Sight loss:
Helping you to help your customers during coronavirus

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](http://rnib.org.uk)

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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**
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.