

# Wholesale and Retail Trade

ADDRESSING THE NEEDS OF WHOLESALE AND RETAIL TRADE FOR A SAFE FUTURE

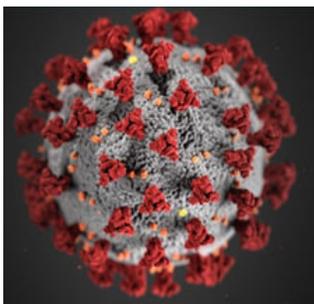
March 2021

*“Safety brings first aid to the uninjured.” – F.S. Hughes*

## Activities in NORA WRT



On **June 25, 2020**, Kristin Mullins, President/CEO of the Ohio Grocer’s Association, gave a presentation at the NORA Sector Council Meeting on “Communication = Proof of Value.” Kristin’s presentation described how a good communication plan is critical during a time of crisis. The video shared during the presentation, [Not all Heroes Wear Capes](#), provided an overview of the hard work and dedication of Ohio grocery workers during the spring and early summer of 2020.



On **November 17, 2020**, the NORA WRT Sector Council met and held a round robin discussion on the topic of safety concerns within the workplace since COVID. We discussed the following questions:

- What are your top safety concerns now and in the past?
- What is the best and most effective worker safety guidance you have obtained since COVID?
- What kind of communication and training formats are preferred?
- Are companies performing or encouraging COVID workplace testing?

Top safety concerns included ergonomics at home offices, confusion due to lack of information and inconsistent messages on federal,

state, and local laws and governance; and the need for de-escalation training to help workers deal with COVID fatigue and anti-maskers. We also discussed workers having increase anxiety due to not being able to social distance, contact tracing, and increased protesting.

Council members also expressed concerns about barriers concerning COVID testing such as, who pays for testing? Will employees get time off to get tests performed? And, how long will it take to get accurate test results?



## WINNING WITH



Based on the concerns brought forth during the November meeting, we provided de-escalation training on **Tuesday, December 15th**. This training provided basic techniques that can be used to diffuse potentially violent situations with others. We would like to thank

Katherine Diehl, from Keene Training and Consulting, for presenting *Winning with Words: Communication & De-Escalation Strategies for Dealing with Difficult Customers*. For those that were unable to attend, here are a few key de-escalation techniques that you can use in your personal and professional life:

- When dealing with an angry individual, avoid trigger phrases, such as, “You need to calm down.”
- If someone directs anger at you, don’t take it personally.
- Respecting someone’s point of view doesn’t mean that you must agree with it.
- When communicating, body language is important! Only 7% of communication is verbal and 55% is non-verbal.



On **January 21, 2021**, the WRT Sector Council held a moderated discussion to talk about current issues regarding vaccination within the workplace. During the meeting, we discussed



the acceptance, availability, and barriers to employee vaccines. General discussion indicated that vaccine acceptability and access is a challenge. To encourage employee acceptability, it was recommended that leadership and management show vaccine support by getting

the vaccine and encouraging employees to follow their lead. In addition, consistent support, messaging, and communication regarding the benefits of vaccination may encourage employees that may not feel that the vaccine is necessary. By providing a supportive and encouraging workplace, employees are more likely to feel that their health and safety are being prioritized.

## Essential Workers COVID-19 Vaccine Toolkit

As COVID-19 vaccines become available to essential workers across the nation, CDC has designed an [Essential Workers COVID-19 Vaccine Toolkit](#) to help employers build confidence in this important new vaccine. The toolkit will help employers across various industries educate their workforce about COVID-19 vaccines, raise awareness about the benefits of vaccination, and address common questions and concerns.

The toolkit contains a variety of resources including:

- key messages,
- an educational slide deck,
- FAQs,
- posters/flyers,
- newsletter content,
- a plain language vaccine factsheet (available in several different languages),
- a template letter for employees,
- social media content, and
- vaccination sticker templates.

You are encouraged to adapt the key messages to the language, tone, and format that will resonate with the organizations and industries you serve. You may place your logo on materials that have a place for your logo, but please retain the CDC URL ([www.cdc.gov](http://www.cdc.gov)).

We invite you to share this widely within your workplace and distribute to any other partners or affiliates. Below are some sample social media posts to help you promote the toolkit



on Facebook and Twitter. CDC will continue to add more materials to this toolkit, so please check back frequently for updates.

If you have any feedback or recommendations on these resources, please do not hesitate to reach out to Adrienne Eastlake at [aeastlake@cdc.gov](mailto:aeastlake@cdc.gov) or **513.533.8524**.

### Sample social media posts

#### Facebook

COVID-19 vaccines are an important tool to help end this pandemic. Check out CDC’s new [Essential Workers COVID-19 Vaccine Toolkit](#) to help build confidence in COVID-19 vaccines. Use these resources to educate your employees about COVID-19 vaccines, raise awareness about the benefits of vaccination, and address common questions and concerns. It will take all our tools to protect our essential workers against COVID-19.

#### Twitter

CDC’s new [Essential Workers COVID-19 Vaccine Toolkit](#) helps employers build confidence in #COVID19 #vaccines. Use these tools to educate, raise awareness, and answer common questions. <https://bit.ly/3sHlyUL>

(Continue)

## What is next?



**The Next Sector Council Meeting  
will be held on March 31, 2021.  
More details to come.**

To find previous editions of the Wholesale and Retail Trade NORA sector bulletins, go to <https://www.cdc.gov/nora/councils/wrt/bulletins.html>

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