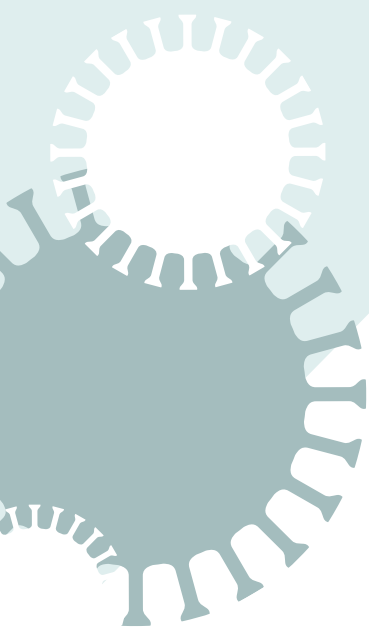


NJSBA

PANDEMIC TASK FORCE

Communications Strategies



**NJSBA: HERE FOR
YOU**

Now, more than ever, it is important to communicate in a thoughtful and direct way with your team, which includes employees, clients, vendors, and the public. It will help people remain calm and confident if information is shared frequently and clearly.

ACTIONS TO CONSIDER

Speak with one voice and be sure that employees have a path to ask questions or raise concerns. Use multiple platforms to keep clients informed about procedural changes; email, website, and social media are good tools.

Frequently evaluate the procedures in place to ensure they are serving the intended need. You won't get it all right from the start. Be open to suggestions for change, ask for ways to improve, and analyze what can be done better.

Signage

- Lobby/entrance area/front doors/common areas
 - Covid-19 Fact Sheet. What you should know about COVID 19 to protect yourself and others. [cdc.gov/coronavirus/2019-ncov/downloads/2019-ncov-factsheet.pdf](https://www.cdc.gov/coronavirus/2019-ncov/downloads/2019-ncov-factsheet.pdf)
 - Important information about your cloth face coverings. [cdc.gov/coronavirus/2019-ncov/downloads/fs-Important-information-cloth-face-covering.pdf](https://www.cdc.gov/coronavirus/2019-ncov/downloads/fs-Important-information-cloth-face-covering.pdf)
 - Stop. Stay home if you are sick. [cdc.gov/coronavirus/2019-ncov/downloads/StayHomeFromWork.pdf](https://www.cdc.gov/coronavirus/2019-ncov/downloads/StayHomeFromWork.pdf)
 - Show, don't tell. Free printable templates about various measures including handwashing, social distancing, and capacity limits. [signs.com/coronavirus-signage/](https://www.signs.com/coronavirus-signage/)
- Elevators
 - Signage to limit capacity (i.e., one person in a small elevator; four people per large elevator car); face coverings must be worn; don't speak in elevators; tape to mark six feet from doors.
- Interior office space
 - In addition to duplicates of signage above, hand washing reminders. [cdc.gov/handwashing/posters.html](https://www.cdc.gov/handwashing/posters.html)

- Ten things you can do to manage your symptoms at home. [cdc.gov/coronavirus/2019-ncov/downloads/10Things.pdf](https://www.cdc.gov/coronavirus/2019-ncov/downloads/10Things.pdf)
- COVID-19 scenarios and benefits available [nj.gov/labor/assets/PDFs/COVID-19%20SCENARIOS.pdf](https://www.nj.gov/labor/assets/PDFs/COVID-19%20SCENARIOS.pdf)
- Civil Rights and COVID-19 FAQ [nj.gov/oag/dcr/downloads/NJ-DCR-FAQs-on-COVID-19.pdf](https://www.nj.gov/oag/dcr/downloads/NJ-DCR-FAQs-on-COVID-19.pdf)

Written and Verbal Communications

- Employees
 - Draft memos to employees outlining office protocols. Examples can include addressing: doors to outside hallways remain locked to limit visitor entries; limit number of employees in common spaces (i.e., copy rooms, supply rooms, kitchens, conference rooms, etc.); social distancing; hand sanitizer and disinfecting wipes/sprays throughout office; mask and gloves provided; and facilities being wiped/disinfected at certain intervals throughout the day.
 - Consider a memo to employees regarding health screening measures prior to returning to work, such as thermal screening and wellness apps. Outline procedures when someone is symptomatic. Designate person to report to if an employee is not feeling well and/or symptomatic. Have procedures in place for management response.
 - Provide clear instructions to employees re: work from home policies and expectations.
 - Update employee handbooks as related to COVID-19.
 - Hold weekly attorney meetings and staff meetings via Zoom to keep all employees connected and up to date; if some employees have returned to work, Zoom participation from desks may be advisable for social distancing in lieu of conference rooms.
- Clients
 - Communicate through company website, email news alerts, social media channels (i.e., Facebook, Twitter, etc.), and phone calls to reinforce rules and ensure that the message is not missed in the flood of information all are receiving.
 - Substantively that should include: Current office hours; whether open to general public; whether staffing is full or limited; general precautions being taken to protect public; and a designated contact person for any questions or concerns.

- Visitors
 - Visitors may include clients or other third parties, such as attorneys, experts, mediators, etc. Everyone should be advised of basic protocols via email prior to arrival, including whether masks and gloves are required, who will meet them upon arrival, restricted areas of the office, limitation on number of meeting participants, and meeting time limitations. Phone calls, in addition to electronic communications, such as email and text messaging, will help reinforce rules and ensure that the message is not missed in the flood of information all are receiving.
- Vendors
 - Mail carriers should be included in this category, along with delivery persons. Signage outside office doors for communication, which may include, for example, setting up bins in hallway or lobby for mail and package drop-off and pick-up, keeping all vendors from interior office until further notice. Again, phone calls may be necessary to reinforce rules and ensure that the message is not missed in the flood of information all are receiving.

Training

- Harassment/Discrimination Resources
 - 5 Things you Should know about Civil Rights and Covid-19. The New Jersey Law Against Discrimination (LAD) [nj.gov/oag/dcr/downloads/fact_COVID-19.pdf](https://www.nj.gov/oag/dcr/downloads/fact_COVID-19.pdf)
 - COVID-19 Pandemic and Anti-discrimination webinar. U.S. Equal Employment Opportunity Commission [eeoc.gov/coronavirus](https://www.eeoc.gov/coronavirus)
- Supervisor Directions
 - Worker Benefits, Protections and the Coronavirus (COVID-19) [nj.gov/labor/worker-protections/earnedsick/covid.shtml](https://www.nj.gov/labor/worker-protections/earnedsick/covid.shtml)
 - What you should know about COVID-19 and the ADA, the Rehabilitation Act, and other EEO laws. [eeoc.gov/wysk/what-you-should-know-about-covid-19-and-ada-rehabilitation-act-and-other-eeo-laws](https://www.eeoc.gov/wysk/what-you-should-know-about-covid-19-and-ada-rehabilitation-act-and-other-eeo-laws)
 - Proposed form of letter to employee who may have been exposed to COVID-19.
<https://tcms.njsba.com/personifyebusiness/Portals/0/2020%20Pandemic%20Task%20Force/LegalLiability1.pdf>

- Safety Protocols
 - Putting on and taking off a mask, U.S. Dept. of Labor video
[youtube.com/watch?v = oU4stQgCtV8](https://youtube.com/watch?v=oU4stQgCtV8)
 - CDC video: How COVID-19 can spread in a community
[youtube.com/watch?v = 9pVy8sRC440&list = PLvrp9iOILTOaJa78zFQ0QgvShQ2HEwHxP&index = 43&t = 0s](https://youtube.com/watch?v=9pVy8sRC440&list=PLvrp9iOILTOaJa78zFQ0QgvShQ2HEwHxP&index=43&t=0s)

Wellness

Communicating with staff about the importance of maintaining wellness in the face of this challenge has been well documented. Here are resources that can be shared at a firm.

- Coping with the psychological challenges of the COVID-19 pandemic
[community.njsba.com/blogs/njsba-staff/2020/03/25/coping-with-the-psychological-challenges-of-the-co?ssopc = 1](https://community.njsba.com/blogs/njsba-staff/2020/03/25/coping-with-the-psychological-challenges-of-the-co?ssopc=1)
- Mental health resources for the legal professional during COVID-19, including mental health support, practice issues, financial concerns, and recovery support
mailchi.mp/227e1c0767e0/covid19resources
- New Jersey Legal Assistance Program's YouTube channel has many videos and webinars available at youtube.com/channel/UCb0KoTmDC2hZ3sZ0iS2vFIQ
- How companies can support employees of color through the pandemic
hbr.org/2020/05/how-u-s-companies-can-support-employees-of-color-through-the-pandemic
- Leadership in a post-pandemic workplace hbr.org/2020/05/lead-your-team-into-a-post-pandemic-world
- Mental health and COVID cdc.gov/coronavirus/2019-ncov/daily-life-coping/managing-stress-anxiety.html
- How to talk to your team about mental health [who.int/docs/default-source/coronaviruse/mental-health-considerations.pdf?sfvrsn = 6d3578af_2](https://who.int/docs/default-source/coronaviruse/mental-health-considerations.pdf?sfvrsn=6d3578af_2)