

Coronavirus Communication Plan

NOTE: Completed items are italicized

STAGE 1: NOW

- *Display poster in shops to reschedule if you are not feeling well - **To keep our staff and customers healthy, please stay home if you're sick. We are happy to reschedule.***
- *Twice-a-day hospital-grade wipedowns*
- *Remove all magazines and books from waiting areas*
- *Move lollipops to behind the front desk*
- *Create client-facing blog post on efforts; update daily/as needed*
- *Remove pop-up & create banner statement above to link to blog post -*
- *Order more capes to be washed daily -*
- *Enable front desk to book up to two weeks in advance-*
- *Edit blog post -*
- *Create break room sanitation guide specific to cutting hair*
- *Ordered more hand sanitizer - should ship next week -*
- *Increase ipad wipe-downs to every 30 minutes -*
- *Post to Workplace that we are doing all this (with sanitation guide for break rooms attached) -*
- *Connect with Directors to see if they can start planning their staff to work in a two-shift schedule (9-3 / 3-close) -*

STAGE 2: CORONAVIRUS IN TRAVIS COUNTY - EMPLOYEE FOCUSED

- Post on workplace link to updated blog post + the Q&A below -
- Have directors all put the number to Teledoc on each breakroom white board and pin the number to each shop's Workplace page-

Coronavirus Q&A

With coronavirus news escalating, we wanted to answer some of your questions:

What do I do if a client looks sick?

If you notice a guest is coughing or has difficulty breathing, it is your responsibility - Shop Managers and Stylists alike - to kindly ask them: "Are you feeling sick?"

- If they say **no**, respond with "*We're just being extra careful*" and cut their hair.

- If the answer is **yes**, let them know we are taking every precaution right now and offer to rebook them in two weeks. Give them a \$5 coupon that is added into their profile.
- If they **demand a haircut**, the appropriate response is: *"It is our policy that if you are sick we will reschedule you in two weeks. I am also going to put a free haircut in your profile. If you want to reach out to the owners, please email shoutout@birdsbarbershop.com."* NOTE: If the director is there, please bring them into the conversation to assist.

What do I do if I think I'm getting sick?

- First, notify your Director so they can block off your schedule. Then contact your doctor or call Teledoc at 1-800-424-4047 if you have Birds insurance. Please give your Director an update on your status.
- For more information on what the Center for Disease Control recommends, please visit: <https://www.cdc.gov/coronavirus/2019-ncov/about/steps-when-sick.html>

If I have to stay home because I am quarantined, what does that mean for my pay?

- Unfortunately, Birds doesn't offer paid time off. That said, there is currently an emergency bill in Congress called **Families First Coronavirus Response Act**, which is aiming to provide: *"paid leave, establishes free coronavirus testing, supports strong unemployment benefits, expands food assistance for vulnerable children and families, protects frontline health workers, and provides additional funding to states for the ongoing economic consequences of the pandemic, among other provisions."* Here is a [link](#) to more info.

What happens to my health insurance if I can't work for an extended period of time?

- If you have tested positive for COVID-19 or have been quarantined due to exposure, Birds will keep your health insurance active for the time you are out for up to one month. You are in no danger of losing your job.
- If employees have been exposed but want to come back sooner than two weeks, they will need to produce a negative test result.

Keep washing those hands!

Michael + Jayson

STAGE 3 - VERY SLOW BUSINESS

- Action plans - TBD
 - Down 20% - Zenoti push text for XX / Emma / Social - EMAIL (Site-specific - Discount) Idea: *Push Free hair wash with every cut*
 - Down 30% - Zenoti push text for XX / Emma / Social

STAGE 4: A BIRDS EMPLOYEE CONTRACTS CORONAVIRUS

- After notification, review the last 14 days and notify any employees who worked with the employee who has the virus that they have to self-quarantine - When sending the employees home, do not identify by name the infected employee or you could risk a violation of confidentiality laws. -
- Remove all back bar products
- Close shop for one day for a deep clean of all affected
- Re-open shop with limited staff
- Update voicemail to include closure details -
- Post on Workplace current activities to keep staff updated -

STAGE 5: A CLIENT IS CONFIRMED WITH CORONAVIRUS

- That stylist is quarantined as well as the stylists to the right and left of that stylist, along with the front desk staff who was working that day -
- Remove all back bar products -
- Close shop for one day for a deep clean of all affected workspaces
- Post on workplace current activities to keep staff updated

STAGE 6: MEDIA REPORTING CORONAVIRUS AT BIRDS

- Front desk directed to send all media requests to Erin
- Team to craft statement for media with updates on the situation and directing them to the blog post

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Website Blog Posting

Last Updated on Mon., March 10 @ 12:13pm

Regarding COVID-19

Given recent news of coronavirus, we want to keep you posted on what Birds Barbershop is doing to keep clients and staff safe. Washing hands, disinfecting tools and using sanitary strips for each haircut has always been part of our stylist protocol. For more information on the Texas salon laws we follow, click the link on our bio page.

In addition to our regular cleaning regimens, we've removed magazines and other commonly-used objects. We wipe down high-traffic areas with hospital-grade disinfectant throughout the day. We launder our capes after every use. We are not messing around.

For clients, we ask that you please stay home if you aren't feeling well. We will happily reschedule you. As new coronavirus updates become available, we'll share them on our website. If you have any other questions or concerns, please reach out to the owners at shoutout@birdsbarbershop.com.