

Sight loss:

Helping you to help your customers during coronavirus

R N I B

See differently

Here are a few quick tips to help you feel confident in interacting with customers living with sight loss during this time.

Be aware

Not all blind and partially sighted people “look blind” (wear dark glasses, use a cane or a guide dog), so be mindful that it may not always be obvious.

Social distancing

People living with sight loss will find it difficult to maintain social distancing, so keep this in mind when you’re on the shop floor.

Introduce yourself

If you think that someone needs help, just introduce yourself – a simple: “Hi I’m Steve, do you need any help?” can go a long way.

Don’t make assumptions

If someone does need help, let them tell you what they need – don’t assume they’re lost when they’re actually wanting to find a specific item or garment. **Just ask.**

Guiding

If someone usually requires “traditional” guiding, have an open conversation about safe alternatives.

Talk naturally

Don’t be afraid of using “visual language” like “nice to **see** you” – just relax and be yourself – you’ll feel awkward if you try to censor yourself.

Use verbal communication

Saying “Go over there” while pointing means very little to someone who can’t see where “there” is. Try and be specific, for example: “The card machine is above your right hand”.

Sight loss is a spectrum

We all see differently, so get to know the people you’re interacting with; some might need help reading prices, while others just want guiding – for those with very low vision, you may need to say when you’re leaving so they know you’ve not just gone quiet!

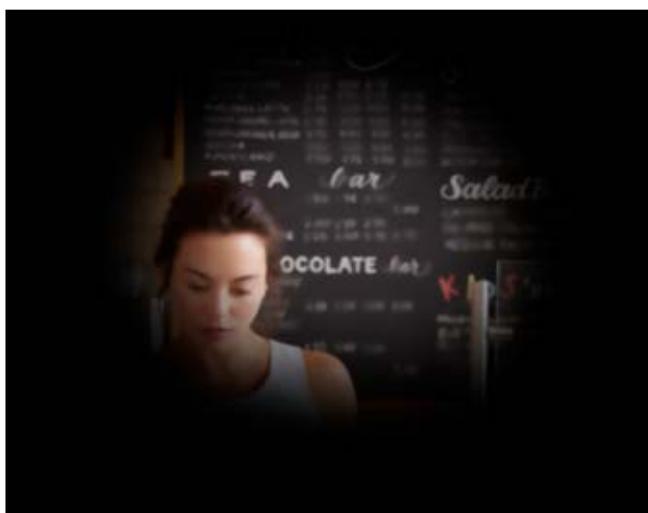
Remember, we’re all individuals.



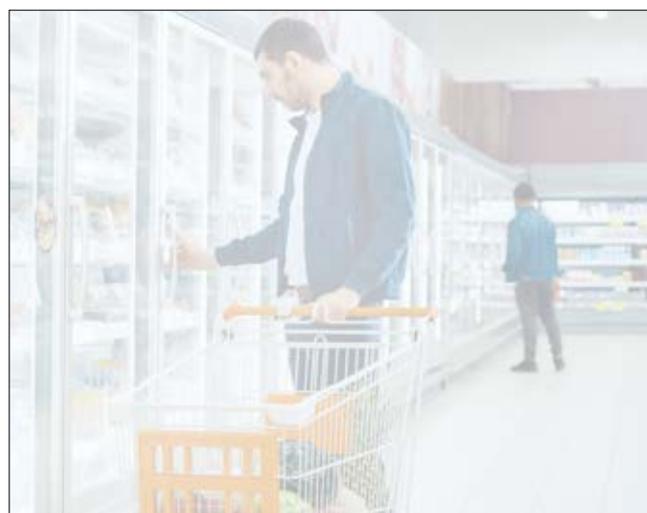
For further information, visit [rnib.org.uk](https://www.rnib.org.uk)

The spectrum of sight loss

When we use the term 'sight loss', many people assume this means no vision at all. But in reality, 93% of blind and partially sighted people can still see something. Here are just a few examples of how people with sight loss might see.



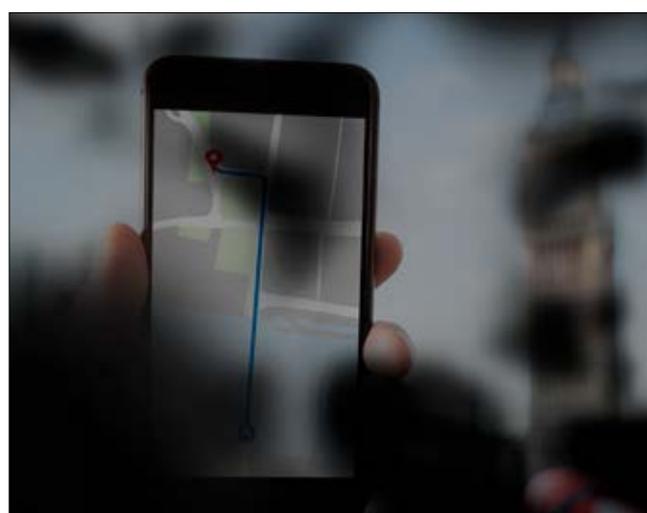
Retinitis Pigmentosa



Cataracts



Age-related Macular Degeneration (AMD)



Diabetic Retinopathy

Faces of sight loss

RNIB

See differently

Sight loss doesn't come in a specific package or mould. All the people you see here are different ages, ethnicities and genders, but they all have one thing in common – they have sight loss.

