

# RISK CONTROL CONSULTING

## Business Reopening Plan (BRP) Checklist – Communication

### Introduction:

This Business Reopening Plan (BRP) Checklist is designed to assist businesses in preventing further economic injury and increase the probability of a successful reopening. We hope you find it informative and helpful in mapping your path to success.

### How to Use this Checklist Guide:

Businesses are encouraged to review this document and identify those topics that apply to their respective organizations. As a generic document, all information will not apply to all users. We anticipate that some Businesses will have unique operations not addressed in this document. We encourage all users to augment what is contained and view the information in the context of a holistic Business Continuity Program.

### Disclaimer:

This document is intended as a guidance document. All Business users retain the responsibility to apply this information appropriately and to augment the information as necessary. Tribal First does not accept responsibility for the application of information contained within.

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## Business Reopening Plan Checklist – Communication

Question/Consideration	YES	NO	N/A	Action and/or Comments	By Whom	By When
<b>External Communication</b>						
1. An external emergency communication plan is in place outlining a process for reaching external stakeholders, customers, media, shareholders, suppliers, local community, health care providers, analysts, retirees, union representatives, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
2. Is communication provided to general public through a public press release?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
3. Update your customers frequently and with purpose and go beyond the core safety, density, cleanliness messages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
4. Does communication include: opening plan, visitor requirement, actions being taken to reduce exposures, and contact information?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
5. Connect with your suppliers and partners on a consistent basis and keep them updated and apprised of situation. Different materials and needs may be required.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
6. When answering the phone, be present and engaged with customers and others. Take the opportunity to remind them you remain a presence in the community and employer—and that you are still in business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
<b>Internal Communication</b>						
1. An internal communication plan is in place outlining a process for reaching employees through combinations of emails, intranet postings, flyers/ posters, leader talking points, FAQs or a website situation room. The plan should identify simple, key messages, a reliable process and the vehicles for providing continual updates and collecting feedback from employees.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
2. Update employees' contact numbers and emergency contact details.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			

Question/Consideration	YES	NO	N/A	Action and/or Comments	By Whom	By When
3. Appoint a designated crisis management team. These people, before everything else, need to understand the seriousness of the situation and they need to be good communicators in order to keep the workplace aligned and safe.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
4. Create an environment that fosters online collaboration to ensure that employees stay connected and collaborate efficiently while working from home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
5. Respect self-isolation guidelines and stay in touch with your self-isolated employees. Having these employees in mind and communicating with them regularly is important. Many of them may feel lonely and worried. Stay connected with them and show them that you are here for them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
6. Employees know how to report concerns with cleanliness and obtain additional cleaning supplies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
7. Employees have been given accurate information about ways to prevent the spread of infection. See Staffing & Training Checklist for additional resources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
8. Is communication provided to employees at regular intervals?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
9. Does communication include: when to stay home, basics of COVID-19 (what, symptoms), requirements while at work (procedures, masks/gloves, distancing), requirements for managing visitors, procedures for suspected COVID-19, where to find detailed operational information?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
10. Define a central internal communication channel to ensure that the important COVID-19 information doesn't get buried and go unnoticed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
<b>What to Say to Employees</b>						
1. Employees are connected to timely, accurate information from CDC, WHO and your State and County Health Departments. Provide clear instructions about what to do if employees suspect they have been exposed to COVID-19.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			

Question/Consideration	YES	NO	N/A	Action and/or Comments	By Whom	By When
2. Stop the spread of misinformation by communicating the facts from authoritative resources on how COVID-19 is spread and how to avoid infection. Clearly articulate and communicate preventive actions the organization is taking to avert or contain transmission of COVID-19 at work (focus on technology and techniques for employee safety, hygiene, biohazard disposal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
3. Promote safety steps for employees to use via posters, memos, emails, intranet postings, supervisor talking points, FAQs, etc. to promote preventive actions employees can take (hygiene and avoidance) – see WHO and CDC recommendations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
4. Keep employees informed on the organization’s status by describing the potential impact of an outbreak on your operations, services, travel, supply chain, business, revenues, etc., so employees can plan accordingly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
5. Update employees on company policy and position updates by describing health plan coverage (preventive and treatment), attendance, paid time off, payroll continuation, travel, and group meetings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
6. Revise and update employees on working from home policies as changes are made. If your organization supports telecommuting practices, clearly articulate procedures and expectations that employees should follow.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
7. Promote safe travel policies within the organization by promoting alternatives to travel, such as web conferencing and phone meetings. If employees must travel, offer clear guidance on safety protocols, augmenting with guidance from CDC and WHO. For additional information refer to Staffing and Training Checklist, Section: Employees That Travel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
<b>SIGNAGE</b>						
1. Post signage in entryways requesting those who have flu-like symptoms not to enter the facility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			

Question/Consideration	YES	NO	N/A	Action and/or Comments	By Whom	By When
2. Post signage in entryways requesting all employees and visitors to use hand sanitizer station and/or wash their hands upon entry.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
3. Post signage displaying proper hand washing techniques near all hand washing stations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
4. Front of House: provide CDC guidelines for hygiene, social distancing, and proper mask wearing/handling/ disposal at prominently displayed locations throughout facility. Also – include where to go for assistance. <a href="#">Visit CDC - Prevent Getting Sick.</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
5. Back of House: provide CDC guidelines for hygiene, social distancing, proper mask and glove wearing/handling/disposal, at prominently displayed locations (employee entrances, break rooms, employee lockers, etc.). Also – include who to contact for assistance, concerns or questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
6. Post signage requiring visitors to practice physical distancing of at least 6 feet (for example; when waiting in lines, waiting for elevators, and moving around property).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
7. Posting of payment restricted to only credit cards (no cash)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
8. Posting of self-services being suspended? (all merchandise will be served/handled by retail attendant)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
9. Distancing guidelines and markings prominently displayed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
10. Posting of all sales are final until further notice? (i.e. no returns)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			

**RESOURCES:**

- [CDC Interim Guidance for Businesses and Employers to Plan and Respond to Coronavirus Disease 2019 \(COVID-19\)](#)
- [CDC Coronavirus Disease 2019 \(COVID-19\) Print Resources](#)
- [CDC Coronavirus Disease 2019 \(COVID-19\) Communication Resources](#)
- [World Health Organization Coronavirus disease \(COVID-19\) Pandemic](#)