

FACE COVERINGS

attitudes and practices within close contact retail services

Summary findings 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.). There was commonality in the results found between hair and beauty workers and the public, and pharmacy workers and 'other' workers.

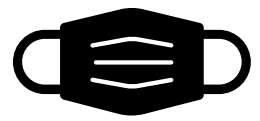
Knowledge



Participants had a good level of knowledge of why face coverings are recommended, knowledge of washing/drying/storage practices were less evident

Use of face coverings

Participants were confident in their ability to don/doff a face covering correctly, although frequency and triggers for changing face coverings varied (e.g. duration, activity triggers, leaving home, entering new premises)



Effectiveness



Face coverings are considered to be effective in preventing COVID-19 transmission, seen to benefit the wearer and those around them

Positives and negatives to face coverings

- Health protection and positive judgement from others were common benefits cited
- Communication challenges and discomfort were common negatives



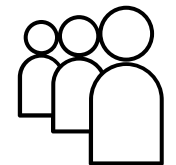
Mandated face coverings



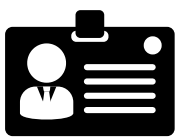
- Intention to wear face coverings is high, even if no longer mandated by Government
- Intention to visit retail consulting rooms remained unchanged regardless of face coverings being mandated

Influence

Others wearing face coverings reinforced own behaviour and environmental influences (posters and signage) were identified to support the wearing of face coverings



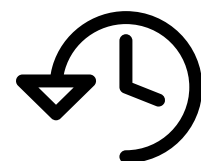
Identity



Wearing face coverings has changed aspects of work and personal identity for some workers, but not all. There was no change to public identity.

Ineffective practices

Frequently reported ineffective/poor practices that individuals were self-aware of doing included adjusting face coverings, not changing frequently enough and poor storage (e.g. in pocket)



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](#)