

National guide for field sales during the epidemic in Norway (13.05.2020)

By:

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On behalf of:



Introduction



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Due to the spread of covid-19, all field sales in Norway were stopped in week 11 this year. This decision was made by the industry's own volition and there are no state mandates or prohibitions against field sales as of now.

Field sales is in this context an activity consisting of direct physical outreach to the public through stands, knocking on doors, or on the street - with the goal being recruiting new donors to organizations.

Field sales and regular donors are an important source of income for many organizations, so a potential stop to such activities over a longer period could have large consequences for an organizations ability to fulfill their goals. There is therefore a need to be able to conduct field sales in a manner that *is* and is *experienced* as infection-safe for both the public and the fundraisers.

This document is compiled after a mandate from the board of the Norwegian Fundraising Association. Representatives from The Norwegian Air Ambulance Foundation, Norwegian Red Cross, Doctors Without Borders, The Norwegian Association of the Blind and Partially Sighted and UNICEF have compiled the document. The contents are based the workgroup's comprehensive experience with field sales, insight obtained the field sales test done from 05.05.2020 until 15.05.2020, along with professional medical guidance from the workgroup's medical experts consisting of Stephen Sollid (NAAF), Karine Nordstrand (MSF) and Olav Aasland (Red Cross)

About



The guide is compiled in accordance with guidelines and templates from The Norwegian Institute of Public Health (IPH) published May 9th, 2020.

There will always be a risk of infection and that cases could occur even though good infection control is exercised. Infection prevention is done to reduce the risk. This guide will give insight and give advice on how the service can be organized at the same time as infection control is safeguarded properly.

Information about covid-19 is found on IPH's website ([See here](#))

IPH emphasizes the following three key points in halting the spread of the disease. These are also central in this guide:

1. Sick people are to stay at home
2. Good hand hygiene and coughing etiquette, along with increased cleaning.
3. Keep at least 1 meter distance and reduce contact between people.

Despite well executed measures, cases of covid-19 and other infections could still occur. If the measures suggested here are implemented, the spread will still be limited. The measures in this *National guide for field sales during the epidemic in Norway* is a description of infection control measures that can help contribute to reducing the infection risk to a minimum.

The organization's responsibilities



Organizations that participate in field sales during the outbreak of covid-19 have a distinct responsibility to ensure the activity does not contribute to increased infection. Before the fundraisers can begin fundraising the following bullet-points must be met:

1. Every leader with field sales responsibility must familiarize them selves with - and adhere to *National guide for field sales during the epidemic in Norway*
2. Every fundraiser must, prior to first workday, receive training in the fundraiser's responsibilities ([See own point](#))
3. Every fundraiser must be informed of infection control measures from IPH and the authorities
4. Every fundraiser must have access to necessary infection control equipment in accordance with the current equipment list ([See own list](#))
5. The organization will ensure that every sign-up can and will occur without direct contact or touching of people or unclean surfaces
6. The organization will facilitate transportation to-, from - and during working hours ([See own point](#))
7. The organization will itself ensure that all fundraisers adhere to *National guide for field sales during the epidemic in Norway*

Fundraiser's responsibilities



Fundraisers have an exceptional responsibility in avoiding spreading infection when meeting the public. The following bullet-points must be adhered to when fundraising.

1. Stay home if you feel ill or have symptoms that could be related to covid-19 ([See link](#)). Immediately end work if you develop any of these symptoms while working.
2. Do not work if you are in quarantine or have been in contact with anyone confirmed to be infected with covid-19
3. Keep at least a 1 meter distance to others. Separate guidelines apply during transportation ([See own point](#))
4. When needing to cough/sneeze: Do so in a tissue, or your elbow
5. Avoid all forms of bodily contact such as hugging and hand-shaking
6. Limit each customer interaction to 15 minutes at the most
7. Avoid entering private homes or entrances to private homes
8. When meeting people who appear ill or give an indication of not wanting contact, end the conversation promptly and pleasantly
9. Wash hands thoroughly before and after work. Use disinfectant on hands and equipment after every customer interaction
10. Demonstrate good collection practices in accordance with the fundraising association's ethical guidelines ([See link](#))
11. Follow infection control guidelines from the Institute of Public Health ([See link](#))

Transportation



The organization will ensure that fundraisers can get to and from work, along with perform their duties - without exposing themselves or others to unnecessary infection risks. The organization shall as a result ensure the following bullet-points are followed:

1. Stay up to date on the government's guidelines concerning public transportation ([See link](#))
2. Arrange for transportation options in such a way that minimal contact between persons is achieved. Cars, bicycles or walking is encouraged
3. Group together small collections of fundraisers that travel together, with minimal changes within the group
4. Make facemasks readily available and arrange training on proper use of these, if needed

The fundraiser must adapt their own transportation to and from, and during work - in such a way that they do not expose themselves or others to unnecessary infection risks. The fundraiser shall as a result ensure the following bullet-points are followed:

1. Stay up to date on the government's guidelines concerning public transportation ([See link](#))
2. Wash or disinfect hands before beginning transportation, during if needed, and after transportation ends
3. If needed and possible, wash or disinfect surfaces and contact points normally touched in connection with transport
4. Keep as large a distance as possible from others making use of the same transport as you. Avoid crowds

Equipment list



- Disinfectant for hands and equipment
- Tissues for coughing and sneezing
- Trash bags
- Equipment necessary for infection-safe signing of donor agreement
- Recommended:
 - Equipment that aids in keeping a 1 meter distance (for example measuring tape, tables or mats)
 - Payment options allowing at least a 1 meter distance (for example tablets with SMS signatures available)
 - Facemask for fundraisers wishing to utilize these for example when using public transportation

It is the organization's responsibility to make the equipment available for all fundraisers during the totality of the workday.

Q and A



It is important that inquiries are responded to relatively similarly. This is because the public must receive the same answers independent of if they ask a fundraiser, or the organization's service center.

Why are you doing outreach sales now?

ANSWER: Contributions from people are crucial for us to be able to do our jobs, and the need for contributions is on the rise. We keep our distance and speaking with us is voluntary. We are following the guidelines of the Institute of Public Health and the Norwegian Fundraising Association's *National guide for field sales during the epidemic in Norway*

Aren't you contributing to spreading the virus now?

ANSWER: No. We are following the guidelines of the Institute of Public Health and the Norwegian Fundraising Association's *National guide for field sales during the epidemic in Norway*. We keep our distance and speaking with us is voluntary.

Why are you fundraising now when so many people are temporarily laid off or have lost their jobs?

ANSWER: Contributions from people are crucial for us to be able to do our jobs, and the need for contributions is on the rise. We keep our distance and speaking with us is voluntary. We are following the guidelines of the Institute of Public Health and the Norwegian Fundraising Association's *National guide for field sales during the epidemic in Norway*

What are you doing to avoid the spread of infection or getting infected yourself?

ANSWER: We are following the guidelines of the Institute of Public Health and the Norwegian Fundraising Association's *National guide for field sales during the epidemic in Norway*. Amongst other things, we keep a 1 meter distance and disinfect work equipment before and after each conversation with the public. We keep each conversation brief and never enter private homes. You can never guarantee not to be infected, but we adhere to the current societal guidelines. The Norwegian Fundraising Association's *National guide for field sales during the epidemic in Norway* is developed with internal medical experts.

Aren't the employees exposed to infection risks?

ANSWER: We are following the guidelines of the Institute of Public Health and the Norwegian Fundraising Association's *National guide for field sales during the epidemic in Norway*. We keep our distance at work, both from each other and the public. We have been given strict guidelines on the use of public transportation, and we do not enter private homes or entrances.

Contact



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