

Methodology for development of informal market guidelines for COVID 19

STEP 1. Identify existing sources of guidance for retail markets to minimize spread of COVID 19 from international and select national sources

GAIN did a survey of websites for Guidance on COVID 19 that could be made applicable to retail environments. We identified nine sources with useful information that are listed and described in Appendix 1.

STEP 2. Collate advice into a single guidance and simplify for key audiences

GAIN experts collated the guidance into broad categories suggested by colleagues at WHO, with content additions from the Codex Regional Guidance for Design of Control Measures for Street Vended Foods (Africa), CAC/GL 22R. The guidance was selected to provide the best public health advice for market authorities, without considering the actual acceptability of the proposed changes for the market structures. Where practices common in today's retail environment were lacking, researchers checked for national resources to fill those gaps.

The Guidance language was simplified to communicate messages to consumers, vendors and market authorities in lower literacy environments and individual pieces of guidance (#) were sorted into four categories: Guidance for Market Authorities (17); Guidance for Vendors (14); Guidance for Customers (5); Guidance for people who have been exposed to COVID 19 or who have symptoms (4).

STEP 3. Solicit advice from GAIN country offices to determine the ease of adoption in each country

Once the guidance was selected, simplified and organized for communications with the target audiences, it was circulated to five GAIN country offices for review. The offices were in Nigeria, Bangladesh, Kenya, Ethiopia and Tanzania. The offices were instructed to rate each piece of Guidance according to the following scale:

- **Green:** has already been implemented or could be implemented right away, even with limited or no additional resources (10)
- **Blue:** not currently implemented and would require modest resources to put in place (7)
- **Yellow:** not currently implemented and could be done with additional resources (5)
- **Red:** not currently implemented and extremely difficult to implement even with extra resources; or conflicts with national COVID guidance (3)

Five countries responded and provided ratings for each piece of guidance.

STEP 4. Specific guidance was ranked based on GAIN country input

Based on the advice from GAIN country offices, the final guidance was reorganized to reflect the ease of implementation according to the color coding. See Appendix 2. While the possible range in values accruing to each piece of guidance was 15 ("extremely difficult to implement") to 50 ("already been implemented or could be implemented right away").

Ranking of Guidance based on GAIN Country Office Responses

Categories	Number	Range	Median
Guidance for Market Authorities	17	25 - 50	37
Guidance for Vendors	14	34 - 50	43
Guidance for Customers	5	47 - 50	47
Guidance for people who have been exposed to COVID 19 or who have symptoms	4	33 - 45	45

Note: In a few instances a country would not rank a piece of Guidance. Those results (0) were included in the final tally.

STEP 5. A communications firm was hired to produce visual communication tools for the guidance, including video and posters, to use at markets.

The final Guidance was provided to a communications firm and were included in the final communication pieces.

STEP 1 - Sources

GAIN draft Guidance for traditional food markets to manage COVID-19 and other risks Dated 1 December 2020
GAIN draft Guidance for traditional food markets to manage COVID-19 Dated 14 December 2020
As well as the WHO site for the description of common symptoms https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public#:~:text=The%20most%20common%20symptoms%20of,or%20a%20skin%20rash.

STEP 2 - For the illustration styles we used the photography of various markets provided by GAIN.

Regarding the process, the material was developed using the methodology outlined below:

Scripts & Text

Draft scripts were developed based on the documents provided by GAIN.
The scripts were reviewed by GAIN.
A first draft was integrated in draft animations and reviewed by GAIN.
The script was adapted based on the feedback received.
A second version was submitted, and feedback was received and implemented.

A final version was submitted. This final version can serve as a basis for individual feedback by each country to tailor it to local needs, both in terms of illustrations and language.
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Style & Illustrations

Initial style examples were sent to GAIN for review.
The selected style was fine-tuned, and various characters were developed.
Illustrations for each theme were developed.
Storyboards were reviewed by GAIN.
Feedback was integrated in a final version.

APPENDIX 1: Resources used

1. Codex Regional Guidelines for the Design of Control Measures for Street Vended Foods (Africa), CAC/GL 22R:

The Codex Regional Guidelines lay a firm foundation for ensuring food hygiene. It recommends a HACCP-based approach wherever possible to enhance food safety as described in the Recommended International Code of Practice – General Principles of Food Hygiene. The controls described in these Guidelines are recognized as essential to ensure the safety and suitability of food for consumption.

2. DRAFT: World Health Organization Guidance for managing traditional food markets during the COVID-19 pandemic – A One Health Approach.

This document was shared with GAIN as a draft and shows the approach WHO was contemplating to address biosecurity issues in informal markets. While it contained very useful and timely guidance, it was not directed to the same audiences that GAIN targeted: market authorities; vendors; and consumers.

3. World Health Organization, Getting your workplace ready for COVID 19, 19 March 2020

This document gives advice on simple ways to prevent the spread of COVID-19 in your workplace, and how to manage COVID-19 risks when organizing meetings and events or you and your employees travel, and how the workplace can be ready to manage COVID-19 if arrives in your community. The document identifies simple precautions and planning that can make a big difference, and actions that can help to protect your employees and your business.

4. World Health Organization, Mask use in the context of COVID-19 Interim guidance, 1 December 2020

This document provides updated guidance on mask use in health care and community settings, and during home care for COVID-19 cases. It is intended for policy makers, public health and infection prevention and control professionals, health care managers

and health workers. The Annex provides advice on how to manufacture non-medical masks. It is intended for those making non-medical masks at home and for mask manufacturers.

5. U.S. Centers for Disease Control and Prevention, Considerations for Outdoor Farmer's Markets, September 17, 2020

This document provides recommendations to informal ("farmer") market managers to help ensure safe operations and access to food while helping prevent the spread of COVID-19. The COVID-19 pandemic has brought new challenges to food security in the United States. Access to healthy food options and nutrition are an important part of overall physical and mental health. In the United States, farmers markets were identified as an essential service because of their role in supporting local farms and providing communities access to fresh, healthy food during the pandemic. Farmers market managers are also advised to review CDC's COVID-19 guidance and considerations on community-based organizations, workplaces, events and gatherings, and food service providers.

6. UK Parliament, COVID-19 and Social Distancing: the 2 metre advice, June 23 2020

This document discusses the 2 metre distancing advice as a risk assessment based on relative risk. Measures to mitigate the increased risk of reducing physical distancing include ventilation, physical barriers (screens and face coverings), reduced building occupancy and enhanced cleaning. These will vary according to the context. The wider range of social distancing practices should be maintained to contain viral transmission. Social distancing and other public health measures are likely to be needed long-term, until a vaccine or more effective treatments for COVID-19 are available.

7. U.S. Centers for Disease Control and Prevention, COVID-19: Quarantine vs. Isolation Fact Sheet

This document distinguishes for a lay audience the difference between quarantine and isolation; how to manage symptoms that can be from COVID-19; and actions that one needs to take when testing positive for COVID-19.

8. U.S. Centers for Disease Control and Prevention, Duration of Isolation and Precautions for Adults with COVID-19, U.S. CDC, October 19, 2020

CDC reports on evidence that supports ending isolation and precautions for persons with COVID-19 using a symptom-based strategy. This update incorporates recent evidence to inform the duration of isolation and precautions recommended to prevent transmission of SARS-CoV-2 to others, while limiting unnecessary prolonged isolation and unnecessary use of laboratory testing resources.

APPENDIX 2:

GAIN draft Guidance for traditional food markets to manage COVID-19

Version January 13, 2021 (GAIN country offices responses: Bangladesh BG/Nigeria NG/Kenya KN/ Ethiopia ET/Tanzania TZ) (Reorganized Guidance based on weighted responses from the countries.) (Mozambique provided a limited response, and did not rate the specific guidance.)

KEY for country responses:

- **Green:** has already been implemented or could be implemented right away, even with limited or no additional resources (Value: 10)
- **Blue:** not currently implemented and would require modest resources to put in place (Value: 7)
- **Yellow:** not currently implemented and could be done with additional resources (Value: 5)
- **Red:** not currently implemented and extremely difficult to implement even with extra resources; or conflicts with national COVID guidance (Value: 3)

1.0 Guidance for Market Authorities

- ❖ Wearing masks in the market prevents the virus from spreading. Market populations should wear masks while at the market and if possible, stay six feet apart. Enforcement options need to be considered by the market authorities. **BG NG KN ET TZ** (Score: 50)
- ❖ Simple, easily understood information messages should be tailored for dissemination via a number of different platforms, including social media channels and mobile phones to encourage safety-oriented behavioural changes. **BG NG KN ET TZ** (Score: 45)
- ❖ Frequently clean all common areas, such as handwashing stations and restrooms. **BG NG KN ET TZ** (Score: 42)
- ❖ Simple posters illustrating the “dos” and “don’ts” of COVID safety, as well as safe food preparation and vending should be widely and prominently displayed. **BG NG KN ET TZ** (Score: 42)
- ❖ Before entering the market, customers should be advised not to enter if they are positive for COVID-19, including if they have only mild symptoms. **BG NG KN ET TZ** (Score: 40)
- ❖ Consider placing handwashing station at market entrances. **BG NG KN ET TZ** (Score: 40)
“while ensuring that risk of cross-contamination through touch is minimum (elbow operated taps, foot operated taps, etc).” (Mozambique addition)
- ❖ Authorities responsible for food safety in traditional food markets should develop communication campaigns to inform market workers and customers about the risks of COVID-19. **BG NG KN ET TZ** (Score: 40)
- ❖ Post clear and prominent physical distancing signage for all walkways, entry and exit way, vendor booths and spaces that may become crowded. **BG NG KN ET TZ** (Score: 37)
- ❖ Frequently replenish soap/sanitizers. **BG NG KN ET TZ** (37)
- ❖ Where possible, set up a “health table” outside the market to provide temperature checks for those using the market. **BG NG KN ET TZ** (Score: 36)

- ❖ Ill persons or those who have or suspect they have COVID-19 should immediately leave the market to prevent/minimize spreading the virus in the market. **BG NG KN ET TZ** (Score: 36)
- ❖ Whenever possible, maximize air flow through enclosed markets using open windows and fans. **BG NG KN ET TZ** (Score: 32)
- ❖ Restructure vendor stalls using, for example, tables and floor markings to put protective distance (six feet/two meters) between customers and vendors except when transacting payments. **BG NG KN ET TZ** (Score: 32)
- ❖ Market managers should where possible design a one-way flow pattern in the market, using arrows and other visual aids to assist customers in maintaining a 6-foot/2-meter distance from each other throughout the market. **BG (3ft/1mtr) NG KN ET TZ** (Score: 28)
- ❖ Monitor overcrowding at stalls. Use floor aids or customer queuing guides to maintain appropriate distancing. **BG NG KN ET TZ** (Score: 28)
- ❖ Arrange for designated pick-up areas outside the market for vendors providing remote (“phone”) ordering and pick up. **BG NG KN ET TZ** (Score: 27)
- ❖ Use plexiglass or other devices to separate stalls that are less than six feet apart. **BG NG KN ET TZ** (Score: 25)

2.0 **Guidance for Vendors**

- ❖ Vendors and employees or volunteers should stay home if they have tested positive for COVID-19, are experiencing illness or symptoms, or have had close contact with a person with COVID symptoms or who has tested positive. **BG NG KN ET TZ** (Score: 50)
- ❖ Wearing masks in the market prevents the virus from spreading. Market populations should wear masks while at the market and if possible, stay six feet apart. **BG NG KN ET TZ** (Score: 50)
- ❖ Wipe contact surfaces, such as tables and tray used for money or products, with disinfectant or soap and water following each customer. **BG NG KN ET TZ** (Score: 47)
- ❖ Stay 6-feet/2-meters apart from others to reduce the likelihood of transmission. **BG NG KN ET TZ** (Score: 47)
- ❖ Practice good respiratory hygiene (cover mouth and nose when coughing or sneezing dispose of tissues and wash hands) and never sneeze or cough over unprotected food **BG NG KN ET TZ** (Score: 47)
- ❖ Avoiding touching eyes, nose, or mouth with hands. **BG NG KN ET TZ** (Score: 47)
- ❖ Surfaces can be contaminated, and the virus can spread via the hands to the face through touching. Washing of hands and surfaces is recommended to reduce this risk. **BG NG KN ET TZ** (Score: 44)
- ❖ If appropriate, vendors or employees should report symptoms or suspected COVID illness to the market management before leaving the market. **BG NG KN ET TZ** (Score: 43)

- ❖ Using soap and water (or an alternative method) to disinfect surfaces, frequently clean utensils, tables, door handles, handrails, payment devices, and other high-touch surfaces and objects. **BG NG KN ET TZ** (Score: 42)
- ❖ When exchanging paper or coin money, avoid touching the face afterwards. To reduce contact, ask customers to place money in tray and use a tray to provide change. **BG NG KN ET TZ** (Score: 40)
- ❖ Vendors should practice good hand hygiene – frequently washing with soap and water for at least 20 seconds. If soap and water are not available, use an alcohol-based hand sanitizer containing at least 60% alcohol. **BG NG KN ET TZ** (Score: 39)
- ❖ Vendors should encourage use of payment via mobile phones or other contactless tools. **BG NG KN ET TZ** (Score: 38)
- ❖ Consider providing different ways for ordering and pick-up to reduce the number of in-person interactions and crowding in markets. **BG NG KN ET TZ** (Score: 37)
- ❖ Risk of transmission from food and food packaging is considered low. **NG KN ET TZ** (Score: 34)

3.0 **Guidance for Customers**

- ❖ The virus spreads through the air from droplets when the infected person coughs, sneezes, talks or breathes. **BG NG KN ET TZ** (Score: 50)
- ❖ Wearing masks in the market prevents the virus from spreading. Market populations should wear masks while at the market and if possible, stay six feet apart. **BG NG KN ET TZ** (Score: 50)
- ❖ Avoiding touching eyes, nose, or mouth with hands. **BG NG KN ET TZ** (Score: 47)
- ❖ Practice good respiratory hygiene (cover mouth and nose when coughing or sneezing; dispose of tissues and wash hands). **BG NG KN ET TZ** (Score: 47)
- ❖ Other risks include close contact (less than 6 feet/2 metres) with people who do not live in your household without wearing a mask. Groups of people in enclosed spaces can spread the virus, even when wearing masks and maintaining proper distancing. **BG NG KN ET TZ** (Score: 47)

4.0 **Guidance for people who have been exposed to COVID 19 or who have symptoms**

- ❖ People with COVID-19 should self-isolate to prevent spread of the virus to others and remain isolated for at least 10 days from the time when (1) symptoms first appeared and (2) at least 24 hours with no fever (without taking fever-reducing medication), and (3) with improvement of other symptoms. **BG NG KN ET TZ** (Score: 45)
- ❖ Ill persons who suspect they have COVID-19 should self-isolate and be tested, if available. **BG NG KN ET TZ** (Score: 45)

- ❖ Persons without symptoms who test positive for COVID-19 should isolate in their home, including avoiding contact with household members, for 10 days following a positive test. **BG NG KN ET TZ** (Score: 45)
- ❖ People without symptoms who were in close contact (within six feet/two meters) of persons with COVID-19 should isolate in their homes for at least 10 days, check their temperature regularly and watch for COVID-19 symptoms. Avoid contact with others during this time. **BG NG KN ET TZ** (Score: 33)