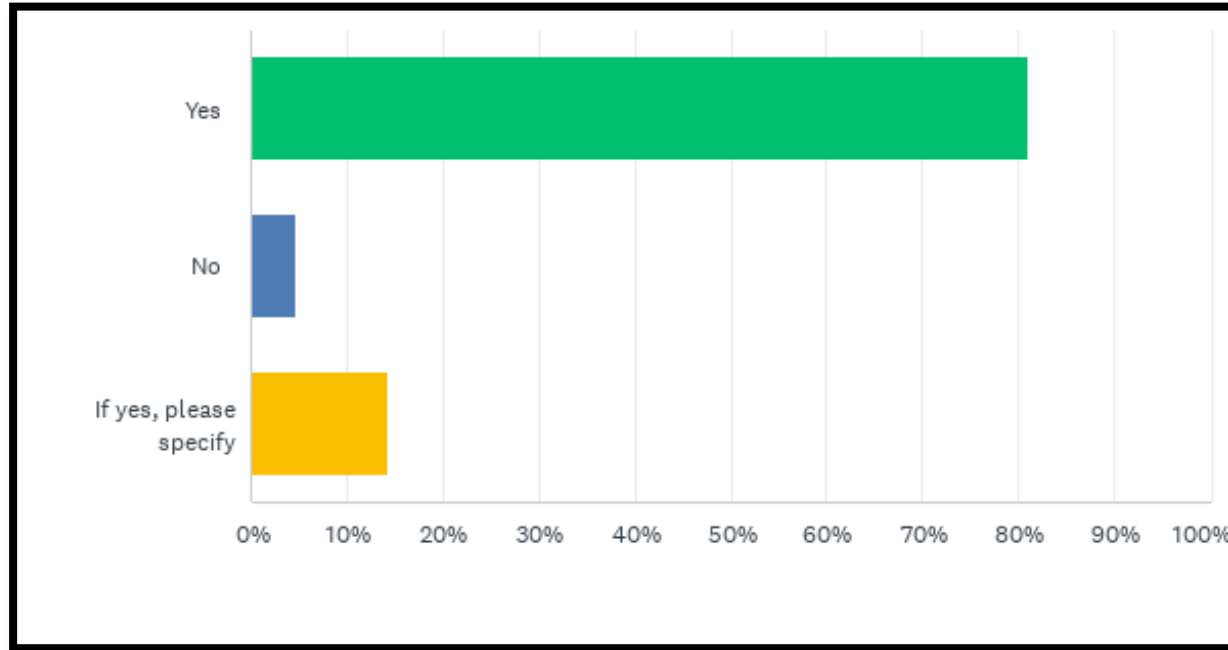
## Q18: Will you provide masks to customers on the supposition that it becomes less common for some customers to carry masks with them?



# Q19: Will you permit mask alternatives such as face-shields?



## Q20: Will you continue to provide sanitizers and other health & safety tools for customers in your store(s)?



### Comments

- Masks / hand sanitization / cleaning services
- Sanitizers (most frequent response)
- Cart wipes will continue to be provided at this time and hand sanitizer