



Illinois  
Retail Merchants  
Association

## **Social Distancing Guidance**

In the midst of the largest strain on stores in history, retailers, like you, are having to implement new procedures in the midst of meeting historical consumer demand. We also know that keeping your employees and your customers safe during this pandemic is a top priority. Unfortunately, unless consumers cooperate, every effort will fail. Nevertheless, retailers are being looked to by others to help consumers comply.

IRMA has seen so many creative ideas to encourage customers to respect the rules of social distancing. To assist Illinois retailers, IRMA has compiled some best industry practices below and encourage you to consider employing some or all of them as quickly as possible in conjunction with your operational realities:

1. Post a sign(s) at the entrance(s) and throughout the store alerting customers that they must follow the 6ft separation rule;
2. Announce social distancing expectations through your PA system periodically throughout the day;
3. Set up floor markers in your stores to show people how far apart they need to be from each other when waiting to check out;
4. Have designated employee(s) regularly walk the floor to ensure that customers are following social distancing rules and provide guidance as needed
5. Place shield guards in front of the cashier and/or bagger that may not have the ability to stand 6ft away from the customer
6. Consider prohibiting the use of reusable bags until the emergency order is lifted
7. If you have online delivery or curbside pickup capabilities, encourage your customers to use those methods before coming to the store.
8. If you have self-checkout lanes, encourage their use to reduce the interaction between employees and consumers and also reduce the handling of money between consumers and employees.
9. Encouraging the use of cashless purchases to reduce the danger of transmission through money

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