

FACE COVERINGS

attitudes and practices within close contact retail services

15 Policy recommendations from a research study funded by UK Government

The findings of this study represent workers that provide close contact services and members of the public that receive these services in small consulting rooms (e.g. within opticians, community pharmacies, hair and beauty salons, holistic therapy centres, podiatrists etc.).

Public health campaigns should...

- Continue to **communicate** the **reasoning** behind behavioural **recommendations/requirements**
- Include **reminders** related to face covering **fit, handling** and **hand sanitizing**
- Include **visual prompts** of effective versus ineffective face covering practices
- Use **simple and familiar terminology** to help ensure clarity, **ease of understanding and consistency**
- Raise awareness amongst workers of the **impact** that wearing a face covering can have on service users **mood and anxiety** during consultations
- Illustrate a diverse **target audiences** within public health campaigns to make messaging **relatable**
- Include **emotive triggers** related to the use of face coverings in order to convey the underpinning reason for wearing them (e.g. to protect self, family and community)
- Tap into **self-motivation** as many individuals perceive a protective benefit to themselves from their wearing face coverings,
- Include representation of **'trusted' experts** such as doctors
- Position face covering use relative to the **wider suite of protective measures** that prevent viral transmission (e.g. cleaning/sanitising, social distancing, vaccines, etc.).

Policy and guidance should...

- **Maintain consistent recommendations** for use of face coverings within relevant close contact settings (such as the consulting room)
- Clearly **define boundaries** for the wearing of face coverings within different settings (consulting room vs retail space)
- Consider how and when to communicate changing **COVID-19 rates** (including rates of hospitalisation) at **national** and **local** levels as this informs the face covering behaviours of some
- Consider providing hair and beauty workers with access to a **portal** through which to **obtain face coverings**
- Consider how those responsible for publishing/disseminating guidance and research might usefully adopt a **shared code of conduct** with respect to **clear and consistent terminology**

As a result of this project recommendations have been made for policy, practice and research. Want to understand more? Read the final report and infographics [here](#)



This study is part of a wider programme of work: **The PROTECT COVID-19 National Core Study on transmission and environment, funded by UK Government**

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