

PATH FORWARD

Reopen • Reimagine • Recover

A Webinar Series by the Rochester Area Chamber

Masking: Tips and Tools to Promote Public Health, Compliance, and Ensure Customer Safety

7/29/2020

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City of Rochester

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Tools to Help Engage Customers and Achieve Compliance



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Mayo Clinic Experience – Training, Education & Coaching

July 29, 2020

HEATHER PRESTON, M.S.

SR. ADVISOR

OFFICE OF MAYO CLINIC EXPERIENCE

TRAINING, EDUCATION & COACHING

- *Employed with Mayo Clinic for 20 years*
- *Certified Wellness Coach*
- *Extensive training in Motivational Interviewing and Communication in Healthcare*
- *Have presented and facilitated trainings and workshops nationally and internationally.*



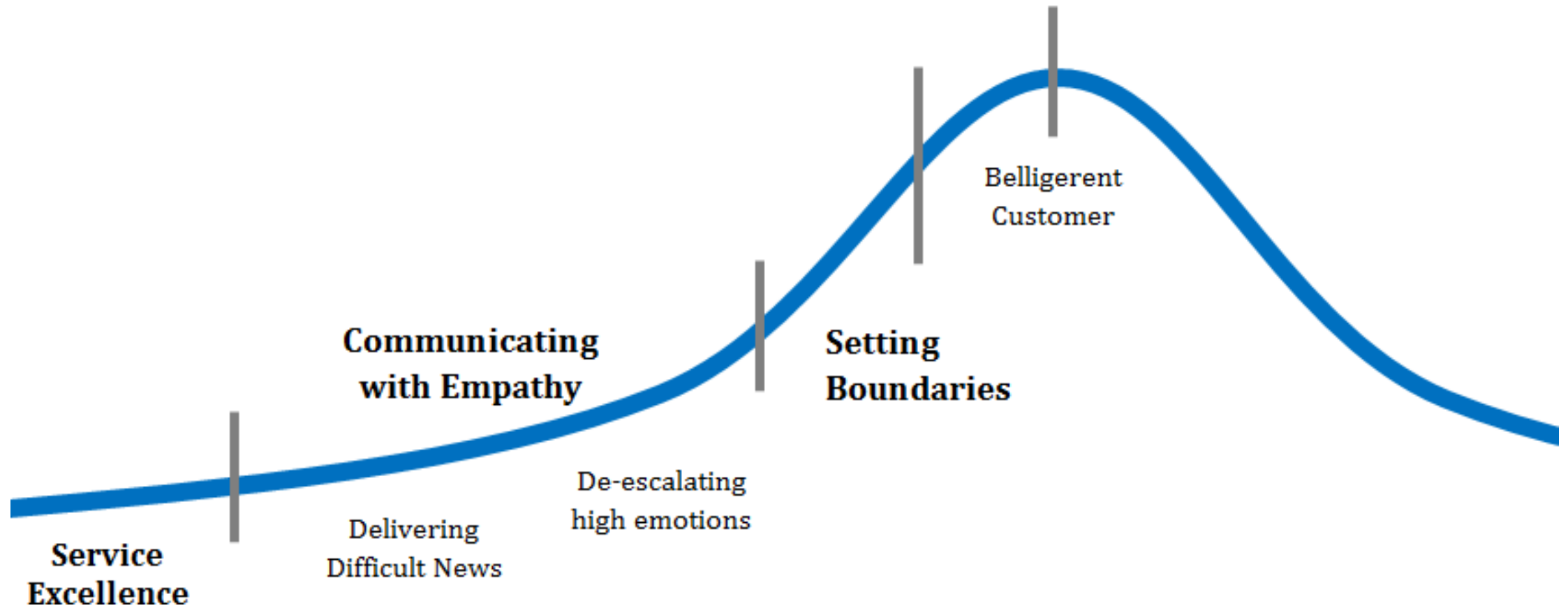
Objectives

1. Explain common communication challenges that can be expected as part of your role in enforcing masking.
2. Explain what perspective taking is, and how it can be applied to communication challenges to improve outcomes.
3. Demonstrate communication skills for showing empathy, delivering difficult news, and de-escalating high emotion.

Caution Fatigue



Escalation of Emotions



Perspective Taking

Listen

Engage Perspective Taking

Notice Your Reaction

Share Back the Other's Experience



Empathic Reflective Listening

Listen

Engage Perspective Taking

Notice Your Reaction

Share Back the Other's
Experience



Empathic Reflective Listening sounds like....

- *“Wearing a mask is an inconvenience, and it can be uncomfortable too.”*
- *“You are [frustrated/worried/upset], and that’s understandable.”*
- *“From your perspective, this whole situation seems unfair.”*
- *“Wearing a mask seems like an unreasonable requirement.”*
- *“Of course you’re worried. You want to make sure you and your family are safe to be shopping around town.”*

Explain Why Wearing a Mask is Important

It's a requirement

"As you may or may not have heard, Rochester has implemented a masking mandate which requires everyone to wear a mask while inside our store."

It prevents the spread

"[Name of business is committed to keeping everyone safe, and we know that wearing masks helps to decrease the spread of the virus."

It's for your safety

"It's our priority here at [name of business] to keep everyone safe and it's part of my job to make sure that all of our customers are wearing masks while in our business."



Apologize, Reassure, Say “Thank you”

“I am truly sorry that today’s shopping experience hasn’t been what you expected.”

“Please know that this is all about protecting your safety and the safety of everyone else that comes into our business right now.”

“Thank you for understanding.”

“You are committed to helping stop the spread of this virus.”

“Thank you for doing your part to keep everyone safe!”

Boundary Setting

Contrasting Statements:

“What I can’t do is allow you to shop in our store without a mask; what I can do is....get you a mask to wear....bag up your needed products and bring them out to you.”

Establishing a Boundary:

“I’m going to ask you to put your mask on or I’ll have to call law enforcement.”

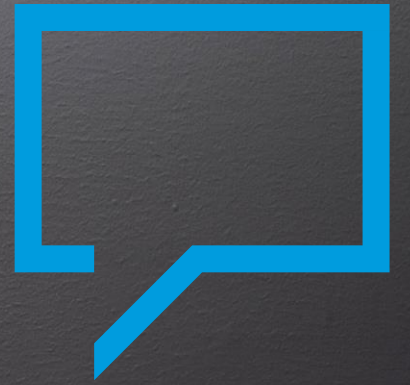
Following through:

“I’ve asked you to comply with our safety measures and you’ve refused. Therefore, I’m going to call law enforcement.”

QUESTIONS AND DISCUSSION



Thank You!



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Jim Franklin

Chief of Police

Rochester Police Department

MARK YOUR CALENDARS

Rochester Chamber Sponsors

Mask Up Rochester

Pick up your FREE MASKS so we are
#RochesterReady

Monday, August 3rd

9:00am–2:00pm

125 LIVE